

TORONTO SIGNIFICANT EVENT INVESTMENT PROGRAM (TSEIP)

**Supporting the City of Toronto Bidding and Hosting Strategy
for Significant Special Events**

Application Guide

Events and Bids

**City of Toronto
Economic Development & Culture
Arts & Culture Services**

September 2021



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1.0 What You Need To Know Before You Apply

Before completing the Toronto Significant Event Investment Program (TSEIP) application, please:

- Review the Event Definitions and Eligibility Requirements to see if your organization and/or event qualifies for this program
- Review this Application Guide
- If required, contact the Event Support Unit:
Veronica Barton 416-395-7378 vbarton@toronto.ca

2.0 Eligibility Requirements

Applicants that fail to meet any of the Eligibility Requirements will be deemed ineligible.

2.1 Mandatory Requirements

To be eligible for TSEIP funding the event must meet ALL of the following mandatory eligibility requirements:

- Applicant organization has legal not-for-profit or charitable status (established by or under legislation; federally or provincially incorporated; Aboriginal organizations) in Canada;
- Applicant organization in existence for one year or longer as of the date of submission;
- Applicant organization is not in default of the terms and conditions of any permits, fees, taxes, grant or loan agreement with any division, agency, board or commission of the City of Toronto;
- None of the proposed expenses will be used for recurring costs to fund the applicant organization;
- The event occurs, or has the majority of housing (e.g. hotel rooms), programs or activities, in the City of Toronto;
- Event is open to the public, for free or by ticket;
- Information provided in the application and related attachments is true, correct and complete (as verified by an authorized official).

Applications that fail to meet any of the above Mandatory Requirements will be deemed ineligible.

2.2 Eligible Events

Events must qualify as Category A or B as per the City of Toronto Standard Definitions approved by City Council 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.

This program and policy generally does not cover "Mega International Events" as defined by City Council in the June 7, 2016 adopted report [Implementation of the Mayor's Advisory Panel Recommendations for Future "Mega" International Event Bidding and Hosting in the Toronto Region](#). Early stage feasibility studies for these events may be eligible. Mega Events are the

top tier of event hosting, including the Olympics, World Expos, Commonwealth Games and FIFA World Cup. Required resources and funding strategies will be included for consideration individually as part of future budget processes.

Category A

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.

- *Length*: Could vary from a day to a month
- *Frequency*: Not occurring annually or repeating within five years
- *Number of venues, roads or sites*: Unlimited (usually many)
- *Attendance*: Unlimited (usually over 200,000)
- *Out-of-town Attendance*: Over 50,000 out-of-town draw
- *Quantity of City permits and/or approvals required*: Unlimited (usually many)
- *Value of City services required*: Over \$100,000
- *City coordination required*: Multiple levels of government coordination and/or City-wide divisional coordination
- *Measured Benefits*: 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

Category B

Non-recurring* special events of a slightly smaller scale 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.

- *Length*: Could vary from a day to a month
- *Frequency*: often held annually
- *Number of venues, roads or sites*: Up to 5 locations
- *Attendance*: 20,000 to 200,000
- *Out-of-town Attendance*: Minimum 25% out-of-town draw
- *Quantity of City permits and/or approvals required*: 5 to 10
- *Value of City services required*: Up to \$100,000
- *City coordination required*: Over 3 City Divisions
- *Measured Benefits*: International, national and local media coverage, economic and business benefit, promotes the City of Toronto within the event's marketing campaign

*In exceptional cases, the City may consider requests for support from existing Toronto-based Category B events that will deliver a significantly expanded edition of the event, with demonstrated potential to have impact on a global scale through increased tourism and attendance, international media exposure, and spin-off benefits for local business. An example of one such expansion is Pride Toronto's hosting of the 2014 edition of WorldPride in Toronto. These enhancements would generally be expected to result in the re-classification of the event as being in Category A. Such funding would be offered on a one-time basis only.

2.3 Ineligible Events:

- Events that seek to attract only a special interest audience or recruit new members (e.g. religious or political gatherings and workshops)
- Trade fairs, events of a primarily commercial nature (e.g. consumer shows, symposia, conventions, meetings and conferences, seminars and clinics)
- Annual Events that already receive funding through a City of Toronto grant program are not considered to be eligible for additional support unless a significant one-time enhancement is proposed.
- Events that have received funding from the TSEIP program in the past 5 years, unless under "Contribution Level C New Events" (See Section 3.0)

2.4 Eligible and Ineligible Expenses

The value of in-kind expenses is not included in the determination of MSERF eligible cash operating expenses.

Eligible - Event Bid

- Bid Fees
- Design and production of promotional material required for the bid, including the bid book and a bid-related video
- Fees toward feasibility studies, surveys, economic impact analysis, etc.

Eligible – Event Hosting

- Fees paid to artists, musicians, performers, celebrities, special guests, marquee athletes and speakers
- Programming and production costs
- Eco-friendly services
- Accessibility services
- Volunteer training
- Audience surveys, research or economic impact studies
- Translation costs
- Event advertising, promotion and marketing costs
- Venue and facility rentals
- Site services such as security, sanitation products and shuttle buses
- City of Toronto permits, services and fees

Applicants must demonstrate how any expenses associated with their event will promote City Priorities, increase tourist attendance and spending.

Ineligible – Bid and Event

- Capital costs related to permanent structures and acquisitions (e.g. materials, labour, motorized vehicles, land acquisition, purchase of equipment for construction, etc.)
- Travel and accommodations
- Meals and hospitality, including receptions and sponsor hosting
- Alcohol
- Core administration and overhead costs such as rent, telephone and communication lines/services, computers, utilities, insurance, maintenance costs and any operational expenses related to an organizations ongoing activities
- Permanent staff salaries and travel costs

- Legal, audit and interest fees
- Equipment
- Taxes, including refundable Harmonized Sales Tax or other refundable expenses
- Budget deficits

2.5 One Application

The City of Toronto will only consider one application per event.

3.0 City of Toronto Contributions and Investments

3.1 Contribution Levels

The maximum level of TSEIP funding support is as follows:

LEVEL A - HOSTING

Event Hosting for Non-recurring Category A or B events are eligible to receive towards eligible cash expenses a maximum of up to \$500,000 or as approved by Toronto City Council.

LEVEL B – ENHANCING & GROWTH

Event Bidding OR Significant enhancements to existing Category B events OR existing events seeking transitional strategic growth funding are eligible to receive towards eligible cash expenses a maximum of up to \$200,000.

LEVEL C – 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.

NOTE: Successful bids and developed event concepts (Level B and C) receiving funding may still eligible for consideration for event hosting funding (Level A) in future years.

3.2 Contribution Conditions

Contribution Levels are subject to the following conditions:

- Funding can be awarded over multiple years up to a maximum of three consecutive years, in respect of ramp up funding or other budgetary considerations.
- The operating expenses described must be for the event itself, not for the operating expenses of the applicant organization.
- 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.
- Requests for the City of Toronto to become the primary organizer, guarantor or to undertake any open-ended guarantee will not be considered.
- A portion of funding, up to 5% of the total grant, will be held back until a complete final report as set out in section 6.4 below is received.

3.3 Contribution Priorities

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.

3.4 Available Funding

The allocation of funding to Event Bid and Event Hosting projects will be determined by the number of applications received and the balance available within the Major Special Event Reserve Fund which funds the Toronto Significant Event Investment Program.

The City of Toronto **cannot guarantee funding to all applicants**, nor can the City ensure that the total amount requested by a successful applicant will be granted. The decision to fund all or part of an applicant's request will depend on its alignment with City of Toronto strategic priorities, assessment criteria and overall demand for funds in the program.

4.0 Application

4.1 Application Deadlines

Application submissions for the following year are due no later than September 30th by 5:00pm provided funding is available within the Major Special Events Reserve Fund.

Decisions on funding may take up to six months from the date of receiving a complete application to process depending on Toronto City Council schedules and deadlines.

4.2 Application Submission

Applications may be submitted by mail, email or in person to:

Veronica Barton
Supervisor, Event Support
Economic Development & Culture
Toronto City Hall, 9th Floor, East Tower
100 Queen Street West
Toronto, ON M5H 2N2
vbarton@toronto.ca

4.3 Application Requirements

All Applications must include the following **forms**:

- Completed and signed Application & Statistical Information Form
- Completed and signed City of Toronto Declaration of Non-Discrimination Policy Form
- City of Toronto TSEIP Financial Form

All Applications must include the following **attachments**:

- Proof of organizational status (e.g. Letters Patent, Constitution, By-Laws)
- List of Board of Directors/Executive and Senior Staff
- List of community partners, sponsors or other organizations involved with the event and the nature of partnership
- Estimated Impact Study or Analysis for the event including economic, tourism and hotel benefits
- Accessibility Services Plan outlining information on initiatives, programs, outreach, communications and marketing offered with a focus increasing accessibility to the event [Resources found at: <https://www.tiaontario.ca/cpages/accessibletourism>]
- Letters or confirmation of funding from other levels of government or the private sector
- Most recent host organization Audited Financial Statement
- Insurance Certificate for a minimum of \$5 million legal liability naming the City of Toronto as an additional insured (if not available at time of application, must be supplied when executing the Funding Agreement)

Applicants are welcome to attach additional information such as a Business Plan or Feasibility Study to support their submission.

5.0 Assessment and Evaluation

5.1 Eligibility Criteria and Completeness

City Staff from Toronto's Film and Entertainment Industries will review the applications for completeness and to ensure they meet the Eligibility Criteria. Additional information and/or clarification may be requested where necessary.

5.2 Assessment Score

Applications will be evaluated against the Strategic Hosting Principals and assigned a score. 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%

5.3 Strategic Hosting & Bidding Principals

Events must align and are scored against how well they meeting the Strategic Hosting Principals.

Start from a Position of Strength	Strong	Medium	Weak
Does the event have the necessary support from other government partners? Consideration is given to the degree of support afforded to an event from other orders of government. There is an expectation that event bidding and hosting costs are shared between the three levels of government.	Yes, all partners have pledged support Confirmed	Event has secured some government support, and has a strong likelihood of additional investment	No, or limited government support
Does the event demonstrate the potential to secure support and commitments from the private sector, including corporate sponsors and/or philanthropic donors? Commitments from the private sector are essential to the success of significant events. Private support can take many different forms – including cash sponsorship, in-kind contributions of materials and services, unpaid media coverage, and more. Public sector funding is also seen as "seed" funding from which private support can be leveraged. In such cases, consideration is	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

Start from a Position of Strength	Strong	Medium	Weak
given to an event's potential to secure private sector support.			
Does the event engage the local community in a meaningful way and respond to their interests and concerns? Events should implement a thorough community outreach and engagement plan. The City will carefully consider how the event organizer plans to reach out to local communities, and make recommendations for how to enhance engagement strategies when applicable.	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? For events led by a third-party organization, consideration is given to the organization's governance structure, financial position, and track record in producing successful events of commensurate size.	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? Not all events involve a formal bidding process. If a bid process is involved, prior to confirming support for an event bid, it is essential that the City has a clear understanding of the bidding process and requirements, and have a high degree of confidence in the success of a bid before committing public funds. If the event has already been secured by a third-party organizer before the City is approached for support, greater weight will be given to the other criteria in this section.	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

Optimize Toronto as a Host City	Strong	Medium	Weak
Do the investments in both the bid and hosting concept have public value? The City places strong emphasis on the need for an event to create value for its constituents prior to committing financial or institutional resources. The City may consider a range of different factors when assessing public value – including, but not limited to, accessibility, relevance, spin-off benefits for local businesses and residents, the availability of free public events, potential for tourism, and more.	High degree of public value	Some degree of public value	Limited public value

Advance Key City-Building Priorities	Strong	Medium	Weak
Will the event advance key City-building priorities, per Council-endorsed strategies such as City Council's 2013-2018 Strategic Actions, Creative Capital Gains, the City's cultural plan, and Collaborating for Competitiveness, the City's economic development strategy. This assessment method is updated as Council adopts new strategic plans or actions to further Toronto's growth.	Achieves two or more Council-endorsed strategies	Achieves one Council-endorsed strategy	Does not contribute to any Council-endorsed strategies

Responsibly Manage Hosting Costs, Resources and Risks	Strong	Medium	Weak
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? The City and its partners must take steps to minimize financial exposure, and mitigate for other risks associated with the delivery of a special event, including traffic disruptions,	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

Responsibly Manage Hosting Costs, Resources and Risks	Strong	Medium	Weak
security issues, and the risk of negative public perception. In addition, some events may require a third-party guarantor to underwrite the cost of the event. In such cases, a guarantor must be confirmed prior to the City providing additional support to an event.			

Generate benefits and legacies for Toronto	Strong	Medium	Weak
Will the event generate broadly-shared benefits and will it leave a meaningful legacy for local communities after the event has ended? When considering the legacy of an event, consideration will be given more broadly to the social, cultural and economic impact of the event. For example, an event may offer volunteer and training opportunities for underserved communities; or, its legacy may be raising the public profile of an athletic discipline or art form in Toronto.	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

5.4 Peer Review Panel

The Economic Development and Culture Division will establish an annual Peer Review Panel of 3-5 members to advise staff on the merits of the applications, provide advice on the feasibility and quality of the event, and offer professional assessments of the organization's governance, financial capacity, community impact and legacy. Members of the panel must show no conflict of interest with applicants and represent a broad and diverse base of expertise and a professional knowledge of the events sector.

5.5 Report to Toronto City Council

Recommendations for funding are reported to and subject to Toronto City Council through the Budget Submission process or Staff Report.

Applicants will have an opportunity to make a deputation to a Committee of City Council regarding their application.

6.0 History, Objectives and Reporting

6.1 City of Toronto Bidding and Hosting Strategy

In anticipation of the Pan Am and Parapan Am Games, the Major Special Events Reserve Fund (M-SERF) was created by Council in 2013 for non-recurring expenses associated with bidding for and hosting major special events. In June 2016, City Council approved the City of Toronto Bidding and Hosting Strategy for Significant Special Events to guide priorities and evaluate requests from the M-SERF and to provide a framework for managing and evaluating Category A and B event opportunities in Toronto. [The staff report and strategy](http://www.toronto.ca/legdocs/mmis/2016/ed/bgrd/backgroundfile-92769.pdf) can be found at: www.toronto.ca/legdocs/mmis/2016/ed/bgrd/backgroundfile-92769.pdf

This Strategy adopts the Strategic Hosting Principles proposed by the Mayor's Advisory Panel on International Hosting Opportunities as an evaluative framework for assessing the merits of a Category A or B event bidding or hosting opportunity for which the City is asked to provide some level of commitment– including financial contributions, institutional resources, or political support.

Objectives for the Strategy include:

- Position Toronto as a preferred host for significant events that have or could have a notable international profile
- Implement a proactive approach to developing, promoting, and incentivizing competitive event bids
- Respond to event bid opportunities as efficiently as possible in order to maximize the impact and legacy of the 2015 Pan American / Parapan American Games
- Identify dedicated resources to support competitive event opportunities that provide a high return on investment for the City
- Work closely with partners to increase the development of expanded event hosting capabilities in Toronto

A similar framework can also be applied to City-initiated bid or event opportunities without a formal bid. The adoption of a proactive approach to event bidding is encouraged to attract and secure events that best support the City's economic, social, cultural, and infrastructure development goals.

6.2 Acknowledgement, Oversight and Reporting

Applicants should be aware that the City of Toronto is bound by the Municipal Freedom of Information and Protection of Privacy Act R.S.O. 1990, c.M. 56, as amended from time to time, and that any information provided to the City in connection with their application may be subject to disclosure in accordance with the requirements of the Act. Additionally, requests for funding may be presented through a public report to Toronto City Council.

Successful applicants will be required to:

- Sign a Funding Agreement with the City of Toronto outlining the terms and conditions for receiving funds.
- Carry at least \$5 million commercial general liability insurance coverage for the duration of the Funding Agreement, and add the City of Toronto as an additional insured on this coverage before the Funding Agreement can be executed.
- Sign the City of Toronto's Declaration of Non-Discrimination Policy Form
- Report back to the City of Toronto within 90 days following the bid deadline or event on the use of funds, service deliverables and outcomes achieved. (*See section 3.7*)
- Permit the City of Toronto to verify/audit information, at its expense (at the discretion of the City) to ensure that it is complete and accurate, and that funds were used for the purpose(s) intended.
- Agree that if the funds are not used, or will not be used, for the intended purpose(s), specific services are not delivered, or intended outcomes are not achieved, the City has the right to recover the funds.
- Obtain City of Toronto approval for any change to the proposed project (once funding is approved)
- Acknowledge the City of Toronto's support with use of the City of Toronto logo, under the conditions for use of said logo, in electronic and print media as part of a visible campaign.

Events must comply with all applicable federal, provincial and municipal laws, legislation (e.g. zoning by-laws, labour, health and safety, animal welfare, accessibility, etc.)

City of Toronto Grants Policy

City of Toronto Grants are delivered in accordance with the City of Toronto Grants Policy. The [Grants Policy](#) may be found here:

www.toronto.ca/legdocs/mmis/2013/ex/bgrd/backgroundfile-57791.pdf

The City of Toronto promotes and maintains responsible and accountable governance, where the interests of individuals and communities are balanced with those of the city as a whole. Public participation is an integral part of the City's decision-making process. The City of Toronto Grants Policy is guided by five core values: accessibility, fairness and equity, openness and transparency, accountability, and responsiveness.

6.3 Working Group/City Representation

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 event organizer to streamline client service and resolve issues as they arise.

6.4 Final Report

Successful applicants will be required to provide the following material as part of the mandatory post-project reporting process:

- Report on activities and programs including:
 - How event met objectives and goals of the project
 - How event met City Priorities
 - Legacies remaining to the community as a result of the event
- Economic Impact Analysis/Report and statistical data including:
 - Event statistics (attendance, participants, hotel rooms, etc)
- An audited financial statement that accounts for event revenue and expenditures prepared by an accredited accountant external to the recipient.
- A detailed statement of how city funding was utilized
- Media and Marketing summary including the media value, gross impressions and reach of the campaign
- A summary of all City of Toronto acknowledgements made using the City of Toronto logo associated with the event.
- A sample of marketing materials (e.g. print, radio, television) related to the event.

A portion of funding, up to 5% of the total grant, will be held back until a complete final report is received within four months from the end of the event or as stipulated in the legal agreement.

Toronto Significant Event Investment Program

Please indicate: Is request for an already secured EVENT or for a BID or EVENT and BID

NOTE: This application must be completed in full by all applicants to ensure consistency with evaluation. Applicants are welcome to attached additional documents, studies, reports and materials that support their application.

1.0 Applicant Business Information

Organization Name			
Street Number	Street Name		Suite/Unit Number
City/Town	Province	Postal Code	Country
Fax Number	Email	Website Address	
Board Chairperson or President (Name and Title)		Telephone Number	Email
Administrative Head (Name and Title)		Telephone Number	Email
Contact Person for this Application (Name and Title)		Telephone Number	Email
Year of Formation	Incorporated Yes No	Not-For-Profit Yes No	
Registered Charity Yes No	Revenue Canada Business Registration Number		Fiscal Year

2.0 Event Information

Event Name	
Event Owner (if different from the Applicant Organization)	
Organizational Status of Event Owner (corporation, charity, not-for-profit) (if different from Applicant)	
Relationship of Applicant Organization to Event Owner (if applicable)	
Event Date(s) (yyyy-mm-dd)	Duration of the Event (days)

3.0 Event Description

A business, feasibility or strategic plan can be referenced if attached.

Description of the Event including activities and programs:

The purpose, objectives and strategic goals for Event:

Describe the return on investment to the City of Toronto as a result of hosting this Event:

History of the Event (if previously held):

Description of marketing and promotional strategies:

Summary of how the event management will be managed and a critical path for the event:

Describe the organization's experience in planning and executing significant special events, including relevant staff and board experience, if applicable. Did these event(s) achieve stated goals, and were they delivered within budget?

4.0 Financial Summary and Questions (must match information on financial form)

Attach a completed event budget including all expenses and revenues, and request from the City of Toronto on MSERF Financial Form.		
Amount Requested		For What Time-Period or Fiscal-Year(s)
Total Budget	Total Expenses	Total Revenues
Federal Government Revenue	Ministry or Agency or Program	Confirmed: Yes No In-kind? List:
Provincial Government Revenue	Ministry or Agency or Program	Confirmed: Yes No In-kind? List:
Private Sector Revenue	Company(ies) or Foundation(s)	Confirmed: Yes No In-kind? List:
If applicable, list amount and name of other City of Toronto grant(s) received or applied for regarding this event:		
If applicable, list any venues, services, permits or in-kind requests to any City of Toronto divisions, agencies, boards or commission and approximate value of each service or goods-in-kind:		
Detailed list of expenses within the City of Toronto financial request:		
If carrying an accumulated deficit or surplus of greater than 15% of its total revenues, please attached or describe a deficit or surplus reduction or management plan:		
Who is the financial guarantor of the event (if applicable)?		
What is the event's plan to manage costs/resources associated with hosting the event?		
Describe any anticipated risks associated with the event, and strategies to mitigate their impact (e.g. traffic disruptions, security, etc.).		
Do you have a sponsorship plan? Yes No Please attach if available		

5.0 Bid Information

Complete only if funding request is for a competitive bid.

Description, including dates, of the bid process:

History of previous hosts, an analysis of the competing bidders and trends in awarding the event:

Description of the bid organization and, if a different entity, the host organization

Please attach:

A detailed bid budget

Final reports and/or bid books from previous host cities, if available

6.0 Summary of Anticipated Event Statistics

Attendance	
Estimated Total Attendance (full event)	
Number of Spectators/Visitors	
Number of Delegates/Participants (Athletics, Artists, Coaches, Officials)	
Number of Volunteers	
Number of Nations Involved	
Percentage of out of country spectators/participants	
Percentage of out of province spectators/participants	

Estimated Economic/Tourism Indicators	
Estimated Economic Impact of Event Name or attach source document	
Economic Impact of Previous Event Location/Year _____	
Total Hotel Room Usage	
Estimated Tax Revenues Generated	
Estimated Jobs Created (in Full Time Equivalents)	

7.0 Facility Information

Venue Name	Address	Owner	Confirmed? (Yes/No)	Venue Contact (name, email, phone)

8.0 City Building

Please explain how your event aligns with key City-building goals as articulated in City Council-endorsed strategies, including the City of Toronto Strategic Actions, 2013-2018; Creative Capital Gains, the City's cultural plan; and Collaborating for Competitiveness, the City's economic development plan:

Describe how a City of Toronto investment in the bid and/or hosting concept has public value:

9.0 Community Engagement

Describe your community engagement plan. How do your community engagement activities (education, outreach, audience development, partnerships, volunteer opportunities etc.) increase community participation?

How does the event engage the community in a meaningful way and respond to their interests and concerns?

How does the event enhance the City's quality of life and strengthen neighbourhoods?

What strategies are you employing to provide programs/services that are accessible to and of benefit to all Torontonians?

10.0 Legacies

Describe how you will evaluate the success of your event, including key performance metrics:

What are the benefits to Toronto of bidding and/or hosting this event?

How will Toronto be recognized regionally, nationally and internationally as a result of bidding and/or hosting this event?

How will the event generate broadly-shared benefits (social, cultural and economic) and will it leave a meaningful legacy for local communities after the event has ended?

If applicable, describe any legacy construction projects or infrastructure that will be created specifically for the event.

11.0 Certification

We certify that, to the best of our knowledge, the information provided herein is accurate and complete and that if funds are awarded we accept responsibility for the use of the funds in accordance with the terms and conditions set out in the program terms and conditions.

PRINT NAME (First, Last) Chairperson or President	SIGNATURE	DATE (yyyy-mm-dd)
PRINT NAME (First, Last) Administrative Head	SIGNATURE	DATE (yyyy-mm-dd)