

## GUIDELINES

### INTRODUCTION

The Commercial Festivals and Special Events (CFSE) Investment Program provides developmental financial support to help BIAs and eligible business associations to organize festivals and events that will grow and increase their effectiveness while encouraging organizers to work towards self-sustainability for their Commercial events.

A commercial festival is a temporary gathering that will expand business activity and increase the business attractiveness of the retail area. It may range in theme, scale and duration. To be eligible for support, the festival must be accessible to the general public and improve the quality of life of the retail area. Grants to individual festivals will not be provided more than four times and are available on a declining scale. Assistance may be granted to small and medium-scale local events that have the scope to attract people locally, city wide or regionally.

Events scheduled between May 1, 2009 and April 30, 2010 are eligible for funding in the 2009 CFSE Investment Program.

### PROGRAM GOALS AND OBJECTIVES

The goal of the Commercial Festivals and Special Events Investment Program is to expand local and City retail economic activity by providing developmental financial support to organizers of small to medium-scale Commercial festivals. In order to achieve this goal, it is the objective of the Program to maximize support to those festivals that:

- strengthen local economies and expand retail activity;
- have potential to grow to become City- or region-wide attractions;
- build pride in communities by showcasing local businesses, business ethnicity, achievements, heritage, culture, and neighbourhoods;
- encourage the development of new partnerships through local public and private sector groups working together;
- strengthen the volunteer sector by providing opportunities to learn new leadership skills;
- provide events for people of all ages and abilities; and,
- are accessible and open to the general public.

## FUNDING CATEGORY

Project funding is restricted to specific commercial festivals or special events meeting the eligibility criteria

## ELIGIBLE REQUEST

- Small to Medium-Scale Commercial Festival: A volunteer not-for-profit organization, BIA, business association or committee representing a Toronto Commercial area initiating, organizing and implementing the event, with decision-making and accountability resting with the lead organization.
- The maximum dollar budget for the event is \$100,000.

## INELIGIBLE REQUEST

- Private Commercial Festival: A volunteer not-for-profit organization, BIA, business association or committee representing a segment of the Toronto Commercial initiates, organizes and implements the event which is not open to members of the public.
- Privately Produced Festival: A private sector entrepreneur or company initiates, organizes and implements the event. The involvement and support of the local Commercial may be sought in implementing the event, but accountability and decision-making rests with the private sector company.
- City Produced Festival: City staff initiate, program, organize, budget and manage finances and decision-making rests with the City.
- Major Festival: Dollar budget is greater than \$100,000.
- Artistic Component: Component of an event eligible for support from the Toronto Arts Council.

## ELIGIBILITY CRITERIA

### Organizations must:

- be a BIA or not-for-profit business association or organization;
- have been in existence for at least one year at the time of application;
- be accountable to the BIA or business association through an elected Board of Directors (incorporated groups) or other governing body (unincorporated groups) with a majority of the Board members or other governing body members being residents of the City of Toronto;
- utilize volunteers in all aspects of the organization, including service delivery;
- demonstrate financial viability and effective management of the organization, programs and activities;
- seek support from all other appropriate levels of government and the private sector;
- produce a clearly identified Commercial event;
- demonstrate due diligence for participant safety; and,
- comply with all City of Toronto general grant policies as set out in the application package.

Organizations may hire people to help plan, market and produce the event.

## GENERAL CRITERIA

The following are the Commercial Festivals and Special Events Program guidelines.

1. The City can allocate grants to individual festivals up to, but not more than, four times.
2. A final report on the previous year's project must be filed to ensure eligibility in 2009.
3. The grant request cannot be for program, projects and services that will be included in other City of Toronto budgets or where duplicate funding is available from other sources.
4. The grant request cannot request support for the artistic costs of the event.
5. To ensure that the project or organization does not become, or appear to become, operated by the City of Toronto, the grant request cannot exceed 49% of total revenue or \$10,000 (including in-kind donations from the City).
6. Approval by the City of a grant request does not indicate a commitment by the City of Toronto to continue such assistance in future years.

## ASSESSMENT CRITERIA

Applications will be assessed using the following criteria.

- Impact on the retail area with regard to promoting the area as a retail destination, business expansion, and branding.
- Potential for the event to become a City- or region-wide event.
- Demonstration of accountability by the lead organization to its members with regard to satisfying event goals and objectives and providing accurate financial information.
- Financial viability of the event.
- Demonstration of effective event planning and coordination.
- Description of how the organization will replace City funds to achieve self-sustainability within four consecutive festivals.

## ALLOCATION CONSIDERATIONS

CFSE Investment Program allocations will consider the distribution of projects across the City and how effectively proposals ensure the co-ordination and sharing of resources.

## APPLICATION SUBMISSION

The application is available on November 24, 2008 at the City of Toronto website  
[http://www.toronto.ca/bia/financial\\_incentive\\_programs.htm#2](http://www.toronto.ca/bia/financial_incentive_programs.htm#2) .

The application due date is Thursday February 12, 2008, by 4:30 pm. **LATE APPLICATIONS WILL NOT BE REVIEWED.**

Only **ONE** copy of the completed application should be submitted with all supporting documents. Use only a stapler to attach documents together. Do not use binders, file folders, paper clips or other folders when submitting the application. **Faxed applications will not be accepted.**

Mail or hand-deliver completed application to:  
Commercial Festivals and Special Events Investment Program  
Economic Development, 77 Elizabeth Street, 2<sup>nd</sup> Floor, Toronto  
Attention: George Wheeler



**2009 Commercial Festivals & Special Events  
Investment Program**

**Attachment 3**

Mailed applications must be post-marked by the deadline date of Thursday February 12, 2008.

Complete electronic applications can be emailed to [gwheeler@toronto.ca](mailto:gwheeler@toronto.ca). If the application is emailed, it must be complete, so pages which must be signed also must be scanned and included in the electronic submission.