



**STAFF REPORT
ACTION REQUIRED**

**Community Festivals & Special Events 2011 Allocation
Recommendations**

Date:	June 14, 2011
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	

SUMMARY

This report recommends allocations for funding under the 2011 Community Festivals and Special Events Investment Program. Of the 59 applications received, 30 are recommended for funding of \$97,500.00. An amount of \$5,810.00 has been held for appeals.

The Community Festivals and Special Events (CFSE) Investment program supports small and medium-scale community festivals and special events. Grants provide developmental support to encourage communities to initiate festivals and events that:

- build pride in communities by showcasing local achievement, heritage, culture, neighbourhoods and business communities;
- strengthen local economies
- 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 community events for people of all ages and abilities; and
- are accessible and open to the general public.

RECOMMENDATIONS

**The Executive Director, Social Development, Finance and Administration
recommends that:**

1. City Council approve the 2011 Community Festivals and Special Events program allocations totalling \$97,500.00 to 30 organizations as described in Appendices 1 and 2 of this report, and that an amount of \$5,810.00 be held for appeals.

Financial Impact

The recommendation in this report has no financial impact beyond what has been approved in CPIP's 2011 Operating Budget.

The Community Partnership and Investment Program (CPIP) 2011 Approved Operating Budget includes funding of \$103,310.00 for the Community Festivals and Special Events Investment Program. This report recommends allocations totalling \$97,500.00 to 30 organizations. An amount of \$5,810.00 has been held for appeals.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

Equity Impact Statement

The community investment provided through the CFSE program supports the capacity of community-based organizations, residents, businesses and other partners to undertake community building activities that celebrate local achievements and cultural heritage. Small and medium size community festivals and events work to promote understanding and cooperation among Toronto's diverse communities through sharing cultural traditions, building community pride and providing opportunities for volunteer leadership.

Decision History

The City of Toronto provides support to the not-for-profit sector through funding programs under the general authority for making municipal grants provided in Section 83 of the *City of Toronto Act, 2006* (S.O. 2006, c.11).

Beginning with the 2011 funding cycle, the administration of the Community Festivals and Special Events Investment program has been transferred from Parks, Forestry and Recreation Division to the Social Development, Finance and Administration Division (SDF). This change will consolidate the program management in the division's Community Funding Unit and provide administrative efficiencies for grants delivery. The CFSE program will continue to maintain links with the Parks, Forestry and Recreation Division services and planning initiatives such as the Recreation Service Plan.

Background

Festivals and special events contribute to the quality of life in Toronto. Community events such as those funded through the CFSE program provide opportunities to highlight Toronto's diversity and provide opportunities for residents to participate in the

community, connect with other residents all of which build social cohesion and inclusion across communities, as well as contribute to a community's safety and economic vitality.

The CFSE program defines eligible events as temporary gatherings that bring people together for particular purposes. The festivals vary 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 community. CFSE funding is intended to provide developmental or seed financial support to help an event grow: grants to individual festivals or events are provided for a period of up to four years only, on a declining grant basis with a 10% reduction each year.

Application and Assessment Process

Applications for the 2011 CFSE program were available in December, 2010 with a submission deadline of February 8, 2011. The 2011 CFSE program forms and guidelines were adapted to clarify some areas where additional information was determined to be helpful to clarify requirements and to gather more information from applicants. For the most part, the program approach and goals previously used by Parks, Forestry and Recreation were maintained in 2011.

A total of six information sessions were attended by 90 people, and information was provided on both the CFSE and Community Recreation programs including criteria and forms, deadlines and administrative changes that would affect submissions. At the information meetings, applicants were able to consult with staff about their particular project or ask questions about the application forms. Following the information meetings, applicants were also able to schedule meetings or phone calls with staff for assistance or questions about the program.

The assessment process for CFSE submissions included a review of each applicant's documents, previous year's reports for returning applicants, administrative and human resource capacity, audited financial statements, and evidence that the organization sought other funding or in-kind support for the proposed event. Site visits, meetings or requests for additional information were requested for some submissions. Other funders were contacted in some cases for additional information. Assessment of previously funded applicants considered their track record in providing final reports to document the implementation of the event in previous years.

Allocation Recommendations

For 2011, priority for funding recommendations has been given to returning 2010 CFSE grant recipients that continued to meet the program objectives, and are within the guidelines for four years of support. New applicants for events that demonstrated a strong fit with the program criteria and were located in areas that had not received CFSE funding in 2010 were given priority for the allocation of the remaining funds.

Of the 59 applications received, 30 are recommended for funding and 29 are not recommended for support. The average grant size for recommended activities is \$3,250.00. The allocation recommendations are listed in Appendix 1, and individual summaries of all applications are provided in the detailed summary sheets in Appendix 2. Of the 30 events recommended for support, 8 will take place directly in a priority neighbourhood.

CFSE program in 2012

Prior to the implementation of CFSE program in the 2012 funding cycle, the Community Funding Unit will undertake a review of the program criteria, allocation patterns and community impact. The review will look at the administrative requirements for effective delivery of this program, the 4 year declining funding level model and its impact on funded events, eligibility requirements for applicant organizations, as well as evaluation and accountability requirements. Applicant organizations as well as related services and resources will be included in the review process, including consideration of how permit fees, the Recreation Service Review and other trends in event planning may impact the events funded through this program. Many CFSE requests are for events that happen in the early summer, and the timing of the allocation recommendation reports creates significant challenges for effective planning by the applicants.

The review of the CFSE may result in changes to the four year declining funding model, and recommendations for new and returning grants in 2011 have been made on a one-year only basis.

CONTACT

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SIGNATURE

Chris Brillinger, Executive Director

ATTACHMENTS

Appendix 1: 2011 Community Festivals and Special Events Allocation Recommendations

Appendix 2 2011 Community Festivals and Special Events Detailed project summaries

Appendix 1
2011 Community Festivals and Special Events program
Allocation Recommendations

<u>Applicant Organization</u>	<u>Ward</u>	<u>2010 Approved Allocation</u>	<u>2011 Amount Requested</u>	<u>2011 Recommend ed Allocation</u>
1 Agincourt Community Services Association (Chester Le)	41	\$1,000.00	\$900.00	\$900.00
2 Agincourt Community Services Association (Dorset Park)	41	\$3,745.00	\$2,500.00	\$2,500.00
3 Alexandra Park Community Centre	20	n/a	\$5,000.00	\$2,500.00
4 Alternative For Her Community Centre, The	33	n/a	\$3,000.00	\$0.00
5 Applegrove Community Complex	32	\$4,214.00	\$5,000.00	\$3,700.00
6 Bangladeshi-Canadian Community Services (BCS)	32	\$1,619.00	\$3,800.00	\$1,400.00
7 Bloor Improvement Group, The	18	n/a	\$5,000.00	\$0.00
8 Call A Service/Harmony Centre For Seniors	31	n/a	\$11,710.00	\$0.00
9 CASA Cultural Colombiana	11	\$2,000.00	\$10,000.00	\$1,800.00
10 Community Association for Riding for the Disabled (CARD)	10	\$3,213.00	\$3,500.00	\$2,800.00
11 Community Centre 55	32	\$953.00	\$953.00	\$0.00
12 Downtown Yonge Business Improvement Area	27	\$6,701.00	\$10,000.00	\$0.00
13 East Danforth Creative Collective	29	n/a	\$12,000.00	\$0.00
14 East Scarborough Storefront/Tides Canada Initiatives	43	\$5,057.00	\$5,000.00	\$4,500.00
15 East Toronto Family Community Centre (Eastview)	30	n/a	\$1,000.00	\$0.00
16 Elspeth Heyworth Centre for Women	8	\$3,305.00	\$3,305.00	\$2,900.00
17 Faith Lutheran/Rainbow's End Day Care Centre (LATE)	8	n/a	\$2,100.00	\$0.00
18 First Portuguese Canadian Cultural Centre	17	n/a	\$10,000.00	\$0.00
19 Friends In Trouble (F.I.T)	9	n/a	\$33,900.00	\$0.00

<u>Applicant Organization</u>	<u>Ward</u>	<u>2010 Approved Allocation</u>	<u>2011 Amount Requested</u>	<u>2011 Recommend ed Allocation</u>
20 FutureWatch Environment & Development Education Partners (EDEP)	13	n/a	\$5,000.00	\$5,000.00
21 Greenest City	14	\$2,529.00	\$4,500.00	\$2,200.00
22 Heritage Skills Development Centre (HSDC)	38	n/a	\$9,978.00	\$0.00
23 Iranian Fire Festival Celebrations Committee -Ontario	23	n/a	\$9,500.00	\$4,000.00
24 Iraqi Canadian Society of Ontario, The	2	n/a	\$10,000.00	\$0.00
25 Jane Finch Community & Family Centre	8	n/a	\$7,000.00	\$5,000.00
26 Joseph J. Piccininni CRC Advisory Council (LATE)	17	n/a	\$4,000.00	\$0.00
27 Korean Canadian Cultural Association of Metropolitan Toronto	25	n/a	\$10,400.00	\$0.00
28 Kumasi Asafo Charitable Foundation	36	\$1,000.00	\$25,343.00	\$0.00
29 Malvern Family Resource Centre (LATE)	42	n/a	\$2,500.00	\$0.00
30 Momentum 1 "Community in Motion"	21	n/a	\$87,200.00	\$0.00
31 Native Child & Family Services of Toronto	27	n/a	\$10,000.00	\$7,000.00
32 Neptune Renewal Group (eNeRGy)	15	n/a	\$19,550.00	\$7,000.00
33 New Canadian Community Centre	24	\$1,000.00	\$6,000.00	\$0.00
34 Parkdale Community Development Group	14	n/a	\$7,200.00	\$6,000.00
35 Regent Park Film Festival Inc	20	\$4,762.00	\$10,000.00	\$4,200.00
36 Roma Community Centre	14	n/a	\$3,880.00	\$3,800.00
37 Scadding Court Community Centre	20	n/a	\$6,800.00	\$5,000.00
38 Scarborough Centre For Healthy Communities (West Hill Community Services)	36	\$1,807.50	\$5,000.00	\$1,600.00
39 Scarborough Centre For Healthy Communities (West Hill Community Services)	36	\$1,807.50	\$5,000.00	\$1,600.00
40 Senior Tamils' Centre of Ontario	41	n/a	\$3,000.00	\$0.00
41 Somali Business Development Centre	11	\$2,655.00	\$10,000.00	\$0.00

<u>Applicant Organization</u>	<u>Ward</u>	<u>2010 Approved Allocation</u>	<u>2011 Amount Requested</u>	<u>2011 Recommen ded Allocation</u>
42 Somali Organization for Support Community Assistance	11	n/a	\$34,520.00	\$0.00
43 St. Clair Gardens BIA	17	n/a	\$4,900.00	\$0.00
44 St. Lawrence Neighbourhood Association (SLNA)	28	\$4,214.00	\$5,000.00	\$3,700.00
45 Sunshine Centre for Seniors	29	n/a	\$5,000.00	\$0.00
46 Thorncliffe Neighbourhood Office of Toronto for Social and Multicultural Development	26	\$3,224.00	\$2,700.00	\$0.00
47 Toronto Community & Culture Centre	20	n/a	\$7,000.00	\$0.00
48 Toronto Community Garden Network	15	\$1,250.00	\$4,500.00	\$1,100.00
49 Toronto Rape Crisis Centre/Multicultural Women Against Rape	20	n/a	\$4,000.00	\$3,000.00
50 Toronto Renewable Energy Cooperative	20	\$2,000.00	\$10,000.00	\$1,800.00
51 Toronto Vegetarian Association	20	n/a	\$735.00	\$0.00
52 University Settlement	20	\$4,000.00	\$4,000.00	\$3,600.00
53 Upfront Theatre Foundation	8	n/a	\$5,000.00	\$0.00
54 Urban Non-violent Initiatives through Youth (UNITY)	16	\$1,500.00	\$10,000.00	\$1,300.00
55 Vasantham - A Tamil Seniors Wellness Centre	37	\$2,024.00	\$3,000.00	\$1,800.00
56 Vietnamese Women's Association of Toronto	17	\$2,107.00	\$2,100.00	\$1,800.00
57 Warden Woods Community Centre	35	n/a	\$5,791.80	\$0.00
58 West Scarborough Neighbourhood Community Centre	35	n/a	\$2,800.00	\$0.00
59 Weston Village Business Improvement Area (BIA)	11	\$4,500.00	\$4,500.00	\$4,000.00
Grand Total:			\$506,065.80	\$97,500.00
Appeals Fund:				\$5,810.00
2011 Approved Budget:				\$103,310.00