
City Council

Motion without Notice

MM49.26	ACTION			Ward: 30, 32
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Authorization to Waive City Fees and Charges for the Organizers of the Gerrard India Bazaar, "Taste of South Asia Festival" - July 17 and 18, 2010 - by Councillor Bussin, seconded by Councillor Fletcher

** This Motion has been deemed urgent by the Chair. Council has added this Motion to the agenda for debate.*

Recommendations

Councillor Bussin, seconded by Councillor Fletcher, recommends that:

1. City Council authorize appropriate City staff to waive the City fees and charges that would have been otherwise charged to the organizers of the Gerrard India Bazaar Business Improvement Area "Taste of South Asia Festival", scheduled for July 17 and 18, 2010.

Summary

As Board members and the Councillors responsible for the Gerrard India Bazaar Business Improvement Area (GIBBIA) originators of the "Taste of South Asia Festival" in the Gerrard Street East and Coxwell Avenue neighbourhood, we are requesting that all City fees and charges associated with the upcoming annual "Taste of South Asia Festival" on July 17 and 18, 2010 be waived for the following reasons:

The long running and successful Festival has encountered significant financial challenges this year attracting commercial sponsors to financially underwrite the July 17 to 18, 2010 Festival largely due to effects of the recent economic downturn (recession).

Currently, organizers have only one sponsor, committing \$33,000.00 for the upcoming Festival. Last year, the Festival had attracted seven sponsors and a budget in excess of \$77,000.00.

A recent Ryerson University GIBBIA Area Economic Study showed that the annual Festival contributes \$2.5 to \$3.0 million to the local economy. The Festival has helped attract tourists to the City and the region from all over North America and abroad. It is estimated that over 100,000 people attended last year's Festival. This Festival is good for the local community and our City.

This Motion is urgent as the organizers of the "Taste of South Asia Festival" may have to abandon this year's Festival if financial assistance isn't forthcoming from the City in the form of relief from fees and charges associated with the Festival. This will be a significant and unacceptable loss to the cultural richness and economic health of this community and BIA in particular, and to the City of Toronto in general.

Submitted to City Council on May 11 and 12, 2010 as MM49.26)