

Community Festivals & Special Events Investment Program – 2014 Allocation Recommendations

Date:	March 3, 2014
To:	Community Development and Recreation Committee
From:	Executive Director, Social Development, Finance and Administration
Wards:	All
Reference Number:	18700

SUMMARY

This report recommends funding under the 2014 Community Festivals & Special Events (Community Festivals) Investment Program. Of the 73 applications received, 16 are recommended for funding of \$115,000. An additional \$15,000 has been held for appeals.

The Community Festivals program provides start-up or early-stage funding for small not-for-profit festivals and community events held in the City of Toronto that encourage residents to have fun, participate in their community, connect with each other, and contribute to a community's strength. Funded events help build social cohesion and inclusion across communities, as well as contribute to a community's safety and economic vitality.

In addition, this report describes a modification in the funding approval process requirements for program delivery resulting from the shortened Council schedule in 2014. The report recommends that the Executive Director, Social Development, Finance and Administration be delegated authority to approve the allocation of the 2014 Identify 'N Impact Investment (InI) youth grants and Pan Am/Par pan Am Sport Development Fund programs.

RECOMMENDATIONS

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

1. City Council approve the 2014 Community Festivals & Special Events Investment Program (Community Festivals) allocations totalling \$115,000 to 16 organizations as recommended in Appendices A and B;

2. An amount of \$15,000 be held for appeals.
3. Council delegate authority to the Executive Director, Social Development, Finance and Administration to approve the 2014 InI funding allocations up to \$200,000 and the Sport Development Fund funding allocations up to \$400,000 from the funding included the 2014 Approved Operating Budget for Social Development and Finance Administration.

Financial Impact

The recommendations in this report will have no impact beyond what has already been included in the 2014 Approved Operating Budget for Social Development, Finance and Administration .

This report recommends allocations for 16 organizations totalling \$115,000 with an appeal fund of \$15,000. This report also recommends that the Executive Director be delegated authority to approve the 2014 InI and Sport Development Fund allocations up to \$200,000 and \$400,000 respectively.

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 2014 Approved Operating Budget Social Development, Finance and Administration includes funding for the Community Festivals & Special Events Investment program. The approved budget amount includes an economic factor increase as approved by Council at its meeting of January 29 and 30, 2014.

<http://app.toronto.ca/tmmis/viewPublishedReport.do?function=getCouncilDecisionDocumentReport&meetingId=7848>

ISSUE BACKGROUND

The community investment provided through the Community Festivals program provides start-up or early-stage funding for small not-for-profit festivals and community events held in the City of Toronto that encourage residents to have fun, participate in their community, connect with each other, and contribute to a community's strength. The investment supports community-based groups to undertake community-building activities that showcase local achievements, heritage, culture, and/or neighbourhoods.

COMMENTS

Community Festivals Funding Streamlining

The Community Funding Unit is conducting a review of Investment Funding grant programs. The Community Festivals program guidelines and application processes were further streamlined

to ensure that the information requested informs decision making without placing unnecessary administrative burden on applicants.

In response to feedback from the community, the Community Festivals grant program was launched earlier to support community organization's programming that starts in late spring/early summer.

Application Process

Organizations applied for Community Festivals 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 2014 Community Festivals & Special Events Investment Program were available in December 2013 with a submission deadline of January 15, 2014.

Staff assisted applicants one-on-one to help them determine the funding programs best suited to the needs and priorities of their communities, talk about their project idea, answer questions about program criteria, or get help with their applications.

171 groups registered for access to the Community Festivals online application form (compared to 178 last year). 73 organizations completed and submitted the application by the deadline date (compared to 66 last year).

In order to help assess the changes piloted in the Community Festivals application process for applicants, registered organizations will be asked to complete a survey on their experience. Staff will use the detailed survey responses to continue improvements to the grant program and application process for the 2015 funding cycle.

Assessment of Application

73 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 guidelines¹. 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, budget), past funding reports (for returning applicants), and the applicant's administrative and human resource capacity to carry out the proposed event.

¹ Program guidelines can be found at <http://www1.toronto.ca/wps/portal/contentonly?vgnextoid=76f9b57f973c2410VgnVCM10000071d60f89RCRD&vgnextfmt=default>

Assessment of previously funded applicants considers their track record in providing progress and final reports on the implementation and outcomes of previously funded activities.

The assessment process determines the extent to which proposed events will help build cohesion and inclusion across a community, encourage new partnerships, strengthen volunteerism, as well as contribute to a community's economic vitality. The following priorities were also considered: previously approved multi-year festivals; applications that demonstrated the need for seed or developmental funding to start or grow their event; and in 2014 only, applications from community groups requesting support for events that coincide with WorldPride and held outside the downtown area.

2014 Allocation Recommendations

Of the 73 applications received, 16 are recommended for funding and 57 are not recommended for support. This is equivalent to an approval rate of 23%.

The 16 projects recommended for funding requested a total of \$165,840.20 with an average request of \$10,365. \$115,000 is recommended for funding with the average grant amount of \$7,188. Of the 16 recommended for funding, 10 are projects previously approved for multi-year funding. Three projects are related to World Pride 2014.

The following are some of the benefits of the 16 projects recommended for funding:

- A total of 16,315 people will be expected to attend events held across Toronto. Events will celebrate diversity, build bridges between cultures and neighbours, showcase local talent, encourage civic engagement, and animate public spaces such as local parks, parking lots and neighbourhood streets
- Of the 16 projects recommended, 12 will be delivered in a Neighbourhood Improvement Area (NIA), and four will work in other high-needs neighbourhoods.
- The investment of \$115,000 will leverage an additional \$210,784 in in-kind support from project partners.
- The total number of hours the 16 projects will directly employ is 2,843 hours, and leverage an additional 6,735 hours of in-kind staffing from community organization partners.
- A total of 904 volunteers will support community groups to implement the events across Toronto.

Below is a chart detailing the recommended allocations by neighborhood:

2014 Allocations by Neighbourhood	# of Recommended Allocations
Crescent Town	2
Dorset Park	1
Eglinton East-Kennedy Park	2
Jamestown	2
Jane-Finch	2

2014 Allocations by Neighbourhood	# of Recommended Allocations
Kingston-Galloway	1
Malvern	1
Weston-Mt. Dennis	1
Non-NIA neighbourhoods	4

Delegated Authority to Approve 2014 Identify 'N Impact Investment and Sport Development Fund Programs:

In past years, Council had received the recommendation report for InI allocations in the fall, following a process that was initiated in late spring. This timeline has proven to be the best option for youth applicants and panelists who have more flexibility in the summer. For 2014, this timeline is not available, since the report deadline for the last Council meeting is earlier this year, when panel deliberations are still in process.

The Sport Development Fund, one of the Host City Showcase Programs approved earlier this year, will be launched in the spring of 2014 with recommendations anticipated mid to late summer. As above, this process will conclude after the report deadline for the last Council meetings.

This report recommends delegated authority to SDFA's Executive Director for these two programs for 2014 in the amount of up to \$200,000 for the InI program, and up to \$400,000 for the Host City Program. This process is consistent with the approach taken in 2010 with the InI program.

CONTACT

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SIGNATURE

Chris Brillinger
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ATTACHMENTS

Appendix A: Community Festivals & Special Events Investment Program – 2014 Allocation Recommendations

Appendix B: Community Festivals & Special Events Investment Program – Detailed Summary Sheets and Summary of Declined applications

Appendix A
2014 Community Festivals & Special Events Program Allocation Recommendations

	<u>Applicant Group</u>	<u>Trustee Organization (if provided)*</u>	<u>Ward**</u>	<u>2013 Approved Allocation</u>	<u>2014 Amount Requested</u>	<u>2014 Amount Recommended</u>
1	Centre for Spanish-Speaking Peoples		9	n/a	\$ 12,180.00	\$ 8,000.00
2	Children's Peace Theatre (Hannon Shields)		31	\$ 8,000.00	\$ 8,000.00	\$ 6,800.00
3	Community Matters		28	\$ 4,000.00	\$ 5,000.00	\$ 3,400.00
4	Council of Agencies Serving South Asians (CASSA)		35	\$ 8,000.00	\$ 6,400.00	\$ 6,000.00
5	Dorset Park Neighbourhood Association	Agincourt Community Services	40	n/a	\$ 12,000.00	\$ 10,000.00
6	East Metro Youth Services		38	n/a	\$ 10,000.00	\$ 8,000.00
7	Eglinton East-Kennedy Park Youth Service Providers Network	Birchmount Bluffs Neighbourhood Centre	36	\$ 6,000.00	\$ 9,052.50	\$ 4,800.00
8	Everdale - Black Creek Community Farm		8	n/a	\$ 9,886.00	\$ 9,800.00
9	Malvern Family Resource Centre		42	\$ 8,000.00	\$ 9,000.00	\$ 6,800.00
10	Neighbourhood Festival Group		11	\$ 8,000.00	\$ 12,000.00	\$ 6,800.00
11	Ontario Council of Agencies Serving Immigrants (OCASI)		16	n/a	\$ 8,284.20	\$ 8,000.00
12	Rexdale Community Health Centre		2	\$ 8,000.00	\$ 25,000.00	\$ 6,800.00
13	Rexdale Women's Centre		1	\$ 10,000.00	\$ 10,000.00	\$ 8,500.00
14	Scarborough Arts		36	\$ 8,000.00	\$ 15,000.00	\$ 6,800.00
15	Sunshine Centres For Seniors		27	n/a	\$ 8,000.00	\$ 7,600.00
16	Warden Woods Community Centre		35	\$ 5,750.00	\$ 6,037.50	\$ 4,900.00
Grand Total:					\$165,840.20	\$115,000.00
Appeals Fund:						\$ 15,000.00
2014 Approved Budget:						\$130,000.00