



## STAFF REPORT ACTION REQUIRED

### 2009 Community Festivals and Special Events Investment Program Economic Development Appeal Allocation Recommendations

<b>Date:</b>	June 1, 2009
<b>To:</b>	Economic Development, Culture and Tourism Committee
<b>From:</b>	General Manager, Economic Development, Culture & Tourism
<b>Wards:</b>	All Wards
<b>Reference Number:</b>	P:/2009/Cluster A/EDCT/ECON DEV/June/0906-022

#### **SUMMARY**

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At its May 29, 2009 meeting the Community Partnership and Investment Program Appeals Sub-Committee requested then General Manager, Economic Development, Culture & Tourism to further review and report to the meeting of the Economic Development Committee to be held on June 17, 2009 on the application by the Greek Community of Toronto.

This report recommends that, because the Greek Community of Toronto's event is a "sidewalk sale" that will not take place in a business area and is unlikely to provide any continuing benefit to participating businesses, the Greek Community of Toronto not receive a festival grant. Furthermore, it is recommended that the \$1,670.00 set aside for the appeals process should be distributed equally to the six Category 1 (smaller) events, so that the amount they are recommended to receive will increase from \$1,100.00 to \$1,378.33.

## **RECOMMENDATIONS**

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**The General Manager, Economic Development, Culture & Tourism recommends that:**

1. The Commercial Festivals and Special Events Investment Program Economic Development appeal fund of \$1,670.00 be distributed equally to the six Category 1 (smaller) events, so that the amount that category 1 events are recommended to receive be increased from \$1,100.00 to \$1,378.33, as shown on Attachment No. 1.

### **Financial Impact**

There is no financial impact beyond what has been approved in the 2009 Approved Operating Budget. The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

### **DECISION HISTORY**

At its May 29, 2009 meeting the Community Partnership and Investment Program Appeals Sub-Committee referred the appeal from the Greek Community of Toronto regarding the 2009 Commercial Festivals and Special Events (CFSE) Investment Program Economic Development Allocation Recommendations to the General Manager, Economic Development, Culture & Tourism for further consideration with a request to report back with further recommendations directly to the Economic Development Committee at its June 17, 2009 meeting.

### **COMMENTS**

The Economic Development portion of the 2009 CFSE Investment Program supports BIA and business association efforts to create events that attract visitors and customers to their commercial area.

Economic Development staff received a total of 15 applications. Of these, 13 were recommended for funding. The amount recommended was based on the size of the event and/or the amount of previous funding. Of the 2 organizations not funded, the Appeals Subcommittee requested that the application by the Greek Community of Toronto be reviewed with report to the Economic Development Committee.

The selection criteria of the Commercial Festival and Special Event Program includes that the applicant is a BIA or not-for-profit business association and that the event will strengthen local economies and expand retail activity and have potential to grow to become a City- or region-wide attraction. The Greek Community of Toronto is not primarily a business association. As well, the event will take place on church property and not in a business area, so it is unlikely to contribute to increasing local trade. Therefore, it is recommended that the group not receive funding through the Commercial

Festival and Special Event Program, and that the \$1,670 set aside for appeals be distributed equally to the six category 1 (smaller) events, so that the amount that Category 1 events receive is increased from \$1,100.00 to \$1,378.33, as shown on Attachment No. 1.

## **CONTACT**

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## **SIGNATURE**

Michael H. Williams, General Manager  
Economic Development, Culture & Tourism

## **ATTACHMENTS**

Attachment No. 1: Final Summary of CFSE Investment Program Recommendations  
for BIAs – 2009 Economic Development

**Attachment 1:**

**Final Summary of Recommendations for BIAs  
2009 Economic Development Appeals Report**

<b>Name of Association</b>	<b>2009 Request</b>	<b>Projected Attendance</b>	<b>Category</b>	<b>2009 Recommendation</b>
Albion and Islington BIA – “Albion Islington Fusion of Taste”	\$5,000.00	15,000	2	\$2,900.00
Church-Wellesley – “Halloweek”	\$10,000.00	60,000	3	\$7,300.00
Downtown Yonge BIA – “Winter Magic (A Series of Holiday Events)”	\$10,000.00	25,000	3	\$7,300.00
Dundas West BIA – “Samba on Dundas”	\$6,000.00	1,000	1	\$1,378.33
Eglinton Hill BIA - Festival	\$3,900.00	1,000	1	\$1,378.33
Kingsway BIA – “Taste of the Kingsway Festival”	\$10,000.00	250,000	Ineligible	-
Pape Village BIA - Holiday Family Fun Day	\$2,450.00	1,000	1	\$1,378.33
Parkdale Liberty Economic Development Corp. - Queen West Art Crawl (QWAC)	\$9,000.00	15,000-plus	3	\$7,300.00
Regal Heights Village BIA - Arts Festival	\$3,500.00	1,000	1	\$1,378.33
Riverside BIA - Celebrate With Us & Take a Walk With Us	\$10,000.00	3,000-5,000	1	\$1,378.33
St. Lawrence Market Neighbourhood BIA – “Woofstock”	\$10,000.00	120,000	3	\$7,300.00
Village of Islington BIA – “Paint the Street!”	\$2,250.00	10,000	2	\$2,900.00
Yonge Lawrence Village BIA – “Village Day Street Festival - 2008”	\$2,500.00	7,000	2	\$2,900.00
York Eglinton BIA - International Street Festival	\$10,000.00	5,000	1	\$1,378.33
Greek Community of Toronto - Greek Festival 09	\$10,000.00	10,000	Ineligible	-
<b>Total: 15</b>	<b>\$104,600.00</b>			<b>\$46,169.98</b>