

## City Council

### Notice of Motion

MM19.24	ACTION			Ward: All
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### **Review of Major Events Policy - by Councillor Paul Ainslie, seconded by Councillor Jennifer McKelvie**

*\* Notice of this Motion has been given.*

*\* This Motion is subject to referral to the Economic and Community Development Committee. A two-thirds vote is required to waive referral.*

### **Recommendations**

Councillor Paul Ainslie, seconded by Councillor Jennifer McKelvie, recommends that:

1. City Council request the Chief Financial Officer and Treasurer and the General Manager, Economic Development and Culture to review the Major Events Policy to streamline financial support for major attractions in the City and report back to the October 23, 2024, meeting of the Economic and Community Development Committee.

### **Summary**

This proposes a review of the City of Toronto's financial support system for major events. The objective is to assess whether streamlining the allocation of funding and would benefit both the City and event organizers.

The review would explore transitioning from the current annual application process to a system of predictable, ongoing annual support for major attractions. This change aims to achieve the following:

- **Enhanced Stability:** Consistent funding would allow event organizers to engage in long-term planning, invest in improvements, and ultimately deliver a more sustainable visitor experience.
- **Improved Efficiency:** The current application process can be time-consuming for both the city and the attractions. A streamlined system would free up resources for both parties.
- **Promoted Transparency:** Clear criteria for ongoing funding would ensure a fair and objective allocation of city resources.

By undertaking this review, all stakeholders, including the City and event organizers, may benefit from a more efficient and effective funding system.

I look forward to your support.

### **Background Information (City Council)**

Member Motion MM19.24