



**STAFF REPORT
ACTION REQUIRED**

**2013 Major Cultural Organizations Allocation,
Supplementary Report to ED22.8**

Date:	3 June 2013
To:	City Council
From:	General Manager, Economic Development and Culture
Wards:	All
Reference Number:	

SUMMARY

This report recommends that City Council approve a funding allocation to Pride Toronto who has applied for municipal support through the Major Cultural Organizations Program operated by Cultural Services, Economic Development and Culture.

As noted in the May 3, 2013 Major Cultural Organization Allocation report, an allocation is being recommended to Council directly. On May 28, EX32.1 Amendments to City of Toronto Anti-Discrimination policies was adopted with amendments and will be considered by City Council at its meeting of June 11 and 12, 2013.

The recommended allocation to Pride Toronto for its 2013 activities is \$139,960.

RECOMMENDATIONS

The General Manager of Economic Development and Culture recommends that:

1. City Council approve the allocation of \$139,960 to Pride Toronto through the Major Cultural Organizations program.

Financial Impact

This supplementary report recommends that the funding to Pride Toronto be taken from the 2013 approved Operating Budget, including funding the additional \$600,000 to be drawn from the actual revenues of the Third Party Sign Tax which will be available in July 2013.

The total approved program budget for Major Cultural Organizations including the recommended allocation to Pride Toronto is \$6,894,960.

There is no financial impact beyond the approved budget. The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

DECISION HISTORY AND ISSUE BACKGROUND

Please refer to ED22.8 (2013 Major Cultural Organizations Allocations report)

COMMENTS

Pride Toronto, which incorporated in 1995, has organized Pride Week in Toronto since 1971. Pride Toronto celebrates its 33rd festival in 2013 and Pride Week events will take place from June 21 –30, 2013. The festival is the pre-eminent venue for the cultural and artistic expression of Toronto's lesbian, gay, bisexual, transgender, transsexual, intersex, queer, questioning and two-spirited community. The 2013 festival is themed *Superqueer!* Cultural programming includes comedy, theatre, cabaret, literary readings, visual art, etc.

Pride will bring the world to Toronto as host of World Pride 2014. It will be the first time World Pride is held in North America and will feature an opening ceremony, an international art tent, an exhibition commemorating the 45th anniversary of the Stonewall Riots and a closing ceremony.

An operating allocation of \$139,960 will be issued to Pride Toronto which represents 6% of its revenues.

CONTACT

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SIGNATURE

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