



Toronto Significant Events Investment Program - 2016/2017 Report on Events

Date: November 9, 2017

To: Economic Development Committee

From: General Manager, Economic Development and Culture

Wards: All

SUMMARY

This report details the outcomes of events which received grants from the Major Special Event Reserve Fund for 2016 and 2017 significant events. The report also provides an outline of the formal granting process to support significant special events taking place in 2018 and future years, as directed by City Council.

RECOMMENDATIONS

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

1. The Economic Development Committee receive this report for information.

FINANCIAL IMPACT

Applications to the program are reviewed for eligibility and completeness and then evaluated by a Peer Review Panel against the Strategic Hosting and Bidding Principles and Funding Priorities. A business case recommending the special events that will receive funding in 2018/2019 and detailing the amounts to be awarded has been submitted as part of the 2018 Budget process for consideration. Special events grant recipients must enter into a signed agreement that includes performance expectations and reporting requirements.

Funding for 2018/2019 special events approved under the program will be drawn from the Major Special Events Reserve Fund for a net \$0 impact. As of October 31, 2017, the uncommitted balance in the Major Special Events Reserve Fund is \$2,006,334.

The Acting 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>

On June 7, 2016, City Council adopted 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.

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

In July 2016, City Council approved the report "Current Requests for Support from Significant Events", which allocated funding for 2016 and 2017 to seven significant events, directed the development of a formal granting process and requested staff report back in 2017 on the outcomes of these significant special events.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.ED13.7>

City Council directed in November 2016, a grant of \$400,000 to the Parliament of the World's Religions to fulfill the licensing fee requirement to the 2018 Parliament of the World's Religions.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2016.MM22.30>

On March 7, 2017 Executive Committee adopted a letter from the Aboriginal Affairs Committee which directed the City Manager to report to the Aboriginal Affairs Committee on potential sponsorship, promotion and support opportunities for the 2018 Aboriginal Day Live celebration hosted by Aboriginal Peoples Television Network (APTN).

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.EX23.8>

In July 2017, City Council adopted the report "Supporting 6 Degrees Citizen Space 2017" which approved a grant of \$100,000 from the Major Special Events Reserve Fund.

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.ED22.15>

COMMENTS

2016/2017 TORONTO SIGNIFICANT EVENTS INVESTMENT PROGRAM

In 2016 and 2017, City Council awarded \$1.9 million in bid, developmental, event enhancement and event hosting using funds from the Major Special Event Reserve Fund as per the table below.

Event	2016 Allocation	2017 Allocation	Total
Developmental and Bids			
Bollywood Festival Toronto	\$50,000	-	\$50,000
Toronto Biennale of Art	\$50,000	-	\$50,000
Parliament of the World's Religions 2018	\$400,000		\$400,000
Event Enhancement			
Redpath Waterfront Festival	-	\$75,000	\$75,000
Salsa on St. Clair Street Festival	\$75,000	-	\$75,000
Six Degrees Citizen Festival 2017		\$100,000	\$100,000
New Event Hosting			
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
Total	\$1,000,000	\$900,000	\$1,900,000

City Council requested a report back on the outcomes of these projects. Please see Attachment 1 for a report on these grants.

2018/2019 TORONTO SIGNIFICANT EVENTS INVESTMENT PROGRAM (TSEIP)

In July 2016, City Council directed 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. This formal grant process must provide a transparent method of intake, evaluation and recommendation for City support and funding to significant special events, as defined in the "City of Toronto Bidding and Hosting Strategy for Significant Special Events".

The Toronto Significant Events Investment Program (TSEIP) was created as the formal intake process to access funding in the Major Special Event Reserve Fund, a fund created as a legacy of the 2015 PanAm/Para Pan Am Games.

Intake Process

The 2018 TSEIP funding program was released on August 4, 2017 and an initial deadline of September 18, 2017 was set for receipt of a complete application and required documentation. The guidelines were posted on toronto.ca, emailed to twelve organizations that had requested, and sent to Tourism Toronto and the Province of Ontario. Please see Attachment 2 for the Application Guidelines.

This program has an on-going intake process meaning future applicants and events that meeting criteria can apply at any time, depending on the availability of funds in the reserve and the City Council schedule for review.

Review and Criteria

Applications for 2018/2019 were reviewed for eligibility and completeness and then evaluated by a Peer Review Panel (see below) against the Strategic Hosting and Bidding Principals and Funding Priorities. A score is given each application based on these criteria. The consensus or average score was used to calculate the recommendation and provide any conditions that raised concern in the review process.

Assessment Category	Weight
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;	15%
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;	15%
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;	25%
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	15%
Generate benefits and legacies for all Torontonians: to ensure that an event has a wide-ranging, positive impact for communities across the City.	30%

Funding priority will be given to events that demonstrate:

- Social Development - principles of social equity, social well-being and citizen engagement, as an important determinant of healthy communities and quality of life.
- Economic Vitality - the health of the city's economy and includes such factors as diversified employment, skilled workforce, competitiveness, investment and affordability.
- Environmental Sustainability - principles of environmental balance and the integration of environmental considerations in our social and economic activities.
- City Building - City building views the city as a whole and focuses on investment in social and physical services and infrastructure which are fundamental to the city's quality of life.
- Cultural Vitality – evidence of creating, disseminating, validating, and supporting arts and culture as a dimension of everyday life in Toronto.

Peer Review Panel

The volunteer Peer Review Panel advised staff on the merits of the applications, provided advice on the feasibility and quality of the planned event, and offered professional assessments of the governance, financial capacity, community impact and legacy of the organizations and events. Members of the panel must declare conflicts of interest with applicants and represent a broad and diverse base of expertise and a professional knowledge of the events sector.

The 2018 TSEIP Peer Review Panel included Mr. Danny Assaf; Mr. Winston Kassim; Ms. Nathalie Lue; Mr. Chris Rudge; and Ms. Karen Tisch.

Please see Attachment 3 for biographies of the panelists.

Funding Categories

There are three sub-categories of funding that can be awarded:

LEVEL 1 - HOSTING

The Event Hosting category is for Non-recurring Category A or B events, as defined by the Standard Categories for Special Events. The Applicant Organization could receive up to \$500,000 towards eligible expenses. Five applications were received in this category.

LEVEL 2 – ENHANCING & GROWTH

Event Bidding, significant enhancements to existing Category B events, or existing events seeking transitional strategic growth funding. The Applicant Organization could receive up to \$200,000 towards eligible expenses. Two applications were received in this category.

LEVEL 3 – DEVELOPMENTAL

New and start up events that have never been produced before and demonstrate significant potential for growth are eligible to receive up to \$100,000 towards eligible cash expenses for the initial development of the event concept, including feasibility and other planning studies, and/or initial event execution. No applications have been received for this category.

As of the September 18, 2017 deadline, seven organization submitted applications to request funding for 2018 and 2019.

After a legal agreement and grant conditions are met, and pending 2018 budget approval, successful events will be assigned lead staff and/or a working group with representation from key City divisions, agencies, boards and commissions to coordinate the delivery of municipal services during the event. The staff and/or working group collaborates with the event organizer to streamline client service and resolve issues as they arise.

Economic Development and Culture Division will report to Economic Development Committee in 2019 on the outcomes of the significant special events that received funding from Toronto Significant Events Investment Program in 2018. EDC will also

review and consider the potential of a permanent funding in the tax base and may bring forward such a request through the 2019 Budget process

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ATTACHMENTS

Attachment 1 - 2016-17 MSERF Grants Recipients
Attachment 2 - Toronto Significant Event Investment Program Guidelines
Attachment 3 - TSEIP Peer Review Panelist Biographies