



Councillor Joe Mihevc

Toronto City Hall
St. Paul's West
Ward 21

May 19, 2009

Dear Members of Executive Committee,

Re: Fees/Charges Relief Request for Caribana 2009

Consistent with previous years, the Caribana Festival, in its 42nd year, requires relief from City fees/charges in order to assist the organizers of the 2009 Caribana, the Festival Management Committee (FMC), in assuring its financial viability and the continued success of this internationally-recognized event. Caribana is a cornerstone festival in the city's Summer calendar that draws over 1 million revellers and has a significant positive impact on the local economy.

While the Caribana Festival receives an annual grant from City Culture, the organizers must return much of the revenues to City departments, agencies such as Parks, the Toronto Police Service and Exhibition Place, in the form of user fees and charges for services and the use of City-run facilities.

A 1998 funding strategy report by the then Commissioner of Economic Development, Culture and Tourism to Economic Development Committee stated that every 50,000 people who attend the Caribana Parade spend about \$11.8 million on accommodation, shopping, entertainment and local transportation. The estimated number of attendees to Caribana has been growing and this year organizers expect over 1 million attendees. Using the formula in the report, this suggests that in 2009, approximately \$236 million potentially will be invested in the local economy, benefiting the city.

In addition to the positive economic impact that Caribana has on the local economy, this year the festival is taking steps to go "green" and adhere to the overall goals of the city's Target 70 initiative to reduce waste output. As part of these green initiatives, the Festival Management Committee will better sort recyclables from garbage and require that vendors remove the garbage they produce. The reduction of waste will impact the charge to clean up Marilyn Bell Park, which is one of the charges the FMC is requesting be waived.

This year, in an effort to improve safety on the festival parade route, organizers are requesting relief from costs associated with a new post-parade cool-down area for the Mas Bands in Budapest Park on August 1. This goal of the cool-down area is to discourage masqueraders from traveling back up the parade route and help with their safe dispersal following the parade.

As City Council Liaison to the Caribana Festival, I am requesting that Executive Committee support the Festival Management Committee's request that city fees and charges are waived, which is consistent with past practice.

RECOMMENDATION:

That the Executive Committee recommend to City Council to authorize appropriate City staff to waive the City fees that would have been otherwise charged to the organizer of the Scotiabank Caribana Festival 2009, the Festival Management Committee(FMC):

- a. rental fee and ferry service fees for Olympic Island on August 2, 2009;
- b. rental fees and staffing costs for Lamport Stadium for use on July 30 and July 31, 2009;
- c. rental fee, staffing and fencing costs and city cleanup for Budapest Park on August 1, 2009;
- d. additional costs associated with city cleanup and fencing needs for Marilyn Bell Park on August 1, 2009.

Sincerely,

Councillor Joe Mihevc
Ward 21, St. Paul's West