

Authority to Accept Federal Funding for Virtual Canada Day Celebrations

Date: May 21, 2020

To: City Council

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

The Economic Development and Culture Division (EDC) has partnered with the federal government (Department of Canadian Heritage) and local cultural organizations to produce a virtual Canada Day event for July 1, 2020. EDC will co-produce the virtual event with Harbourfront Centre and TO Live to highlight the heroes of Toronto's pandemic response efforts as well as the city's artists and neighbourhoods. Content produced for the Toronto event will be featured in the national Canada Day broadcast and related promotion.

EDC has received a grant of \$547,000 from the Department of Canadian Heritage to produce the virtual Canada Day celebrations. Council authority is required to accept this funding. A one-time budget adjustment is also required to increase the 2020 Approved Operating Budget for Economic Development and Culture by \$647,000 gross and \$0 net, to account for the federal funding and an additional \$100,000 in private sponsorship.

RECOMMENDATIONS

The General Manager, Economic Development and Culture, recommends that:

1. City Council authorize the Deputy City Manager, Community and Social Services, to enter into and administer a funding agreement with the Department of Canadian Heritage to accept \$547,000 for the production of virtual Canada Day celebrations.
2. City Council increase the 2020 Approved Operating Budget for Economic Development and Culture by \$647,000 gross and \$0 net, fully funded by a grant of \$547,000 from the Department of Canadian Heritage and \$100,000 in private sponsorship, to deliver the virtual Canada Day event.

FINANCIAL IMPACT

There is no net financial impact to the City. All expenses associated with producing the virtual Canada Day celebrations will be covered by the federal grant of \$547,000 and private sponsorship of \$100,000, for a total of \$647,000.

A one-time budget increase of \$647,000 gross, \$0 net to the 2020 Approved Operating Budget for Economic Development and Culture is required to account for this additional funding.

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

DECISION HISTORY

During the 2018 Operating Budget process, Council approved a budget reduction and associated service levels by \$114.9K gross, and \$48.7K net allocated to producing Canada Day events.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2018.EX31.2>

COMMENTS

On May 1, 2020, the City announced the cancellation of in-person Canada Day events due to COVID-19, and that it would join other municipalities across Canada in celebrating a national virtual Canada Day. The federal government has informed City staff that it will provide the City with a grant of \$547,000 for the new virtual Canada Day event. Council authority is required to accept this funding.

In preparation of an application prior to the COVID-19 crisis, the City of Toronto proposed to work with the Harbourfront Centre to produce a major downtown Canada Day event as well as related activities in North York's Mel Lastman Square. In light of the restrictions on mass gatherings, the federal government has asked the City of Toronto to partner on a new, virtual Canada Day, where the city, its neighbourhoods, artists and, particularly, the heroes of its COVID-19 response, will be highlighted in a national virtual event, to include a national television broadcast. City staff have worked to secure partnerships with the Harbourfront Centre, TO Live and the CN Tower to deliver the virtual event. Additional partnerships are in development with a range of local community organizations across the city, to highlight the vibrancy and diversity of Toronto through the virtual Canada Day event. Planning for the virtual event also includes highlighting Toronto's neighbourhoods, including the waterfront and North York. The City's contribution to the event will be composed of approximately \$100,000 in sponsorship revenue and in-kind labour.

CONTACT

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SIGNATURE

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