

**Attachment 2: 2009 Community Festivals and Special Events Investment Program Business Improvement Areas – Economic Development**

**Applicant # 1** Albion Islington Square BIA

**Ward:** Ward 1

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Fusion of Taste Festival

**Event Description:** The event consists of rides, ethnically diverse entertainment (singing/dancing), and food.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
Up to 15,000	70 - 80	18 July 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$46,100	\$TBD	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$2700	\$5000	\$2,900

**Recommendation:** As a Category 2 event, an allocation of \$2,900 is recommended for the Albion Islington Square BIA “Albion Islington Fusion of Taste” event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 2** Church-Wellesley BIA

**Ward:** Ward 27

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Halloweek

**Event Description:** A week long event with both continuing and different activities each day. E.g., “Devilicious” will be coordinated with Church St restaurants, a drag King & Queen contest, etc. The event was held in 2007 & 2008 without CFSE support.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
60,000	15	24-31 October 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$69,500	\$TBD	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
No	\$10,000	\$7,300

**Recommendation:** As a Category 3 event, an allocation of \$7,300 is recommended for the Church-Wellesley BIA Halloweek event.

**Event Allocation Status:** 1<sup>st</sup> year of eligibility.

**Applicant # 3** Downtown Yonge BIA

**Ward:** Wards 27 & 28

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Winter magic

**Event Description:** A winter event focussing on Dundas Square, with installations, holiday lighting, “Kidzfest”, and “window wonderland” of Ryerson students (a competition of window displays) judged by on-line voting and an expert panel.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
25,000	10	14 November 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$62,350	\$TBD	None

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$1720	\$10,000	\$7,300

**Recommendation:** As a Category 3 event, an allocation of \$7,300 is recommended for the Downtown Yonge BIA’s Winter Magic event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 4** Dundas West BIA

**Ward:** Ward 18

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Samba on Dundas

**Event Description:** Community street festival featuring dance, live music, dance classes, and Portuguese & Brazilian food. 600 attendees anticipated.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
600	20	16 August 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$15,180	\$TBD	\$3350

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$1240	\$6000	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the Dundas West BIA's Samba on Dundas event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 5** Eglinton Hill BIA

**Ward:** Ward 12

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** TBD

**Event Description:** Multicultural live entertainment, sidewalk sale, and street performances

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
500	TBD	TBD

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$TBD	\$TBD	\$2225

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
None	\$3900	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the Eglinton Hill BIA event.

**Event Allocation Status:** 1<sup>st</sup> year of eligibility.

**Applicant # 6** Kingsway BIA

**Ward:** Ward 5

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Taste of the Kingsway

**Event Description:** Large pedestrian event with beer/wine gardens, dog show, harvest market, and participation by a broad range of non-profit and charitable groups. 250,000 attendees anticipated.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
250,000	25-30	5&6 September 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$181,000	\$82,000	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
4050	\$10,000	\$0.00

**Recommendation:** An allocation is not recommended for the Kingsway BIA event because the budget exceeds the \$100,000 maximum.

**Event Allocation Status:** The BIA received grants in 2007 and 2008.

**Applicant # 7** Pape Village BIA

**Ward:** Ward 29

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Holiday Family Fun Day

**Event Description:** Christmas season festival with “family friendly” events, such as gingerbread decorating, indoor music, Toronto Zoo “touch table”, wagon rides and carolling, with up to 750 attendees.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
750	20-25	5dec09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$8050	\$6000	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$1240	\$2450	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the Pape Village BIA Holiday Family Fun Day event.

**Event Allocation Status:** 2<sup>nd</sup> year of eligibility.

**Applicant # 8** Parkdale Liberty Economic Development Corp (PLEDC)

**Ward:** Wards 14, 18, 19 & 20

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development in Liberty Village and Parkdale primarily through promotion and streetscape improvements.

**Event Name:** Queen West Art Crawl (QWAC)

**Event Description:** PLEDC assumed the event which was previously sponsored by Artscape. The event includes art sale in Trinity-Bellwoods, a QWAC Art Crawl, live band performances, the Parkdale Youth Festival, and a craft sale component. It stretches from Spadina to Roncessvalles.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
15,000-plus	120	18-20sept09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$130,000	\$60,000	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
	\$9000	\$7,300

**Recommendation:** As a Category 3 event, an allocation of \$7,300 is recommended for the Parkdale Liberty Village Economic Development Corporation QWAC event.

**Event Allocation Status:** 1<sup>st</sup> year of eligibility (although Artscape has previously received funding for a similar event).



**Applicant # 9** Regal Heights Village BIA

**Ward:** Ward 17

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Regal Heights Village Arts Festival

**Event Description:** The event features “the artist next door”, intended to increase awareness of local artists, and is intended to build on the “Art Walk” festival taking place immediately before this event. Lauder St will be closed and there will be live performances.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
1000	7-12	26 September 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$7200	\$TBD	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$0.00	\$3500	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the Regal Heights Village Arts Festival.

**Event Allocation Status:** 4<sup>th</sup> year of eligibility. BIA received grants in 2005-2007.

**Applicant # 10** Riverside BIA

**Ward:** Ward 30

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Celebrate With Us & Take a Walk With Us

**Event Description:** The focus of the June event is the Riverdale Art Walk. The Oct event will include a beer tent, Dhol drumming, block party, buskers etc. Expected attendance is 3-5000.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
3-5000	10-15	6&7 June & 16-19 Oct 09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$29,475	\$19,500	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$1915	\$10,000	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the Riverside BIA Celebrate With Us & Take a Walk With Us event.

**Event Allocation Status:** 2<sup>nd</sup> of eligibility.

**Applicant # 11** St Lawrence Market Neighbourhood BIA

**Ward:** 8

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** WOOFSTOCK

**Event Description:** 120 companies participate in an event with live entertainment that extends from the St Lawrence neighbourhood/market to the Distillery District.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
120,000	80-100	13&14 June 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$97,000	\$94,000	\$252,700

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$4050	\$10,000	\$7,300

**Recommendation:** As a Category 3 event, an allocation of \$7,300 is recommended for the St Lawrence Market Neighbourhood event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 12** Village of Islington BIA

**Ward:** Wards 4 & 5

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Paint the Street

**Event Description:** Emphasizes painting as performance art and a mural walk supported by the Etobicoke Arts Council and many local businesses and non-profits. Event includes art in the park, music, dancing, and magic.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
10,000	90	6 Jun 2009

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$27,000	\$22,370	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$2340	2250	\$2,900

**Recommendation:** As a Category 2 event, an allocation of \$2,900 is recommended for the Village of Islington BIA Paint the Street event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 13** Yonge Lawrence BIA

**Ward:** 16 & 25

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** Village Day 2009

**Event Description:** Event provides a “showcase” of local merchants which includes a sidewalk sale and 20 bands and performers, face painting, buskers, mini-golf etc. 7000 attendees anticipated.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
7000	None	13jun09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$32,000	\$6000	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$1620	\$2500	\$2,900

**Recommendation:** As a Category 2 event, an allocation of \$2,900 is recommended for the Yonge Lawrence BIA Village Day 2009 event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility.

**Applicant # 14** York Eglinton BIA

**Ward:** Ward 15

**Service Area Designation:** Local

**Organization Overview:** This organization supports local business area development primarily through promotion and streetscape improvements.

**Event Name:** International Street Festival

**Event Description:** 2<sup>nd</sup> year of the event which features Toronto's culturally diverse musicians, including ska, reggae, hip hop, soul, and multi-cultural dancers. Up to 5000 attendees anticipated, and the event has longer term growth potential.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
	15-20	15&16aug09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$40,000	\$TBD	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$0.00	\$10,000	\$1,100

**Recommendation:** As a Category 1 event, an allocation of \$1,100 is recommended for the York Eglinton BIA International Street Festival event.

**Event Allocation Status:** 3<sup>rd</sup> year of eligibility (received festival grants prior to 2007/08).

**Applicant # 15** Greek Community of Toronto

**Ward:** 37

**Service Area Designation:** Local

**Organization Overview:** This organization supports cultural and ethnic activities of Toronto residents who are of Greek descent.

**Event Name:** Greek Festival 09

**Event Description:** This is 8<sup>th</sup> year of a festival at St John's Church parking lot (Warden Ave) occurring over two weekends. Greek merchants set up booths and a variety of entertainment (music, dance) is provided.

<b>Expected Attendance</b>	<b>Number of Volunteers</b>	<b>Event Date(s)</b>
10,000	100	27&28 June &1-5 July 09

<b>Total Event Budget</b>	<b>Anticipated Funding From Other Sources</b>	<b>Estimated Value of In-Kind Support</b>
\$80,000	\$70,000	\$TBD

<b>2008 Event Allocation</b>	<b>2009 Amount Requested</b>	<b>2009 Amount Recommended</b>
\$0.00	\$10,000	\$0.00

**Recommendation:** An allocation is not recommended for the Greek Community of Toronto event.

**Event Allocation Status:** 1<sup>st</sup> year of eligibility.