

Community Festivals & Special Events Investment Program – 2013 Allocation Recommendations

Date:	May 8, 2013
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	17113

SUMMARY

This report recommends funding under the 2013 Community Festivals & Special Events (CFSE) Investment Program. Of the 66 applications received, 13 are recommended for funding of \$103,750.00. An amount of \$15,550.00 has been held for appeals.

CFSE provides time-limited, developmental or seed funding to help small and medium-scale community-based not-for-profit festivals and events start or grow. Organizers are encouraged to increase their effectiveness and work towards the sustainability of the event.

Funded events help build social cohesion and inclusion across communities, as well as contribute to a community's safety and economic vitality.

RECOMMENDATIONS

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

1. City Council approve the 2013 Community Festivals & Special Events Investment Program (CFSE) allocations totalling \$103,750.00 to 13 organizations as recommended in Appendices A and B;
2. An amount of \$15,550.00 be held for appeals.

Financial Impact

The recommendations in this report will have no impact beyond what has already been approved in the 2013 operating budget.

This report recommends allocations for 13 organizations totalling \$103,750.00 with an appeal fund of \$15,550.00.

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

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)

The Social Development, Finance and Administration Division's 2013 Approved Operating Budget includes funding of \$119,300.00 for the Community Festivals & Special Events Investment program. The approved budget amount includes an increase of \$16,000.00 representing the economic factor increase as approved by Council at its meeting of January 15 and 16, 2013

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getCouncilMinutesReport&meetingId=5669>

In June 2012, the Community Development and Recreation (CDR) Committee requested staff to report back to the committee on the term limit per event (up to a maximum of three years). Staff response is described in the section on "Funding Model".

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getMinutesReport&meetingId=5689>

ISSUE BACKGROUND

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 showcase local achievements, heritage, culture, and/or neighbourhoods.

COMMENTS

Funding Model

Eligible events must be a temporary gathering that brings people together for particular purposes. Events may vary in theme and scale, although all must be community led and produced with budgets under \$100,000.00. To be eligible for support, the festival must be accessible to the public and improve the quality of life of the community. Under this program, support to individual festivals is limited to three annual grants. Projects are recommended on a declining scale for annual approval to encourage organizers to work towards self-sustainability.

In response to CDR's request noted in the Decision History section, a review of past and current applications was conducted. Key findings included:

- CFSE program funding provides necessary momentum for an event to bring a community together
- Costs and use of grant funds vary across events and organizations. Most events require funding for resources to organize and coordinate the event. Food and refreshments, equipment and event-specific expenses also tend to be common uses of grant funds across events.
- Funding is particularly important for community-led events that are new or early stage and do not yet have a track record to attract sponsors, donors and/or in-kind donations of resources.
- The limit of three grants per event on a declining scale allows for a balanced portfolio of investment in both new events as well as well funding previously funded events to work towards sustainability.

Application Process

Organizations applied for Community Festivals & Special Events funding through the Corporate Grants Information System, the City's online funding database. Applicants were required to register to access the application forms from any internet-based computer. The online funding system is part of the City's plan to manage its funding program requests and grant recipient reporting more efficiently.

Guidelines and on-line registration for the 2013 Community Festivals & Special Events were available in January with a submission deadline of March 7, 2013. Six information sessions on the purpose and process for the CFSE program and three other community investment funding programs were provided in January and February. These sessions enabled groups to determine which funding program best suited the needs and priorities of their communities and their organization. Each information session included time for attendees to talk one-on-one with Community Funding staff about the program criteria and their event ideas. 164 people attended the six information sessions. Applicants were also able to speak with staff by telephone or schedule meetings to ask questions or get help with their applications.

178 groups registered for access to the Community Festivals & Special Events online application form. Eight online training sessions were delivered to 19 organizations that were first-time users of the online funding system. 66 organizations completed and submitted the application by the deadline date.

In order to help assess the application process for applicants, registered organizations were asked to complete a survey on their experience and suggestions. Of the 62 organizations that have completed the survey to date, more than two-thirds indicated that they were satisfied with the experience and the support provided. Respondents were asked to provide their preferences and suggestions for alternative delivery of information sessions and system training. Staff will use the detailed survey responses to continue improvements to the on-line process for the 2014 funding cycle.

Assessment of Applications

66 applications were assessed. In order to be recommended for funding, applicants must meet common eligibility criteria, which are provided in the Community Festivals & Special Events program guide¹lines. Core eligibility requirements include: non-profit status, located in the City of Toronto and demonstrated financial accountability. Organizations not incorporated as a not-for-profit must partner with an incorporated trustee organization to provide the financial accountability.

The assessment process includes a review of the following information: event description and rationale, work plan, event budget, organization's documents (audited financial statements, bylaws, budget), past funding reports (for returning applicants), and the applicant's administrative and human resource capacity to carry out the proposed event.

The assessment process may include site visits, telephone calls or meetings with applicants, with particular attention to new applicants and applications from emerging communities.

Assessment of previously funded applicants considers their track record in providing progress and final reports on the implementation and outcomes of previously funded activities. Staff may also attend annual general meetings and other programs offered by organizations as well as contact other funders for budget or event related information.

The assessment process determines the extent to which proposed events will help build cohesion and inclusion across a community as well as contribute to a community's safety and economic vitality. Priority was given to applications that demonstrated the need for seed or developmental funding to start or grow their event.

2013 Allocation Recommendations

Of the 66 applications received, 13 are recommended for funding and 53 are not recommended for support. The average grant size in the program is \$7,980.00 Six of the thirteen events are being recommended for a first CFSE grant. The remaining seven events are being recommended for a second year of funding at a reduced level. Of the 13 events recommended, eight will take place in a neighbourhood improvement area, the remaining six will take place in other neighbourhoods. The Community Festivals & Special Events investment of \$103,750.00 will leverage an additional \$220,000.00 in funding from other sources, as well as the engagement of at least 800 volunteers. The recommended events are expected to be attended by more than 23,000 participants.

Below is a chart detailing the recommended allocations by neighbourhood:

2013 Allocations by Neighbourhood	# of Recommended Allocations
Eglinton East – Kennedy Park	2

¹ Program guidelines can be found at <http://www.toronto.ca/grants/cfse/index.htm>

2013 Allocations by Neighbourhood	# of Recommended Allocations
Jamestown	2
Crescent Town (Taylor Massey)	1
Kingston-Galloway/Orton Park	1
Lawrence Heights	1
Malvern	1
Westminster – Branson	1
Weston-Mt. Dennis	1
Danforth/Main	1
St. Jamestown	1
Teesdale	1

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SIGNATURE

Chris Brillinger,
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ATTACHMENTS

Appendix A: Community Festivals & Special Events (CFSE) Investment Program – 2013 Allocation Recommendations

Appendix B: Community Festivals & Special Events (CFSE) Investment Program – Detailed Event Summaries

Appendix A
Community Festivals and Special Events Investment Program
2013 Allocation Recommendations

	<u>Applicant Organization</u>	<u>Ward</u>	<u>2012 Approved Allocation</u>	<u>2013 Amount Requested</u>	<u>2013 Recommended Allocation</u>
1	519 Church Street Community Centre	27	\$0.00	\$25,000.00	\$0.00
2	Abilities Ministries	n/a	n/a	\$5,000.00	\$0.00
3	Access Alliance Multicultural Health and Community Services	20	n/a	\$16,190.00	\$0.00
4	African Canadian Social Development Council	28	n/a	\$24,250.00	\$0.00
5	Agincourt Community Services Association	41	\$0.00	\$15,400.00	\$0.00
6	Albion Islington Square Business Improvement Area	1	\$0.00	\$20,000.00	\$0.00
7	Alliance of Jamaican Alumni Associations, The	44	n/a	\$30,000.00	\$0.00
8	Aloha Toronto	32	n/a	\$12,000.00	\$0.00
9	Bathurst Finch Network	10	n/a	\$14,900.00	\$10,000.00
10	Better Living Health and Community Services (E. P. Taylor Place)	25	n/a	\$5,000.00	\$0.00
11	Birchmount Bluffs Neighbourhood Centre	36	n/a	\$6,156.00	\$6,000.00
12	Bloor by the Park Business Improvement Area	14	n/a	\$5,000.00	\$0.00
13	Bloor Ossington Folk Festival	19	n/a	\$19,800.00	\$0.00
14	Business Arts and Culture Incubation Centre - BACIC	10	n/a	\$17,000.00	\$0.00
15	Carifest Ontario Cultural Organization (Latin Music Productions)	37	n/a	\$100,000.00	\$0.00
16	Centre for Community Learning and Development, Toronto (formerly East End Literacy)	28	n/a	\$49,300.00	\$0.00
17	Children's Peace Theatre (Hannon-Shields Centre for Leadership and Peace)	31	\$10,000.00	\$10,000.00	\$8,000.00
18	Chinese Canadian National Council Toronto Chapter	20	n/a	\$25,000.00	\$0.00
19	Chinese Cultural Association of Toronto, The	41	n/a	\$12,419.00	\$0.00

<u>Applicant Organization</u>	<u>Ward</u>	<u>2012 Approved Allocation</u>	<u>2013 Amount Requested</u>	<u>2013 Recommended Allocation</u>
20 Community Matters (St. James Town Family Literacy Services)	28	\$5,000.00	\$7,500.00	\$4,000.00
21 Council of Agencies Serving South Asians (CASSA)	35	\$10,000.00	\$10,000.00	\$8,000.00
22 CultureLink Settlement Services of Metro Toronto	14	\$0.00	\$10,000.00	\$0.00
23 Don Mills Family Health Team	25	n/a	\$25,000.00	\$0.00
24 Doorsteps Neighbourhood Services	7	\$0.00	\$8,900.00	\$0.00
25 East Danforth Creative Collective	29	n/a	\$20,000.00	\$5,000.00
26 Eritrean Canadian Association of Ontario	19	n/a	\$32,500.00	\$0.00
27 FCJ Refugee Centre	17	\$8,000.00	\$8,000.00	\$0.00
28 Franklin Horner Community Centre	6	\$2,750.00	\$5,000.00	\$0.00
29 FutureWatch Environment and Development Education Partners	13	\$0.00	\$18,586.00	\$0.00
30 George S. Syme Seniors Centre of York	11	n/a	\$21,795.00	\$0.00
31 Gerrard India Bazaar Business Improvement Area	30	\$0.00	\$4,500.00	\$0.00
32 Ghanaian Canadian Multicultural Community Centre	3	\$0.00	\$15,000.00	\$0.00
33 Harriet Tubman Community Organization	33	\$0.00	\$50,000.00	\$0.00
34 INUA Community Assistance and Development Service Inc.	6	n/a	\$25,000.00	\$0.00
35 Jane and Finch Unity	7	n/a	\$11,000.00	\$0.00
36 Joseph J. Piccininni Community Recreation Centre Advisory Council	17	n/a	\$10,000.00	\$0.00
37 Kehilla Residential Programme	16	n/a	\$25,000.00	\$0.00
38 Learning Disabilities Association of Toronto District	23	\$0.00	\$18,103.00	\$0.00
39 Malvern Family Resource Centre	42	\$10,000.00	\$10,000.00	\$8,000.00
40 Movies in the Park	29	n/a	\$25,000.00	\$0.00
41 Native Child and Family Services of Toronto	27	n/a	\$15,600.00	\$0.00
42 Neighbourhood Festival Group	11	n/a	\$19,850.00	\$8,000.00

<u>Applicant Organization</u>	<u>Ward</u>	<u>2012 Approved Allocation</u>	<u>2013 Amount Requested</u>	<u>2013 Recommended Allocation</u>
43 New Canadian Community Centre	24	\$0.00	\$4,044.00	\$0.00
44 North York Community House	15	n/a	\$24,826.00	\$15,000.00
45 Oakwood Village Community Association	15	n/a	\$20,000.00	\$0.00
46 Out of Bounds	7	n/a	\$25,000.00	\$0.00
47 Prosserman Jewish Community Centre	10	n/a	\$20,000.00	\$0.00
48 Rexdale Community Health Centre	2	\$10,000.00	\$25,000.00	\$8,000.00
49 Rexdale Women's Centre	1	\$0.00	\$15,000.00	\$10,000.00
50 Roma Community Centre	18	n/a	\$11,725.00	\$0.00
51 Scadding Court Community Centre	20	\$0.00	\$5,000.00	\$0.00
52 Scarborough Arts	36	\$10,000.00	\$18,000.00	\$8,000.00
53 Scarborough Civic Action Network	41	n/a	\$5,000.00	\$0.00
54 Self-Help Resource Centre (Self-Help Clearing House of Metro Toronto)	22	n/a	\$7,000.00	\$0.00
55 Small World Music Society	14	n/a	\$17,500.00	\$0.00
56 Sri Lankan Ex Tamil Police Officers Club Canada	42	n/a	\$6,000.00	\$0.00
57 Sri Lankan Tamil Seniors Group of Etobicoke	1	n/a	\$3,750.00	\$0.00
58 St. Christopher House	19	n/a	\$25,000.00	\$0.00
59 St. Clair Gardens Business Improvement Area	17	\$2,750.00	\$10,000.00	\$0.00
60 Thistletown Advisory Council	1	n/a	\$4,840.00	\$0.00
61 Thorncliffe Neighbourhood Office for Social & Multicultural Development (TNO)	26	\$10,000.00	\$18,000.00	\$0.00
62 UforChange Movement	28	n/a	\$24,964.00	\$0.00
63 Warden Woods Community Centre	35	\$0.00	\$5,750.00	\$5,750.00
64 West Indian Volunteer Community Support Service	1	n/a	\$22,500.00	\$0.00
65 Working Women Community Centre	18	n/a	\$7,290.00	\$0.00

<u>Applicant Organization</u>	<u>Ward</u>	<u>2012 Approved Allocation</u>	<u>2013 Amount Requested</u>	<u>2013 Recommended Allocation</u>
66 Xiyanghong Happy Seniors Group	25	n/a	\$22,300.00	\$0.00
Grand Total:			\$1,157,238.00	\$103,750.00
Appeals Fund:				\$15,550.00
2013 Approved Budget:				\$119,300.00