

ATTACHMENT 1

Report Back on 2016/2017 Grant Recipients

Bollywood Festival Toronto - \$50,000

Recommendation:

The Bollywood Festival Toronto received a \$50,000 developmental grant for 2016/2017 to develop a concept, and study the feasibility of 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 was proposed for 3 days in August 2016 and 2017 at Nathan Phillips Square. The event is now planned for August 2018.

The Naos Culture Festivals and Film Society underwent feasibility activities in 2016/2017 to develop the "Bollywood Festival Toronto" project. The festival was re-named the Bollywood Film Festival Toronto (BFFTo).

The vision of the BFFTo is a new Bollywood-themed event to celebrate Bollywood Films, Indian and South Asian culture and the relationship between Toronto, Ontario and India. The inaugural event would feature a stage show with dancing, singing and music, appearances by TV/Bollywood stars, film sets and hands-on experiences through a behind-the-scenes experiences, food stands, the Mahurat (a ceremonial acting out of the very first sequence of a film), and the launch of an original "Toronto Anthem" celebrating Toronto sung in multiple languages.

Planning activities included:

- Concept development and site planning
- Outreach to other orders of government and the corporate sector for funding and support
- Three events to test the public market and demonstrate the need for a larger event including a 5,000 person drumming and dancing sequence on King Street during the Toronto International Film Festival (TIFF); a free Bollywood demonstration and information event during Black History Month at Union Station; and a four day South Asian celebration at Union Station where dozens of performers entertained over 100,000 commuters.

Now that the concept has been developed, the proposed event has requested event planning and execution funding from TSEIP for 2018 and 2019.

Toronto Biennale of Art - \$50,000

Recommendation:

The Toronto Biennale of Art received \$50,000 to continue studying the feasibility of hosting a biennale of art and design in Toronto as part of the Canada 150 celebrations.

The vision of the Toronto Biennial is to bring a large-scale, global showcase of contemporary Canadian and international art to the City of Toronto. In addition to its own program of visual arts programming, the Biennial will also work in partnership with some of Toronto's lead museums to present collateral exhibitions. Exhibitions will be supplemented by artist talks, performances, forums, family events, guided school/group tours, publications and other special events.. The Toronto Biennial of Art will work with partners across all sectors – museums, galleries, corporate funders, developers, tourism organizations, and the various levels of government – to create an innovative and inclusive program package that positions Toronto as an opinion-leading urban centre and a leading travel destination on the international art calendar.

To support this vision the Toronto Biennale of Art undertook several studies and activities in 2016/2017 which the grant supported including:

- Organizational establishment and staffing
- Creation of Education Vision through workshops and additional grants
- Creation of Fund Development Plan for donors program, sponsorships, foundations and grants from government partners
- Creation of a Marketing Road Map, Visual ID and website

As a result of this research the proposed inaugural event was moved from 2018 to 2019. The proposed event has also requested event planning and execution funding from TSEIP for 2018 and 2019.

Parliament of the World's Religions 2018 - \$400,000

Recommendation:

The 2018 Parliament of the World's Religions received \$400,000 specifically earmarked to cover the licensing fee required to secure the event with the international body, The Parliament of the World's Religions.

City Staff have been liaising with organizers around their event planning. A press conference and announcement was held at Toronto City Hall on May 2, 2017 to announce the event was coming to Toronto.

The event is planned from October 31 to November 7, 2018 at the Metro Toronto Convention Centre.

A report on the event and its impacts will be done in early 2019.

Redpath Waterfront Festival 2017 - \$75,000

Recommendation:

The Redpath Waterfront Festival received \$75,000 in event enhancement funding for an expanded 2017 edition that will feature new programming.

The Redpath Waterfront Festival Toronto, presented by Billy Bishop Toronto City Airport is an annual festival along Toronto's waterfront which highlights the destination locally, nationally and internationally. The festival operating from July 1 to 3, 2017 included a variety of entertainment, food, experiences and displays.

Enhancements for 2017 were an increase in interactive programs, an increased partnerships with the Royal Canadian Navy, and new iconic experiences. These goals were achieved through:

- A new Rhythm of the Nation show that showcased the history and future of Canada through dance and music, and invited audiences to participate.
- A Live Green TO area with children's programming, arts and crafts, music and entertainment.
- A Parks Canada interactive art exhibit.
- Two Navy Vessels, including the Naval Frigate "Toronto", on-land programming, "Navy Chef Cook Off" and "Run with the Navy" programs.
- Increased accessibility in the waterfront environment
- New partnerships and outreach to Toronto's cultural communities

Key statistics to show success:

- Unique attendees of 595,000 with total attendance of 750,000
- 31% of attendees live more than 40 km from event, with 35% staying an average of 2.2 nights
- Total of 1,376 news articles with over 222 million impressions
- Total economic impact (GDP) estimates at \$7.6 million with approximately \$10.6 million of new spending from non-local attendees

The organization has requested event enhancement funding for 2019 to bring the Tall Ships to Toronto as part of the 2019 festival.

Salsa on St. Clair Street Festival 2016 - \$75,000

Recommendation:

The Salsa on St. Clair Street Festival received a \$75,000 event enhancement grant for the annual celebration of Latin culture, taking place in July 2016. This festival was identified as a legacy opportunity of the Pan Am Games, with the goal of increasing its scope and impact on a scale similar to events such as the Toronto Caribbean Carnival.

TD Salsa in Toronto Festival is Canada's largest annual celebration of Latin arts, music and culture took a place July 8 and 9, 2016. The grant supported the following enhancements:

- An expanded stage programming featuring Canadian Emerging Latin Artists.
- A new Bachata Dance Zone which included performances, music and dance lessons.
- More services for participants with disabilities including new signage, dedicated event staff to monitor, resolve and respond to concerns, a re-design of stage areas to support persons with mobility devices, accessible washrooms, and cooling areas for people and service animals in extreme summer temperatures.

Key statistics to show success:

- An increase in attendance of 28% from the previous year for 320,000 visitors
- An increase to the estimated economic impact of 7% for a total \$3.1 million.
- 32% of attendees reside more than 40km from the event, spending around \$1.5 million in the region

6 Degrees Citizen Space - \$100,000

Recommendation:

The Institute for Canadian Citizenship received a \$100,000 event enhancement grant for the 2017 6 Degrees Citizen Space. A global event focused on creating a platform of culture, debate and dialogue on citizenship and inclusion in the 21st century.

In 2016, The Institute of Canadian Citizenship (ICC) launched an innovative and dynamic festival called 6 Degrees Citizen Space. A national charity, the ICC delivers programs and special projects that inspire inclusion, create opportunities to connect, and encourage active citizenship. Building inclusive communities is a critical priority for our city. As it continues to work together to build welcoming and inclusive spaces for all residents, it deals with increasing instability around the world. The importance of broadening our mission is now more critical than ever both to building a welcoming and equitable Toronto, but also for the economic and cultural vibrancy of the city.

The event ran for three days, September 25 - 27, 2017 at Koerner Hall, the Art Gallery of Ontario and Isabel Bader Theatre. Attendees participated in innovative and diverse exchanges, including the LaFontaine-Baldwin Lecture, a screening of Human Flow a film by Ai Weiwei, the Adrienne Clarkson Prize for Global Citizenship, keynote addresses, and one-on-one exchanges.

Preliminary statistics to show success (please note: as of this report full financial and statistical data has not been compiled)

- 3400 people attended 21 events during the three day event
- 55 on-stage participants and speakers, 5 performers and 42 active youth participants
- 10,000,000+ brand impressions on a variety of promotional products, signage, branding and collateral
- Ejected more than \$800,000 of funds into Toronto's economy

Design Exchange - EDIT (Expo of Design, Innovation and Technology) - \$350,000

Recommendation:

The Design Exchange received a \$350,000 event grant for the EDIT Festival 2017. EDIT was a 10-day biennale festival that celebrated the intersection of design, innovation, and technology as a way of addressing global issues. 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.

The festival was held from September 28 - October 8, 2017, the Design Exchange presented EDIT: Expo for Design, Innovation and Technology – a 10-day biennial design festival in Toronto held in partnership with the United Nations. In an immersive and playful environment, EDIT presented inspiring solutions to global issues in the areas of food, healthcare, education and housing, through exhibits, installations, kids' programming and symposia. EDIT provided a platform for local innovation, including success stories from Toronto-Waterloo's start-up sector, and design solutions for First Nations communities.

Preliminary statistics to show success (please note: as of this report full financial and statistical data has not been compiled)

- 35,000 visitors
- 180 million earned media impressions and 150 million paid media impressions

2017 Invictus Games Toronto - \$400,000

Recommendation:

Invictus Games Toronto receives a \$400,000 event grant. 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.

The Invictus Games were held in Toronto from September 23 to 30 in Toronto. An international sporting event for wounded, ill and injured servicemen and women, both currently serving and veterans, the Games used the power of sport to inspire recovery, support rehabilitation and generate a wider understanding and respect for those who serve their country.

The Invictus Games were established in 2014 through an initiative led by HRH Prince Henry of Wales (Prince Harry), the Royal Foundation and the British Ministry of Defence. The Games were held in London, UK in 2014 and Orlando, USA in 2016. There were no Games in 2015 and Australia will host in 2018. The word invictus is Latin for unconquered. It embodies the fighting spirit of the wounded, injured and ill service personnel and symbolizes what men and women can achieve, post-injury.

Other activities as part of the event included a international Flag Tour and flag raising at Toronto City Hall, Opening and Closing ceremonies at a sold-out Air Canada Centre broadcasted live, a career summit, friends and family program including visits to local attractions, a nightly concert program on NPS, a multi-faith service, and several

conferences and meetings around veterans support and medical and mental health services.

Preliminary statistics to show success (please note: as of this report full financial and statistical data has not been compiled)

- 17 nations, 543 competitors, 1227 family, friends and support staff
- 12 sports, 152 hours of competition, 635 medals
- 9 venues, 75,000 spectators
- 1800 volunteers worked over 80,000 hours
- Live streaming from 111 countries
- 621 accredited media, with 2 billion media impressions
- Majority of venues, including the Toronto Pan Am Sports Centre, were sold out for matches.

North American Indigenous Games - \$400,000

Recommendation:

The 2017 North American Indigenous Games receives a \$400,000 event hosting grant. 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.

The 2017 North American Indigenous Games (NAIG) were presented in Toronto July 16 to 23, 2017 with 14 sport categories held at 18 venues in Toronto, the Region of Hamilton and Six Nations of the Grand River, and Niagara Region. Athletes Villages were located at York University, McMaster University, Humber College and Durham College.

The North American Indigenous Games (NAIG) is the largest sport and cultural gathering of Indigenous Peoples from across Turtle Island (North America). The four core themes of the Games are heritage, sport, unity, and youth. Objectives of the games included bringing the sport community together for the advancement of Indigenous sport, health and wellness; promote Reconciliation; using the Games to educate Canadians on diverse Indigenous cultures

TEAM 88 is a legacy program of this year's North American Indigenous Games. Specifically, recommendation #88 of the 94 Calls to Action from Canada's Truth and Reconciliation Commission calls on all levels of government to take action to ensure long-term Indigenous athlete development and growth through continued support of the North American Indigenous Games.

The North American Indigenous Games Host Society presented to the October 11, 2017 Economic Development Committee on the Outcomes of the 2017 North American Indigenous Games:

<http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.ED24.1>

Key statistics to show success:

- Games were presented within the \$11.3 million budget

- 4,479 participants plus 245 mission staff (3,647 from Canada, 832 from the United States)
- 15 venues, 14 sports, 2 cultural festivals, 267 medals presented
- A sold-out Opening Ceremonies at Aviva Centre - more views for live CBC stream than any other sports stream, outside of Stanley Cup playoffs.
- 1000 volunteers, including 10-15% who identify as Indigenous
- Initial economic impact study suggests more than \$18 million

DRAFT