

Attachment 2: Data Summary and Analysis of City of Toronto produced Canada Day Activities and Programs for 2024

Economic Development and Culture (EDC) analyzed the City-wide distribution of City-led Canada Day events and programs planned for 2024 by reviewing the list of parks and museums that are hosting activities on July 1, 2024. The review included site location and associated community council and ward as well as ward population. In addition to this information, staff also analyzed the cost to the City of Toronto associated with each event as well as Federal Government funding contribution towards Canada Day celebrations.

The total projected cost of 15 PFR and EDC supported Canada Day events and programs is approximately \$934,453. The following maps illustrate the distribution of City-led Canada Day 2024 programming and events and associated funding across the City.

Map 1 below shows the distribution of City-led Canada Day programs and events across the areas of the four Community Councils and 25 wards. **Map 2** below highlights the proportional funding allocated towards City-led 2024 Canada Day Events across the area of Toronto's four Community Councils and 25 wards.

Map 2

