
City Council

Notice of Motion

MM49.2	ACTION			Ward: All
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Authorization to Waive City Fees and Charges for the Organizer, Festival Management Committee, of the Scotiabank Caribana Festival - by Councillor Mihevc, seconded by Councillor Thompson

** Notice of this Motion has been given.*

** This Motion is subject to referral to the Executive Committee. A two thirds vote is required to waive referral.*

Recommendations

Councillor Mihevc, seconded by Councillor Thompson, recommends that:

1. City Council, as per similar commitments in previous years, authorize appropriate City staff to waive the City fees and charges that would have been otherwise charged to the organizer of the Scotiabank Caribana Festival 2010, the Festival Management Committee (FMC).
2. City Council direct that, on a policy basis, these fees and charges be waived in future as part of the City's contribution to the Caribana Festival, and request the General Manager of Parks, Forestry and Recreation and the Chief Financial Officer to consider appropriate Budget adjustments that may need to be made.

The requested fees and charges to be waived in 2010 and in future are:

- a. Rental fees and staffing costs for Lamport Stadium for the King and Queen Show and Pan Alive event.
- b. Rental fee, staffing and fencing costs and city cleanup for Budapest Park on the day of the Caribana Parade.
- c. Additional costs associated with city cleanup and fencing needs for Marilyn Bell Park on the day of the Caribana Parade.

Summary

A 2009 Ipsos Reid Economic Impact Study of the Scotiabank Caribana Festival found that the **economic impact of the festival is a staggering \$438 Million annually** with over \$313 Million going into the economy of Toronto and surrounding area. Caribana generates an additional **\$260 Million in Labour Income** (the equivalent of 5,600 jobs were created in Toronto alone) and over **\$198 Million in total tax revenue** (Toronto's portion of the tax total was \$1 Million). The festival drew an estimated 1,000,000 attendees in 2009.

The economic impact was strongest on the food and beverage sector, with over \$109 Million

spent by Caribana attendees at bars and restaurants, as well as the accommodation, recreation and entertainment, and retail sectors. Public transportation also benefited significantly, with revelers spending over \$12 Million on that service.

Caribana is a festival of people, culture, music, dance and food that features events and activities beginning in early June and culminating with two weeks of intense, large-scale events like the King and Queen Show, Pan Alive, the signature parade and the “De Scotiabank Caribana Lime.” The festival is an anchor in Toronto’s summer calendar, attracting Torontonians and tourists alike to revel in the celebrations. **The festival generates national and international attention that enhances our City’s brand as an exciting, diverse and culturally-vibrant place to be.**

The Ipsos Reid Economic Impact Study states that “The Festival is recognized as contributing to the world-class image of the City of Toronto and Canada,” but that “Current government funding represents less than 1 per cent of the total level of economic activities generated by the Festival.”

As in previous years, the Caribana Festival, now in its 43rd year, requires support from the City in order to host the signature parade and related events. This support has taken the form of relief from City fees and charges for the festival organizers, the Festival Management Committee (FMC), assuring its financial viability and the continued success of this world class event.

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

Since 2006 the City has been waiving fees and charges for Caribana, which has helped ensure the FMC can afford to organize the festival. The fees and charges the City has traditionally waived include rental and staffing costs for the events held at Lamport Stadium, and the rental, staffing, clean up and fencing costs for Marilyn Bell Park on parade day, as well as the Olympic Island permit, equipment, staffing and ferry service fees. The FMC no longer hosts an event on Olympic Island, and thus the associated waiving of fees will no longer be requested.

Last year, in an effort to improve safety on the festival parade route, organizers requested relief from costs associated with a new post-parade cool-down area for the Mas Bands in Budapest Park. 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, and organizers plan to incorporate it in future years.

As City Council Liaison to the Caribana Festival, I am requesting that some of the City’s fees and charges be waived again this year. Because of the fact that waiving these fees helps ensure the FMC can afford to operate the festival and in light of the massive economic and promotional benefit the festival brings to Toronto, I am requesting that these fees and charges be waived in the future on a permanent basis.

(Submitted to City Council on May 11 and 12, 2010 as MM49.2)