



## STAFF REPORT ACTION REQUIRED

### Current Requests for Support from Significant Special Events

<b>Date:</b>	June 16, 2016
<b>To:</b>	Economic Development Committee
<b>From:</b>	General Manager, Economic Development and Culture Deputy City Manager & Chief Financial Officer
<b>Wards:</b>	All
<b>Reference Number:</b>	AFS # 23226

#### SUMMARY

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At its meeting of May 17, 2016, the Economic Development Committee directed the General Manager, Economic Development and Culture, to assess a list of current unsolicited requests for support from significant special events using criteria proposed and since adopted by Council in the City of Toronto Bidding and Hosting Strategy for Significant Special Events, and report back to the Committee in June. This report presents the results of the assessment.

In recent months, the City has received an unprecedented number of unsolicited requests for funding from significant special events. While the Major Special Events Reserve Fund (MSERF) was established by Council in part for the purpose of funding such events, no formal intake process exists to receive, evaluate, and recommend funding for special events. This report recommends that such a process be put in place for future years.

In the absence of a formal intake process, staff have, as directed by the Economic Development Committee, undertaken an evaluation of the unsolicited requests using the evaluation criteria proposed by the Mayor's Advisory Panel on International Hosting Opportunities, and approved by Council as part of the City of Toronto Bidding and Hosting Strategy for Significant Special Events.

This report recommends allocating \$1,400,000 to support seven significant special events in 2016 and 2017, with funding to be drawn from the Major Special Events Reserve Fund. Funding is recommended for events that have demonstrated potential to advance

key City-building priorities, create lasting and meaningful legacies and benefits for Torontonians, and responsibly manage costs, resources, and risks.

The awarding of funding is contingent on the replenishment of the Major Special Events Reserve Fund, which was initially created to fund TORONTO 2015 Pan American / Parapan American Games Host City Showcase Program, and thereafter to provide funding and budget stabilization for the non-recurring expenses associated with bidding for, providing municipal services for, or delivering enhanced City programming for major special events. The Operating Variance Report for the Year Ended December 31, 2015 includes a provision for \$2,500,000 of the 2015 Operating Budget surplus to replenish this Reserve Fund. The Operating Variance Report will be considered by City Council at the same time as this report on July 12-13, 2016.

## RECOMMENDATIONS

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

1. City Council approve \$1,400,000 in 2016 and 2017 funding allocations to the special events listed below, to be funded by the Major Special Events Reserve Fund, subject to the satisfactory completion of a structured application and a signed agreement that includes reporting requirements.

Event	2016 Allocation	2017 Allocation	Total
Bollywood Festival Toronto	\$50,000	-	\$50,000
Design Exchange – EDIT Festival	\$125,000	\$225,000	\$350,000
Invictus Games	\$200,000	\$200,000	\$400,000
North American Indigenous Games	\$100,000	\$300,000	\$400,000
Redpath Waterfront Festival	-	\$75,000	\$75,000
Salsa on St. Clair Street Festival	\$75,000	-	\$75,000
Toronto Biennale of Art	\$50,000	-	\$50,000
<b>Total</b>	<b>\$600,000</b>	<b>\$800,000</b>	<b>\$1,400,000</b>

2. City Council provide funding for significant special events in 2016 through approval of a budget adjustment to increase to the 2016 Economic Development and Culture Operating Budget by \$600,000 gross, zero net, funded from the Major Special Event Reserve Fund, through additional funding provided from the 2015 year-end surplus.
3. City Council direct the General Manager of Economic Development and Culture to include the \$800,000 detailed in recommendation #1 for the four 2017 special

- events listed, in the program's 2017 budget submission for consideration during the 2017 budget process.
4. City Council direct the General Manager, Economic Development and Culture, to develop a formal granting process to support significant special events taking place in 2018 and future years for consideration during the 2017 budget process.
  5. City Council direct the General Manager, Economic Development and Culture, to report to Economic Development Committee in 2017 on the outcomes of the significant special events that received funding from the Major Special Events Reserve Fund.

### **Financial Impact**

This report recommends the allocation of \$1,400,000 in City funding to seven significant special events in 2016 and 2017, representing a new Program Initiative not previously funded by the City.

Funding is to be drawn in full from the Major Special Events Reserve Fund through a portion of an allocation of \$2,500,000 from the 2015 corporate surplus, recommended as part of the 2015 Operating Variance report, to be considered by Council at the same meeting as this report.

Of the \$1,400,000 in City funding, it is recommended that \$600,000 be paid in 2016, including advance payments to events taking place in 2017 to facilitate the planning and development of the events. This report requests approval of a 2016 Operating Budget adjustment of \$600,000 gross, zero net, funded from the Major Special Events Reserve Fund. The remaining \$800,000 would be provided to events in 2017, subject to approval in the 2017 budget process.

Funding for special events in 2018 and beyond would be considered as part of future budget processes. If Council does not wish to provide the necessary funding for this program through the annual budget process, then the only other means to provide resources would be through the year-end process, as has been presently done this year. It should be noted, however, that funding ongoing annual program commitments from uncertain year-end surpluses is neither ideal nor typically recommended.

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

### **DECISION HISTORY**

In July 2013, City Council established the Major Special Events Reserve Fund as a discretionary reserve fund, initially for the purpose of funding components of the TORONTO 2015 Pan American / Parapan American Games Host City Showcase Program, and thereafter to provide funding and budget stabilization for the non-recurring bidding, municipal service delivery and enhanced City programming costs associated with major special events.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX33.13>

In October 2013, City Council approved the City of Toronto Standard Definitions for Special Events. The Standard Definitions are a classification system used by staff to develop effective policies and operational practices in support of special events.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2013.EX34.13>

In fall 2015, the Mayor's Advisory Panel on International Hosting Opportunities was formed to provide advice and recommendations on bidding for and hosting major international events in Toronto. At its meeting of March 9, 2016, Executive Committee referred the Advisory Panel's final report to the City Manager for an assessment of the Panel's recommendations, with direction to report back in the spring of 2016 with a strategy and guiding principles for future event hosting in Toronto.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX13.25>

On May 17, 2016, Economic Development Committee considered the City of Toronto Bidding and Hosting Strategy for Significant Special Events. The Strategy includes a framework to manage and evaluate event hosting opportunities, including assessment criteria to determine whether City resources should be allocated in support of an event or an event bid. The Committee directed the General Manager, Economic Development and Culture, to assess a list of current requests for support from significant special events using this assessment criteria. The Strategy was later adopted by Council at its meeting of June 7, 8 and 9, 2016.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.ED12.4>

In June 2016, Council adopted a report that endorsed the recommendations of the Mayor's Advisory Panel on International Hosting Opportunities, and outlined considerations for the hosting of "Mega Events", such as the Olympics (Winter and Summer), World Expo, and FIFA World Cup.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX15.7>

### **Council Direction on Specific Requests for Support from Significant Special Events**

In June 2011, City Council approved a contribution of in-kind services from the City of Toronto valued at up to \$3 million between 2012-2017 to support the 2017 World Police and Fire Games. This was never enacted as the bid was not awarded to Toronto.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2011.EX6.1>

In December 2015, City Council directed the General Manager, Economic Development and Culture to explore funding for the inaugural festival "EDIT: Expo for Design Innovation + Technology".

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED8.4>

In December 2015, City Council directed the General Manager, Economic Development and Culture to explore support for the Toronto Biennale of Art as part of Canada150 related initiatives and activities, and work with the City Manager as needed to include any related 2016 and 2017 budget requests.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2015.ED8.9>

In April 2016, the Economic Development Committee directed the General Manager, Economic Development and Culture and the General Manager, Employment and Social Services to report back on the inaugural Ontario Technological Skills Competition event in Toronto, on how the City of Toronto can be an ongoing, active sponsor/partner with Skills Ontario and it's Ontario Technological Skills Competition in 2017 and annually thereafter.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.ED11.2>

In March 2016, City Council directed the General Manager, Economic Development and Culture to work with the Aboriginal Sport and Wellness Council of Ontario and consult with the relevant City Divisions and Agencies on ways the City of Toronto can support the 2017 North American Indigenous Games, including the development of an inter-departmental working group. Council also directed the General Manager, Economic Development and Culture to work with the Aboriginal Sport and Wellness Council of Ontario on a formal request for financial support and report back to City Council.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX13.17>

In June 2016, City Council authorized a contribution of up to \$3 million in in-kind services for the 2017 World Police and Fire Games, provided that funding commitments are received from the federal and provincial governments.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.EX15.6>

## **ISSUE BACKGROUND**

The City of Toronto regularly receives unsolicited requests for support from event organizers, ranging from non-financial requests such as a letter of support for a bid, to the waiving of fees for municipal services and facilities, and, on occasion, requests for financial support in the form of a grant or sponsorship fee.

Attracting and hosting significant special events creates non-recurring budget pressures for the City in at least three ways, as there are often substantial expenses associated with (i) bidding; (ii) providing required municipal services and/or otherwise subsidizing fees, and (iii) planning and delivering enhanced City programming in support of such events. In anticipation of the Pan Am and Parapan Am Games, the Major Special Events Reserve

Fund (MSERF) was created by Council in 2013 for such non-recurring expenses associated with bidding for and hosting special events.

In 2016, the City received considerably more unsolicited requests for support than in past years. This is partially attributable to the legacy of the Pan Am Games, which enhanced Toronto's reputation as a preferred host city for significant international events, as well as the upcoming Sesquicentennial celebration for Canada. Specific requests received to date for 2016, 2017 and 2018 are summarized in Appendix A.

## COMMENTS

### Evaluation Criteria

The City of Toronto Bidding and Hosting Strategy for Significant Special Events includes criteria that can be used to evaluate requests for support from event organizers. The criteria, listed in full in Appendix B, are based on recommendations from the Mayor's Advisory Panel on International Hosting Opportunities. The criteria fall under five categories, including:

1. **Start from a position of strength**, emphasizing the need for shared commitment by all orders of government and the private sector for an event or bid;
2. **Optimize Toronto as a host city and region**, underscoring the importance of ensuring a strong hosting capacity through a responsible financial plan, diverse leadership team, and meaningful engagement with communities and partners across the city;
3. **Advance key City-building priorities** by leveraging an event to further existing Council priorities such as transit, affordable housing, and other civic infrastructure, and Council-endorsed plans such as Creative Capital Gains or Collaborating for Competitiveness;
4. **Responsibly manage hosting costs, resources and risks** by minimizing the City's financial exposure, and mitigate risks related to bidding on and hosting an event; and
5. **Generate benefits and legacies for all Torontonians** to ensure that an event has a wide-ranging, positive impact for communities across the City.

### Assessment Process and Results

Staff conducted a review of the requests for support based on information provided by event organizers. Given that a formal intake and evaluation process is not yet in place, staff have developed an interim approach to ensure that current requests could be evaluated as directed by Council. This report recommends a more formal process be adopted for future years. The interim process used by staff for this report included three stages: (i) establishing eligibility guidelines; (ii) assessing eligible requests using the approved evaluation criteria; and (iii) recommending funding allocations.

One important aspect of planning significant special events is that funding commitments are needed by event organizers well in advance of the actual dates of the event to assist with the planning of the event, and to ensure that the event will be financially viable. Accordingly, this report recommends that requests for events to be held in 2016 and 2017 be reviewed now, and that events to be held in 2018 and beyond be subject to the granting process recommended for consideration as part of the 2017 budget process.

### **Stage 1: Confirmation of Eligibility**

In order to be considered for support as a significant special event, an event must qualify as Category A or B as per the City of Toronto Standard Definitions for Special Events. These definitions, listed in full in Appendix C, are summarized below.

- **Category A** events are significant special events hosted in rotating jurisdictions on a cyclical basis, generating considerable economic benefits for the host region, and requiring substantial coordinating efforts from the host government. Recent examples include WorldPride (2014), the 100<sup>th</sup> Grey Cup Festival (2012), and the International Indian Film Academy Awards (2011).
- **Category B** events include non-recurring special events of a slightly smaller scale, such as the IIHF World Junior Hockey Championship, as well as existing high-profile annual festivals. In the latter case, requests will only be considered if the event includes a major one-time enhancement that significantly increases the event's global profile and impact.

In reviewing eligibility criteria, staff recommend that conferences, conventions and congresses be considered ineligible for support from the Major Special Events Reserve Fund due to the very large number of these types of events, and the existence of alternate local sources to support some of them. Secondly, as has been the practice, local events organized by or largely connected to Business Improvement Areas (BIAs) are not eligible to receive funding through the Major Special Events Reserve Fund, except in exceptional circumstances.

Staff further recommend that eligibility be limited to events that occur following the consideration of this report by the Economic Development Committee. Events which have already concluded will not be considered for additional financial support. In addition, events undertaken by organizations that receive funding through the City's annual cultural grants programs, including the Major Cultural Organizations and the Local Arts Service Organizations, are not considered to be eligible for additional support.

### **Stage 2: Assessment of Requests**

Staff undertook an assessment of the requests using the criteria listed in Appendix B. Staff considered the information provided by event organizers, and assigned a score to each proposal based on the criteria for each assessment category. The five categories are weighted as follows to develop a final score.

Assessment Category	Weight
Start from a position of strength	15%
Optimize Toronto as a host city and region	15%
Advance key City-building priorities	25%
Responsibly manage hosting costs, resources and risks	15%
Generate benefits and legacies for all Torontonians	30%

### Stage 3: Allocation of Funding

The results of the above-noted scoring were used to make recommendations to support seven of the significant special events that had made unsolicited requests to the City of Toronto for 2016 and 2017. As only limited funding is available in the Major Special Events Reserve Fund, staff developed the following guidelines to ensure equitable distribution of funds in 2016 and 2017:

- **Non-recurring Category A or B events** are eligible to receive a maximum of \$400,000 in funds
- **Significant enhancements to existing Category B events or events seeking transitional strategic growth funding** are eligible to receive up to \$200,000, based on the enhancement proposed
- **New events demonstrating significant potential for growth** are eligible to receive up to \$50,000 for the initial development of the event concept, including feasibility and other planning studies, and/or assistance in developing an event bid.

The formula for calculating the recommended allocations is based on the following: 5% of estimated total budget costs factored by the assessment score determined in Stage 2, up to the established maximum amount per event category.

A summary of recommended allocations is noted in the table below. Staff have recommended funding for events occurring in 2016 and 2017, and funding for the development of event concepts occurring beyond 2017. Three events taking place in 2017 – the EDIT Festival, presented by the Design Exchange, the Invictus Games, and the North American Indigenous Games – have requested that a portion of their funding be provided in 2016 to facilitate the planning and development of the event. Staff consider this request to be necessary and appropriate, and are recommending that the allocation be split between 2016 and 2017 as noted in the table below. In addition, staff are also recommending development grants to two new events – the Bollywood Festival Toronto and the Toronto Biennale of Art – to assist with initial planning.

The allocations, if approved, represent the City's total contribution to an event. Event organizers are expected to make use of the funds to cover the cost of municipal services for an event, such as permit fees, facility rentals, policing, and other City services. Additional in-kind costs will not be absorbed by the City.



<b>Event</b>	<b>2016</b>	<b>2017</b>	<b>Total</b>
Bollywood Festival Toronto	\$50,000	-	\$50,000
Design Exchange – EDIT Festival	\$125,000	\$225,000	\$350,000
Invictus Games	\$200,000	\$200,000	\$400,000
North American Indigenous Games	\$100,000	\$300,000	\$400,000
Redpath Waterfront Festival		\$75,000	\$75,000
Salsa on St. Clair Street Festival	\$75,000	-	\$75,000
Toronto Biennale of Art	\$50,000	-	\$50,000
<b>Total</b>	<b>\$600,000</b>	<b>\$800,000</b>	<b>\$1,400,000</b>

A request to support the 2017 World Police and Fire Games was also received. In June 2016, Council directed that up to \$3 million in in-kind contributions be allocated in support of the Games, pending confirmation of support from the provincial and federal governments. Discussions continue with the provincial and federal governments regarding their support of the event, and as such no allocation is included here.

## **Proposed Assessment Process for Future Years**

A formal granting program should be established to support significant special events in accordance with the City of Toronto Corporate Grants Policy. This granting program would include a formal application, an assessment of all requests by a peer advisory panel and senior City of Toronto staff, and comprehensive reporting and evaluation requirements. It is recommended that this granting process be developed for consideration as part of the 2017 budget process. A budget allocation for this program would also be included for consideration during the annual budget process.

## **CONTACT**

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## **SIGNATURE**

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## **ATTACHMENTS**

Appendix A – Requests for Support from Significant Special Events  
Appendix B – Assessment Criteria  
Appendix C – Definitions of Category A and B Events

## Appendix A: Requests for Support from Significant Special Events

Event Name	Description	Amount Requested (Cash and In-kind)
<b>2016</b>		
Bollywood Festival Toronto 2016	Bollywood Festival Toronto is a proposed three-day cultural festival celebrating Indian film, and will feature red carpets, singing, dancing, live performances, as well as Indian culinary delicacies and activities for all ages. The inaugural edition will take place on August 12-14, 2016 at Nathan Phillips Square.	\$500,000
Institute for Canadian Citizenship Inaugural 6 Degrees Conference 2016	Global event focused on creating a platform of culture, debate and dialogue on citizenship and inclusion in the 21 <sup>st</sup> century.	\$200,000
Luminato 2016	Luminato is a global multi-arts festival dedicated to performance, visual art, music, theatre, dance, and more. Luminato is seeking funding for festival enhancements for its 10 <sup>th</sup> anniversary celebration in 2016, including programming at the Hearn Generating Station.	\$900,000
Redpath Waterfront Festival 2016	The Redpath Waterfront Festival is an annual summer event that provides on-land and on-water programming with the goal of promoting Toronto locally and internationally as a premiere waterfront destination. The 2016 edition, held in July, will feature tall ships on the harbour.	\$300,000
Salsa on St. Clair Street Festival 2016	The Salsa on St. Clair Street Festival is an annual celebration of Latin culture, taking place in July 2016. This festival was identified as a legacy opportunity of the Pan Am Games,	\$350,000

Event Name	Description	Amount Requested (Cash and In-kind)
	with the goal of increasing its scope and impact on a scale similar to events such as the Toronto Caribbean Carnival.	
<b>2017</b>		
Design Exchange – EDIT Festival 2017	EDIT is a proposed 10-day biennale festival that celebrates the intersection of design, innovation, and technology as a way of addressing global issues. The inaugural festival will be held in 2017. This festival has the potential to develop into a major international attraction and could fulfill one of the goals of the Mayor's Advisory Panel to foster the development of "Made in Toronto" events.	\$500,000 (including \$125,000 in 2016; \$375,000 in 2017)
Invictus Games 2017	The Invictus Games is a participatory sporting competition featuring ill and injured servicemen and women. Toronto has been named as the host city for 2017. This event will have a significant international profile.	\$1,000,000 (including \$500,000 in 2016; \$500,000 in 2017)
North American Indigenous Games 2017	The North American Indigenous Games is a multi-sport event involving indigenous North American youth, aged 16 to 25. The 2017 edition will be held in Toronto.	\$400,000 (including \$100,000 in 2016; \$300,000 in 2017)
2017 Ontario Technological Skills Competition	The Ontario Technological Skills Competition is Canada's largest skilled trade competition. It will be moving from Kitchener-Waterloo to Toronto in 2017.	\$80,000
Redpath Waterfront Festival 2017	The Redpath Waterfront Festival is seeking support for an expanded 2017 edition that will feature touring Tall Ships from Quebec.	\$50,000
Ecorismo - Réseau national de développement économique et d'employabilité (RDEE) 2017	The RDEE is seeking seed funding to launch an inaugural trade show to promote sustainable development, called Ecorismo.	\$250,000
World Police and	The World Police and Fire Games is a	\$3,000,000 (including

Event Name	Description	Amount Requested (Cash and In-kind)
Fire Games 2017	biennial athletic event open to active and retired law enforcement and fire service personnel from around the world. The event, originally awarded to Montreal, is considering Toronto as a new venue for its 2017 edition.	\$1,000,000 in 2016 and \$2,000,000 in 2017)
<b>2018</b>		
Toronto Biennale of Art – 2017 or 2018	In July 2015, Council directed the General Manager, Economic Development and Culture, to consider the feasibility of hosting a biennale of art and design in Toronto as part of the Canada 150 celebrations.	\$2,000,000 (including \$300,000 in 2016; \$700,000 in 2017; \$1,000,000 in 2018)

## Appendix B: Strategic Hosting Principles for Significant Special Events

The requests for support from significant (Category A and B) special events have been assessed using the criteria listed in the table below.

<b>Start from a Position of Strength</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Does the event have the necessary support from other government partners?	Yes, all partners have pledged support	Event has secured some government support, and has a strong likelihood of additional investment	No, or limited government support
<b>Start from a Position of Strength</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Does the event demonstrate the potential to secure support and commitments from the private sector, including corporate sponsors and/or philanthropic donors?	Private sector support has been secured, and there is considerable potential for additional partnerships	No support has been secured to date, but there is considerable potential for private support	No corporate support and there is limited potential for private support
Does the event engage the local community in a meaningful way and respond to their interests and concerns?	Actively engaged through a range of strategies	Engaged in limited way with plans for more	No community engagement to date
In cases where an event is led by a third party organization, does the event organizer demonstrate sufficient capacity to successfully execute the proposed event?	Organization has strong governance and proven track record of hosting successful Category A or B events	Good governance, but limited track record of hosting A or B events	Limited capacity has been demonstrated
Is there a high degree of confidence in the success of a bid?	Understand process, strong concept and confident of success; or, bid has been secured	Understand process, and somewhat confident of success	Lack of clarity about process and no certainty of success
<b>Optimize Toronto as a Host City</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Do the investments in both the bid and hosting concept have public value?	High degree of public value	Some degree of public value	Limited public value
<b>Advance Key City-Building Priorities</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Will the event advance key City-building priorities, per Council-endorsed strategies such as City Council's Strategic Actions, Creative Capital Gains, and/or Collaborative for Competitiveness?	Achieves two or more Council-endorsed strategies	Achieves one Council-endorsed strategy	Does not contribute to any Council-endorsed strategies

<b>Responsibly Manage Hosting Costs, Resources and Risks</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Do the City and its partners have confidence that they can manage costs/resources and avoid or mitigate risks associated with hosting the event? Does the event have a guarantor?	Plans are in place to ensure all costs and risks are well managed	Plans are in place, but one or more risks have yet to be resolved or addressed	No plans currently in place
<b>Generate benefits and legacies for Toronto</b>	<b>Strong</b>	<b>Medium</b>	<b>Weak</b>
Will the event generate broadly-shared benefits and will it leave a meaningful legacy for local communities after the event has ended?	Will deliver a range of benefits and leave positive long-term legacies for communities across Toronto	There will be some benefits, but more short-term or focused on a specific stakeholder group	No meaningful community benefits or legacies

## Appendix C: Definitions of Category A and B Special Events

City Council approved the City of Toronto Standard Definitions for Special Events in October 2013 as a classification system that assists in the development of effective policies and operational practices in support of special events. Categories A and B are considered to be significant events, resulting in a strong economic, social, and cultural impact.

Category	Criteria
<b>A</b>	<p><i>Length:</i> Could vary from a day to a month  <i>Frequency:</i> Not occurring annually or repeating within five years  <i>Number of venues, roads or sites:</i> Unlimited (usually many)  <i>Attendance:</i> Unlimited (usually over 200,000)  <i>Out-of-town Attendance:</i> Over 50,000 out-of-town draw  <i>Quantity of City permits and/or approvals required:</i> Unlimited (usually many)  <i>Value of City services required:</i> Over \$100,000  <i>City coordination required:</i> Multiple levels of government coordination and/or City-wide divisional coordination  <i>Measured Benefits:</i> High economic and business benefit, utilizes 3 or more hotels, provides the City of Toronto with media/branding opportunities via television, radio, or print advertising</p> <p><i>Examples: World Youth Days and Papal Visit, 100<sup>th</sup> Grey Cup Festival, Invictus Games, WorldPride</i></p>
<b>B</b>	<p><i>Length:</i> Up to 1 month  <i>Frequency:</i> often annual  <i>Number of venues, roads or sites:</i> Up to 5 locations  <i>Attendance:</i> 20,000 to 200,000  <i>Out-of-town Attendance:</i> Minimum 25% out-of-town draw  <i>Quantity of City permits and/or approvals required:</i> 5 to 10  <i>City coordination required:</i> Over 3 City Divisions  <i>Value of City services required:</i> Up to \$100,000  <i>Measured Benefits:</i> International, national and local media coverage, economic and business benefit, promotes the City of Toronto within the event's marketing campaign</p> <p><i>Examples: IIHF World Junior Hockey Championships, World Deaf Athletic Championships, Vanier Cup, Honda Indy, Luminato, Pride Festival, Taste of the Danforth, Toronto Caribbean Carnival, Toronto International Film Festival</i></p>