

TORONTO STAFF REPORT

December 20, 2005

To: Economic Development and Parks Committee

From: Sue Corke, Deputy City Manager

Subject: Event Enhancement Strategy
All Wards

Purpose:

To report back on the implementation of the Event Enhancement Strategy.

Financial Implications and Impact Statement:

This report outlines the program to be undertaken by Toronto Special Events (TSE) to implement elements of the Event Enhancement Strategy. A new/enhanced service request for a Summer Festival Campaign is included in the Tourism Program 2006 Operating Budget Request, and should be considered in context.

Reviews of services and costs may result in future Operating Budget impacts beginning in 2007. These elements will be explored further and reported back to Committee as required.

Recommendations:

It is recommended that:

- (1) Staff be directed to update the Toronto Special Events, Event Support website to include information on all event permitting information and related information and;
- (2) Toronto Special Events, in partnership with Festival and Event industry stakeholders establish the Toronto Festival and Event Network and then develop a three-year plan to collectively promote the Toronto festival and event experience and;
- (3) The Director of Events work with the Deputy City Manager and Deputy City Manager & Chief Financial Officer to ensure that a system of tracking is developed that captures information that will be able to be used for an analysis for the 2007 Budget process and

all Divisions be directed to track all fees collected and costs charged for services to all festival and event organizers from January 2006 through to September 30, 2006 and;

- (4) Staff will report back in October with a specific review of festival and event classifications and recommendations for modifications to City of Toronto approaches to financial assistance for festivals and events based on the analysis of City of Toronto fees and review of existing assistance programs and;
- (5) Toronto Special Events continue to work with foreign Consulates, Embassies and High Commissions to obtain travel subsidies to allow staff to travel to international festivals for the purposes of program development and;
- (6) The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

At its meeting July 19-26, 2005 Toronto City Council adopted the report “Event Enhancement Strategy” which contained 10 strategic directions on the future of festival and event production support in the City of Toronto. It was recommended that 4 separate reports come forward to EDPC in development of these strategies: an implementation plan, a review of service fees, a review of policing costs by Toronto Police Services Board and a review and plan for the future of the Celebrate Toronto Street Festival.

This report outlines the research and details of implementing each of the 10 recommendations.

Comments:

The implementation of the Event Enhancement Strategy (EES) requires involvement and support from various City Divisions, Tourism Toronto as well festival and event industry stakeholders. There are short term implementation options that can be achieved with existing resources and there are long term implementation options that will require further reports to committee and potential budget requests in subsequent years.

Strategic Direction #1: Establish a one-stop shop for City Services.

Streamline the event permit application process and provide organizers the information they require all at one time. Working with the respective departments in the City to facilitate the approval process for the event proposals submitted by private event organizers.

TSE has been working with the various Divisions and staff involved in event-related service delivery across the City of Toronto. The general conclusion is that every Division works independently and uniquely depending on the type of service they deliver. Staff, hours and overall processes are not the same across the board. Staff have learned that the service level is

not consistent from event-to-event as a result of grandfathered events, political involvement and the fact that each event is reviewed on a case-by-case basis.

The Event Support Team (EST) – a group of City of Toronto staff from various Divisions who work on event-related service delivery – was established in 2002 to review event-related issues as well as share information on upcoming events. This has been extremely effective for new events coming to Toronto. Not only do the organizers get to meet with a forum of city-service experts, staff get the opportunity to clarify and regulate service. This has generally made for very successful event productions.

Toronto Special Events recommends using existing resources to ensure the Event Support section of the TSE web site has all city-service event related links and permit applications. This would be a comprehensive online repository of event-related city services and documents that could easily be accessed by the event producing public. These modifications will be made by May 2006.

A long term strategy is the development of a one-stop permit office for event production. This second phase of implementation is dependent on identifying new revenue streams. Similar to the Film Permit office in existence at Toronto City Hall, the objectives of the One-Stop-Shop for Event Permit Application are:

- to lessen the number of visits and applications that the event organizers need to complete;
- develop protocols to ensure service level consistency;
- build in cost-recovery strategies to ensure guidelines are adhered to;
- collect pertinent event information for City of Toronto to maintain comprehensive event-database;
- provide a point of contact for event organizers; and
- manage a comprehensive city-wide event calendar to avoid conflicts.

Developing a one-stop application process would also motivate the need and acceptance of event classifications and could eventually lead into a service or grant application should Council and budget allow for such a service development. Both classification and grant programs are discussed later in the report.

Many long-standing events have had to operate and work with city staff prior to and through amalgamation. As such, some processes, fees and protocols seem to exist for older events and a different set exist for new events. This inconsistency needs both to be acknowledged and formalized in order to prevent further discords in service delivery.

Strategic Direction #2: Facilitate the creation of a festival and event network.

The Toronto Festival and Event Network would promote co-operation, joint marketing initiatives, common research methodology, dissemination of information on financial assistance programs, and the creation of a city-wide calendar. Toronto Special Events will support the development of the network in its formative years if enhanced level of funding is approved in the 2006 budget review.

Supporting events and providing consultative services to festival and event organizers has always been a key function of Toronto Special Events (TSE). Consultations with Toronto's festival and event industry during the development of the Event Enhancement Strategy (EES) reinforced the need and interest in creating a more formalized association.

Research into similar associations suggests that: mandates and objectives should be clear; membership should be inclusive; members should be able to register in tiers or categories; tangible benefits need to be made available if a fee structure is going to be put in place; and a governing body needs to be in place to move the association forward. An overview of similar associations and groups is found in Attachment #1 – Festival Networks and Alliances.

A group representing over 30 festivals and events has met twice with TSE as part of the research and collaboration involved in the EES. Another meeting is planned for the beginning of 2006.

Strategic Direction #3: Create a Toronto event calendar.

This tool would help the City of Toronto review and determine peak periods and address the need periods. Need periods could then be attended to by the development of incentive and risk mitigation strategies to encourage new events to target the need periods.

Toronto Special Events is securing the information and details to produce a calendar that illustrates the proposed festival and event activity in a five year span. The 2005-2010 calendar will serve two major functions. First it will provide an accurate listing for information purposes for Special Events staff. Second, this five year calendar will identify the peaks for events/festivals in Toronto and give the Special Events Program a better sense of date availability and need periods over an extended number of years.

Toronto Special Events currently co-ordinates an annual calendar of events and circulates to staff in various departments who are involved in event-related city services. It is not a promotional piece but rather serves to provide an annual overview and contact listing.

Tourism Development and Research section manages an online event calendar that provides an event listing on a month-by-month basis. This is for promotional and informational purposes. Currently the two projects exist – sometimes there is duplication other times omissions. The ultimate goal is to create a tool that provides information for internal City services as well as promotional information for the public that can be easily migrated into online or hard copy versions.

The most recent calendar of events is attached as Attachment #2 – Festivals and Events in the City of Toronto and illustrates the scope of events as well as the scope of this task. Staff recommend that by September 2006 this comprehensive calendar be available to consumers on the City of Toronto's web site. Staff recommend that the General Manager of Economic Development and Culture determine which Program should develop and maintain this tool.

Strategic Direction #4: Promote and market Toronto's festival and events seasonally.

Develop and implement a collective umbrella campaign promoting Toronto's festival and event experiences. The campaign would be implemented by Toronto Special Events and be promoted across the City and out of market in collaboration with Tourism Toronto.

An enhanced service budget request has been submitted as part of the Tourism Program budget submission for 2006. The request for \$250,000 would be applied to an annual promotion.

Toronto's summer event products provide untapped potential to promote and motivate travel. Value is far greater if investment is made on out of market promotion that encourages travel for an entire summer rather than one targeted event or weekend. The diverse options create more potential for increased travel and economic impact for the GTA.

Promotion was offered to festivals taking place on the same weekend as the 2004 and 2005 Celebrate Toronto Street Festival in order to illustrate the City's support of the industry. The events involved in the promotion reported increased media attention and attendance. The current promotion and its scope cannot expand without funding. Investment into promoting festivals and events staged in the city of Toronto illustrates to this industry that their contribution to the City is being recognized and supported. Local business and community will be positively impacted by increased travel to Toronto as a result of this service.

Strategic Direction #5: Definitions and Classifications of Festivals and Events.

Review and Research various governmental classifications. Review criteria to categorize festivals and events and determine the audience and purpose of those criteria.

There are currently a variety of categories and definitions being used by organizations and governments across Canada to classify and define festivals and events. Federally, provincially and locally, terms and definitions vary slightly. The words "festival" and "event" are used interchangeably across the sector. However in the nature of their definitions, an "event" refers to a one-time specific happening whereas a "festival" is a celebration and a series of happenings.

Scope, content and scale are all key elements in developing a classification system that is effective. Attachment #3 – Event Classifications provides a comprehensive overview of classification types and definitions. Toronto Special Events is working with the Province, tourism industry and Festivals and Events Ontario to establish definitions and criteria that take into consideration scope, content and scale.

Classification by Scope

The Tourism Action Plan adopted by council in June 2003 proposed a 3-tiered classification system (not approved by other levels of government or the Toronto festival and event industry). These categories classify festivals and events based on their scope rather than their content. A specific set of criteria for each category has not been established. These categories are formulated around the scope of the event in relation to Tourism: Tourism Event – Mega Event, Tourism Event – Hallmark Event, Tourism Event – Blockbuster Event, Growing and Emerging

Festivals (Tourism Event Potential) and Community-based Events. The inherent challenge of these classifications is that while Tourism impact and scope is of relevance to the City of Toronto it is not traditionally the motivating force behind the development and staging of an event.

Classification by Content

Festivals and Events can be defined further based on their content or mandate – a ceremonial event as opposed to a sporting event. The Olympic Games are classified as a “Tourism Event – Mega Event” using the classifications outlined by the Tourism Action Plan but the IOC considers these games to include cultural events, sporting events etc.

Classification by Scale

In 1999, the Interdivisional Festivals and Special Events Team of Economic Development Culture and Tourism proposed a classification system that housed events in categories based on scale. Some of the terminology was developed from a 1992 Report “Metropolitan Toronto Competitive Tourism Development Strategy”. In this classification system, events are either “small”, “medium”, “major” or “Signature events”. The scale incorporates attendance, budgets, community impact, and impact on City of Toronto services and traffic. The categories are not based in content or scope.

Classifications for festivals and events need to be tied to a specific consumer or target audience such as a funding body. Classifications that help organize a festival and event listing are going to be based on content rather than scope whereas classifications that are used for funding and grant applications are going to combine scope, content and scale as well as specific criteria for meeting the granting organizations own objectives and mandates. For any classification to be used, it needs buy-in from the producers of products on which it is being implemented. Otherwise classifications will be placed upon the festival and event industry yet industry members will not respect them or choose to adhere to them.

As part of their meeting in 2006, Toronto Special Events and the Toronto Festival Network will review a classification system and participate in the establishment of those definitions.

Strategic Direction #6: Review City of Toronto assistance programs for festivals and events.

Review existing programs and potentially create new programs that support new and growing festivals and events. Research support options including providing additional services and waiving of permit fees in lieu of funding. Festivals and events will be encouraged to acknowledge the City of Toronto’s support by incorporating opportunities to profile and display Toronto’s corporate brand. As well assistance recipients would provide consistent information for promotional purposes.

The City of Toronto currently offers a number of grants for festivals, events and culture related programs and services (see Attachment #4).

The intent of any funding or support program is to assist in efforts to ease costs of production, illustrate the City's support and encourage event production at need periods. Funding and support is sometimes for a limited number of years with the intention of such a program to ease budgets. If eligible, all events need to register specific information with the city and adhere to all regulations and by-laws surrounding event production.

As part of the comprehensive fee and service review being recommended in conjunction with this report, staff are aiming to develop a cross-Divisional service program that would permit festivals and events the opportunity to apply for specific services in-kind. This program and service delivery would be directly tied into the development of a one-stop festival and event support office in order to make the application and award of such a program manageable.

This would require Council to consider a financial policy shift away from recovering costs for services provided to festivals and events.

This partnership program is also directly linked to the development of a classification system. If council feels that significant budgets can be allocated to accommodate a system that provides either cash or in-kind support, then separate criteria based on objectives, economic impact, duration, timing (in the calendar) audience, operating budget and revenues will be established.

As a historic example, through its Toronto International section, the Tourism Program conceived a "Red Carpet" program to support major events and conferences coming to Toronto. This program was unable to move forward as budget requests were not approved. The Red Carpet program aimed to provide a menu of in-kind city services to the organizers of "one-off" events that met specific criteria. If eligible, the city would have offered "Red Carpet" treatment and provide various services in-kind or at reduced rates to encourage significant events to choose Toronto as their host city. The Tourism Program currently works with organizers to facilitate access to many City services and attempts to negotiate reasonable charges for services that satisfy the organizer and are consistent with budget direction to recover costs.

In the past, event organizers have expressed frustration that there were not more granting options available to them for administration and support costs. They also expressed dissatisfaction at the percentage of their overall budget they expend on city service costs and recognized that city "cash" grants would end up back at the city through payment for city services. An in-kind service program seems to be the most responsible and accessible option. This program allows for responsible investment by the City of Toronto and offers support to the festival and event industry in a fair and equitable fashion.

Staff will report back in October 2006 with a more specific process and timeline after the comprehensive review of service fees and costs is determined. Staff will also work with Community Partnership and Investment Program (CPIP) to develop the program and ensure its adherence to policies already in existence for the Corporate Grant Structure.

Strategic Direction #7: Enhance and modify key events produced by Toronto Special Events.

Toronto Special Events continue reviewing key signature properties and implementing phases of a five year repositioning plan that focuses on building the events and their promotion to encourage more out-of-town visitors at need periods identified by the Tourism Industry.

The Celebrate Toronto Street Festival was identified by staff as the next property that required a review of its strategic direction. A separate report entitled "Future plans for Celebrate Toronto Street Festival produced by Toronto Special Events" was before EDPC on November 9, 2005 and was subsequently approved by Council.

For an event to be a successful travel motivator, it must deliver a unique product that offers a compelling program. TSE staff continue to review the event properties and evolve them to encourage more out-of-town visitors at need periods, the products themselves are moving from stage show creations to cultural street theatre productions.

The cultural street art performance festival model offers broad audience appeal suitable for a mainstream tourist audience most likely to travel to Toronto. International Street Festivals in Aurillac (France), Stockton (U.K.), Sydney Festival (Australia), Festival Internacional de teatro de Rua (Portugal) and Daidogei Street Arts World Cup in Shizuoka (Japan) have generated interest and increased tourism in their host cities. Toronto Special Events will take advantage of the current limited national and North American offerings in this event category to position their event properties as the North American leader.

The calibre of talent, the international appeal and the uniqueness of performances at City produced festivals and events are integral to entice sponsor investment, create media interest and ultimately attract over 2 million people to these events annually. The performances booked are key to success.

Recently TSE staff have undertaken travel to Europe in order to research and experience international performance options first-hand in the home country of the artist(s). While a travel expense may be perceived as a significant expenditure; the resulting visit reaps potential cost-savings as staff can determine logistical issues and other production issues that can be addressed in advance of booking. Thus future expenses are spared ultimately saving further expenditures. The international travel component also aids in developing Toronto events in international arenas.

The festivals and events being produced by TSE have evolved into cultural staging opportunities and as such have attracted interest from various international Consulates and Embassies seeking opportunities to profile their national culture through art. These relationships are growing. Staff have invited interested consulate staff to attend the festivals and events in order for them to experience first hand the impact the event properties have. These same consulate staff liaise with artists and performers in their respective countries seeking out performance opportunities.

Consulates are directly investing as corporate sponsors by off-setting operating costs to facilitate performance opportunities. For the 2005 edition of the Celebrate Toronto Street Festival, the

French government provided funding assistance in order to showcase “Les Girafes Urban Operatta” by the French performance troupe *Compagnie Off*. Staff have been approached by the Finnish, Greek, and British embassies to develop showcase opportunities at the festival. The City of Sagamihara, Japan has also requested opportunities to profile cultural performances in order to showcase the city and the country.

Economic Development’s International Alliance Program acknowledges that International Event Attraction is a key mechanism in achieving the corporation’s international goals. The interest from international Consulates and the scope of the performances staff have secured thus far suggest that these showcasing opportunities will continue.

Working with Consulates, Embassies and High Commissions has allowed staff financial subsidy to preview performance groups and network with other groups in their home countries. In August 2005 one TSE staff person was able to attend the Aurillac Festival in Aurillac, France. This visit was only made possible by the subsidy offered by the French consulate. In order to further the international component of event production, TSE staff need to be able to source and secure talent internationally and funds have been allocated in the 2006 TSE Program budget to allow for international business travel. It should be noted that staff may be called upon to travel to multiple festivals over a three week period and frequently work extended hours reviewing performances and meeting with performing arts producers.

Strategic Direction #8: *Review and clarify the mandate of the Toronto Special Events office. Enhance the mandate of Toronto Special Events to manage event related business in the City of Toronto. This would include lobbying levels of government for festival and event support as well as creating and managing festival and event network program activities.*

Toronto Special Events provides residents with a unique service – an opportunity to celebrate their city. The benefits of this service are many and link directly into council priorities “Making Toronto a clean and beautiful City” and “Improved Business Climate”. The core business of this department is event production and TSE has been specifically mandated to produce events that engender civic pride, enhance visitor experience, profile Toronto, motivate travel to Toronto and generate economic impact within various industry sectors. As well as facilitate, support and advocate for hundreds of festivals and events in Toronto and in Ontario.

Toronto Special Events was created with the vision to raise Toronto’s profile as a vibrant dynamic city through the events it produces and to ensure that Toronto was prepared to manage and facilitate major blockbuster and international events with an in-house team of skilled and experienced producers. In 2005, this department:

- Produced and promoted 9 annual tourism event products and marketing campaigns including the second annual WinterCity festival, Winterlicious, the Celebrate Toronto Street Festival, Summerlicious, Fresh Wednesdays, Tasty Thursdays and the Cavalcade of Lights Festival and Exhibit.
- Attracted and entertained over 2 million residents and tourists.

- Offered 131 days of event programming through 33 unique events to residents and visitors of Toronto.
- Worked in collaboration with the planning and execution of significant events in 2005 including: Alcoholics Anonymous Conference, Nike RunTO, HBC 10km Canada Day Run, Wakestock, Allen's Family Challenge Canada's Walk of Fame.
- Are working with the following event producers on future events and conferences including Aids Conference 2006, Shriner's Convention Bid 2010
- Provided consultative support to over 1000 external event producers and organizers.
- Provided consultative and logistical support to 500 event producers and organizers requesting use of Nathan Phillips Square.

TSE has always maintained an active role in working with private event producers and the organizers of annual events in Toronto. While researching and developing the EES it became evident both from internal feedback and external consultations that a more streamlined approach to event related business is required by the City of Toronto.

The implementation of the EES works towards the enhancement of the event support and event management functions of TSE. Currently there is not one-point of service or one clear message being given for event information. The Mayor's office and other departments receive many requests for "support" from event organizers. It is important recognize that TSE does not organize local community events throughout the City of Toronto.

Strategic Direction #9: Develop opportunities for festivals and events to work more closely with Tourism Toronto.

The diversity of festivals and events produced in Toronto enrich the fabric of the city and entice conventions and tour groups. Tourism Toronto promotes festivals and events as part of ongoing marketing but many festivals and events need assistance to make their experiences export ready.

Toronto Special Events staff met with the Director, Member Care & Growth of Tourism Toronto to determine how to establish and promote the membership base of an organized Toronto Festival Network. The new agreement between Tourism Toronto and the City of Toronto was approved by Council at its meeting December 5 – 7, 2005 and it calls for enhanced collaboration and partnership with the Tourism Program and Toronto Special Events.

In working with Tourism Toronto and the Province, TSE plans to develop new and affordable opportunities to promote and package the many festivals and events taking place in Toronto annually. Objectives will include the development of enhanced profile Toronto's festivals and events through Tourism Toronto and the creation of a three-year marketing plan that speaks to the festival membership as well as creates packages around festivals and events that Tourism Toronto can profile.

Festival and event organizers acknowledge the benefits that Tourism Toronto membership provides but are limited in their budgets and allocation of funds. For many, the membership is cost prohibitive. Working collectively, we will work to create an effective promotional partnership that will benefit all parties involved.

Strategic Direction #10: Review of all City service fees related to event production. *Propose strategies to examine clarify and possibly adjust fees where applicable. The Deputy City Manager will work with the Chief Financial Officer and other Divisions to explore options and to develop an implementation plan with associated costs prior to Council consideration of the 2006 budget process, including the charge backs to the City for events sponsored by the City in Dundas Square (As amended by Council July 2005).*

Festival and event producers have expressed their frustration with the City of Toronto and the fees associated with event production. Staff have been working to develop an effective balance between services, fees and costs in order to address these concerns and determine an effective and balanced remedy.

Staff have been meeting with various city departments to clarify fee schedules for event related services to private event organizers. Attachment #5 – City of Toronto Event Related Service Fees is an updated version of the chart that was presented as part of the original Report “Event Enhancement Strategy.

Discussions have determined that while there are departments that have charge-backs for service, some departments do not charge for service and are beginning to sustain serious impacts on their budgets as a result of event production. While some event related permit fees are high and need to be addressed, the City is also investing into the maintenance and safe delivery of events in the City of Toronto.

Staff have been unable to collect information relating to fees collected from event organizers. While some Divisions can provide specific information, other Divisions have been unable to extract revenues generated from cost recovery from their general revenues. The analysis proved to be highly labour intensive and it was difficult to get support to have resources allocated to the task. Thus the information collected is incomplete and not suitable for presentation or to support a business case recommending options for change to existing budget policy.

Staff are recommending that all Divisions track event related requests, fees collected and costs expended from January 2006 through to September 30, 2006. This tracking would allow staff and council a comprehensive report on where dollars are being spent on events and what that cost is to the city; and what the revenue gains are. To be effective, the tracking would have to be clearly mandated by Council and the City Manager in order to maintain accuracy. A Report outlining the results of this exercise would be reported back to council in October 2006 defining specific program delivery. This process would develop the framework and cost potential of developing a Service In-kind program.

Conclusions:

This report summarizes the immediate and long term implementation of the Council approved Event Enhancement Strategy. TSE recommends using existing resources to develop online event

support information, formalize the a festival and event network, develop an online five-year event calendar, ensure the development of classifications and definitions of the industry, create partnership opportunities with Tourism Toronto to profile festivals and events and complete a comprehensive analysis of City of Toronto fees charged to event organizers.

Implementing the remaining recommendations will involve future reports to council and potential budget requests.

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List of Attachments:

- Attachment #1: Festival Networks and Alliances
- Attachment #2: Festivals and Events in the City of Toronto
- Attachment #3: Event Classifications
- Attachment #4: City of Toronto Assistance Programs
- Attachment #5: City Service Fees

Attachment #1 : Festival Networks and Alliances

| Name | Overview | Vision and Mandate | Membership Benefits |
|------------------------------|--|--|--|
| Ottawa Festival Network | <p>The Ottawa Festival Network was formed in 1996 in response to festival organizers, politicians and the tourism industry recognizing the need for Ottawa's events to be carefully scheduled, properly planned and effectively promoted.</p> <p>There are over 35 not-for-profit festivals and special events that are members of the Ottawa Festival Network.</p> <p>As a cohesive body, the Ottawa Festival Network is able to advocate on issues affecting festivals/events and assist festivals/events of varying sizes attain their goals.</p> | <p>The Ottawa Festival Network will lead festivals/events in the National Capital Region by providing an extensive range of programs and services to support festival/event goals, while acting as a centralized resource for festivals/events within the tourism industry.</p> <p>The Ottawa Festival Network is a not-for-profit association dedicated to providing support, presenting a united voice, and creating an effective networking environment for festival/event members to operate more effectively.</p> <p>Mandate:</p> <ul style="list-style-type: none"> • To raise the profile of festivals/events in the National Capital Region. • To market Ottawa festivals/events and the National Capital Region as a tourist destination. • To provide a communication link between festival and event organizers. • To gather and disseminate information which aids in the development of festivals and events. • To act as a central resource for the public searching for information on festivals and events. • To advocate, as a cohesive group, on issues affecting festivals and events | |
| British Arts Festival | BAFA is the meeting point of arts festivals in | Provides information and a professional network for the | There are meetings and seminars, including the annual autumn |

| Name | Overview | Vision and Mandate | Membership Benefits |
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| Association | <p>the UK.</p> <p>In spring 2001 BAFA published <i>Festivals Mean Business</i>, the first nationwide study of festivals since 1992, which provides new financial coordinates for the arts festivals scene, and examines the cultural, social and economic impact of arts festivals in the UK.</p> <p>This original report was given an update in December 2002.</p> | <p>festivals movement.</p> <p>As well as the arts festivals website, BAFA produces an advance festivals press pack each January.</p> | <p>Festivals Conference, a series of professional development training courses and a special focus meeting each spring.</p> |
| <p>ISES History – International Special Events Society</p> | <p>The International Special Events Society (ISES) was founded in 1987 to foster enlightened performance through education while promoting ethical conduct.</p> <p>ISES works to join professionals to focus on the "event as a whole" rather than its individual parts. The solid peer network ISES provides helps special events professionals produce outstanding results for clients while establishing positive working relationships with other event colleagues.</p> | <p>The Mission of ISES is to educate, advance and promote the special events industry and its network of professionals along with related industries. Strive to uphold the integrity of the special events profession to the general public through "Principles of Professional Conduct and Ethics":</p> <ul style="list-style-type: none"> • Acquire and disseminate useful business information; • Foster a spirit of cooperation among its members and other special events professionals, and; • Cultivate high standards of business practices. | <p>ISES has grown to involve nearly 4,000 members active in 38 chapters throughout the world. Membership brings together professionals from a variety of special events disciplines including caterers, meeting planners, decorators, event planners, audio-visual technicians, party and convention coordinators, educators, journalists, hotel sales managers and many more professional disciplines.</p> |
| <p>Alliance for Arts and Culture Vancouver</p> | <p>Created in 1986 In 1986, Greater Vancouver's cultural community created the Alliance for Arts and Culture to provide a strong voice for the sector and an avenue to work together.</p> <p>The Alliance for Arts and Culture works to foster</p> | <p>An alliance of arts and culture organizations and individuals drawn from all artistic disciplines. Strives toward an environment that recognizes, respects, and responds to the contribution the sector makes to society's well-being.</p> <p>1. Arts and culture are woven into our society's fabric,</p> | <p>This coalition now numbers more than 320 arts groups and individuals.</p> <p>Operations and governance</p> <ol style="list-style-type: none"> 1. Operate in a fiscally responsible manner. 2. Advocacy efforts serve the best interests of membership. When different points of view exist within the arts and culture community, share research and encourage dialogue on |

| Name | Overview | Vision and Mandate | Membership Benefits |
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| | <p>better connections beyond the sector, specifically with tourism, business, government, and media. They also strive to build a foundation of common knowledge and language about arts and culture, and to encourage better relationships with and between our members.</p> | <p>contributing vitally to our health and well-being.</p> <p>2. A society that promotes free public debate is responsible, flexible, and just. All levels of government should permit and support artistic production that questions the status quo.</p> <p>3. Artists have specific needs and working conditions necessary to pursue their art practice. Government legislation should recognize and reflect artists' special needs, as these individuals contribute greatly to our society.</p> <p>4. Artistic excellence requires innovation, risk taking, and experimentation.</p> <p>5. Arts and culture activities help people participate in community. These services also encourage a mutual responsibility to preserve, sustain, and promote art.</p> | <p>the issues, so members may make more informed decisions and comments.</p> <p>3. Support the independence of arts and culture organizations when asked to represent this community to all levels of government.</p> <p>Advocacy. Building better connections beyond our sector, specifically with tourism, business, government and media.</p> <ul style="list-style-type: none"> • Monitor public policy, track changes, and document their impact. • Identify and synthesize issues for members. • Provide consultative services for members. • Inform other sectors about the arts. • Represent the interests of the arts with business, government, and media. • Lead the advocacy efforts the culture community. <p>Information. Building a foundation of common knowledge and language.</p> <ul style="list-style-type: none"> • Circulate Alliance publications, including our e-newsletter. • Maintain an online events calendar. • Manage the Arts Information Centre, which carries promotional materials for arts activities and events. • Post individual web pages for members without web sites, and link to member web sites, display job postings and calls for artists. • Hold professional development workshops. • House a reference library of arts management and related resources <p>Connection. Building better connections with and between members.</p> <ul style="list-style-type: none"> • Coordinate cross-sector marketing. |

| Name | Overview | Vision and Mandate | Membership Benefits |
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| | | | <ul style="list-style-type: none"> • Partner with Tourism Vancouver. • Provide meeting space. • Facilitate forums and roundtables. • Maintain a comprehensive links on web site. • Partner with Tourism Vancouver to offer discounted memberships. |
| FLIC – Film Liaison Industry Committee | In recognition of the importance of Toronto's film industry, City Council established the Film Liaison Industry Committee (FLIC) in 1992. FLIC is an advisory committee that acts on City Council's policy regarding support and encouragement for the film and television industry in Toronto. | | |
| Aerospace Action Partnership | The Economic Development and Parks Committee endorsed the development of the Aerospace Action Partnership on January 14, 2004 – a long-term strategy to promote the health and growth of the aerospace industry in Toronto and Ontario. | <p>The Aerospace Action Partnership's first priorities will be to promote a sales equity guarantee program, similar to Quebec's, so that Ontario's aerospace industry is on a level playing field with others. There will also be a call for meetings with the provincial and federal governments to engage their support for the initiative. This will allow the industry to capture the world-wide demand for regional aircraft which would create new local jobs. These new orders will give the industry the flexibility to plan for the future.</p> <p>The Aerospace Action Partnership will look to increase investment in research and technology development; invest in new products and processes to sustain global competitiveness; create and sustain a general business and regulatory environment that</p> | <p>Chaired by Councillor Maria Augimeri Ward 9 York Centre</p> <p>The Aerospace Action Partnership is a public-private partnership with Toronto Economic Development; Ontario Ministry of Economic Development and Trade, Industry Canada, Canadian Autoworkers (CAW), International Association of Machinists and Aerospace Workers (IAMAW), Bombardier and the Ontario Aerospace Council.</p> |

| Name | Overview | Vision and Mandate | Membership Benefits |
|-------------------------------------|---|--|--|
| | | <p>will promote and facilitate industry growth; and increase Canadian content of aircraft and Canadian sourcing of their components.</p> <p>By 2015 the industry aims to: triple aircraft assembly; double mandates for systems integration; triple engineered product firms; double the knowledge of workers engaged in life-long learning; and increase revenues, jobs, and exports by at least 50 per cent.</p> | |
| Toronto Financial Services Alliance | <p>The TFSA is a unique public / private initiative of individuals representing the financial services industry and its trade associations, all levels of government and academic institutions. Its mandate is to enhance and promote the competitiveness of Toronto as a premier North American financial services centre.</p> | <p>Objectives: Specifically, the TFSA has identified 3 objectives:</p> <ol style="list-style-type: none"> 1. To develop and implement an awareness-building campaign for the financial services sector. 2. To enhance the competitiveness of Toronto's financial sector within the regional, national and global marketplace. 3. To establish partnerships with the financial services industry to identify and develop positions on key common policy issues and advocate for adoption. | <p>The Benefits of TFSA membership The TFSA provides a forum for members to dialogue on the common issues involving the competitiveness of the sector. The focus of ongoing efforts will include:</p> <ul style="list-style-type: none"> • Achieving a higher profile of financial services as a key strategic industry within Ontario and the rest of Canada; • Taking the lead in co-coordinating efforts across all levels of government to promote Toronto as a financial services centre; • A needs assessment study within the HR/Education segment to determine the strategic labour force requirements for the Toronto area financial services industry; • Development of a sector-wide knowledge bank highlighting the economic contribution of financial services locally and nationally; • Written submissions to government on consensus policy issues such as capital taxes, smart regulation, local infrastructure and foreign property rules, ensuring that the specific needs of the industry are tabled at the appropriate opportunities. |
| FEO – Festivals & Events Ontario | <p>Festivals & Events Ontario provides festival and event organizers across the province with an information and networking forum to support growth and</p> | <p>Festivals & Events Ontario:</p> <ul style="list-style-type: none"> • Provides a provincial forum to support stability and growth within the industry • Encourages professionalism and | <ul style="list-style-type: none"> • Provincial network to exchange ideas and access resources and expertise • Information-oriented newsletters, special mailings and industry publications |

| Name | Overview | Vision and Mandate | Membership Benefits |
|------------------------|--|--|---|
| | <p>stability in the festivals and special events industry.</p> <p>The association also serves industry members whose goods and services are of use and benefit to Ontario's festivals and special events.</p> | <p>excellence in the delivery of festivals and special events</p> <ul style="list-style-type: none"> • Offers specialized educational opportunities • Is the foundation for a network through which members share ideas, experience, expertise and resources | <ul style="list-style-type: none"> • Professional development opportunities, seminars and workshops designed for the industry • Annual provincial conference, supplier marketplace and entertainment showcase • Awards program recognizing achievement and excellence in festival, special event and industry supplier publicity, promotion and marketing activities • Representation and behind-the-scenes work with government and industry groups to promote partnerships for the development of cultural celebrations, tourism and recreational opportunities in Ontario • Regional and provincial promotion of Ontario's unique festivals and special events |
| <p>Tourism Toronto</p> | <p>Tourism Toronto is the official destination-marketing organization for Toronto's tourism industry. Tourism Toronto focuses on promoting and selling the greater Toronto region as a remarkable destination for tourists, convention delegates and business travelers. Officially operating as a not-for-profit agency; Tourism Toronto has over 900 members and is a partnership of public and private sectors.</p> | <p>To be the authoritative source for greater Toronto region tourism knowledge, providing unparalleled industry insight and opportunities to our members and visitors, resulting in a rich destination experience for all concerned.</p> <p>900 members in travel and tourism industry-related businesses including restaurants, hotels, attractions, entertainment venues, retail stores, conference facilities and a host of meeting and conference-related service providers.</p> | <p>Members will:</p> <ul style="list-style-type: none"> • Be part of focused, effective marketing and advertising campaigns. • Benefit from increased opportunities to network with local industry leaders. • Gain immediate and credible value from a host of opportunities reserved exclusively for members. • Acquire visibility to make your location a tourist destination. <p>Members are able to showcase their businesses through the following vehicles:</p> <ul style="list-style-type: none"> • www.torontotourism.com • Tourism Toronto's Digital Toronto CD-Rom (Planner) • Toronto Visitor Guide • Official Guide Map • Online Events Calendar |

| Name | Overview | Vision and Mandate | Membership Benefits |
|-------------|-----------------|---------------------------|--|
| | | | <ul style="list-style-type: none"><li data-bbox="1076 226 1409 317">• Attend Good Member Mornings, Mixers & other feature events<li data-bbox="1076 321 1377 411">• Make professional connections at Tourism Toronto events |

Attachment #3: Event Classifications

Classification by Scope – Tourism

| Term | Definition | Festival/Event Example |
|--|---|--|
| Tourism Event – Mega Event | An event that, by way of size or significance, yields extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination. | Olympics World Youth Day – Papal Visit |
| Tourism Event – Hallmark Event | A recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. Over time, the event and destination can become inseparable in terms of their image. | <ul style="list-style-type: none"> • Cavalcade of Lights • Caribana • Pride • Toronto Molson Indy • Toronto International Film Festival |
| Tourism Event – Blockbuster Event | A one-time, large-scale event possessing such significance that it provides the host community with a competitive advantage. | <ul style="list-style-type: none"> • Moose in the City • Millennium Lights • Year of Creativity |
| Growing and Emerging Festivals (Tourism Event Potential) | Those that have the potential to evolve in Tourism Events. | <ul style="list-style-type: none"> • Celebrate Toronto Street Festival • Taste of the Danforth • Toronto WinterCity Festival |
| Community-based Events | <p>Have a community focus and impact as opposed to a tourism focus and impact.</p> <p>* If an event or festival does not strive to have tourism impact, in this classification it will always remain a “Community-based Event” even if it has a long duration and significant attendance.</p> | <ul style="list-style-type: none"> • Cabbagetown BIA Festival • Taste of Lawrence • Canada Day Celebrations |

Data from Tourism Action Plan, 2003

Classification by Content

| Event Type | Description | Festival/Event Example |
|--------------------------------------|---|--|
| Business and Corporate Events | Any event that supports business objectives, including management functions, corporate communications, training, marketing, incentives, employee relations, and customer relations, scheduled alone or in conjunction with other events – e.g. Trade shows, executive retreat | <ul style="list-style-type: none"> • Board of Trade Breakfast Series • Chamber of Commerce Excellence Awards |
| Cause Related and Fundraising Events | An event created by or for a charitable or cause-related group for the purpose of attracting revenue, support, and/or awareness, scheduled alone or in conjunction with other events. E.g. Walk-a-thons, galas | <ul style="list-style-type: none"> • CIBC Run for the Cure • Becel Ride for Heart • Fashion Cares |
| Exhibitions, Expositions and Fairs | An event bringing buyers and sellers and interested persons together to view and/or sell products, services, and other resources to a specific industry or the general public, scheduled alone or in conjunction with other events. E.g. World’s Fair, Home Shows, Fairs | <ul style="list-style-type: none"> • Auto Show • One of a Kind Craft Show • Home & Garden Show |

| Event Type | Description | Festival/Event Example |
|----------------------------------|--|---|
| Entertainment and Leisure Events | A one-time or periodic, free or ticketed performance or exhibition event created for entertainment purposes, scheduled alone or in conjunction with other events. E.g. Fashion Shows, Art Shows | <ul style="list-style-type: none"> • REM Concert at Yonge & Dundas • Opening of Yonge-Dundas Square |
| Festivals | A cultural celebration, either secular or religious, created by and/or for the public, scheduled alone or in conjunction with other events. E.g. Music Festival, Arts and Entertainment festival | <ul style="list-style-type: none"> • Celebrate Toronto Street Festival • Caribana • Pride |
| Government and Civic Events | An event comprised of or created by or for political parties, communities, or municipal or national government entities, scheduled alone or in conjunction with other events. E.g. Community events, ground breakings, park openings | <ul style="list-style-type: none"> • 60th Anniversary of D-Day • 9/11 Memorial Event • New Year's Day Levee |
| Hallmark or Blockbuster Events | An event of such significance and/or scope that its image or stature assures national and international recognition and interest. E.g. Olympics | <ul style="list-style-type: none"> • Millennium Lights • World Youth Days – Papal Visit |
| Marketing Events | A commerce-oriented event to facilitate bringing buyer and seller together or to create awareness of a commercial product or service, scheduled alone or in conjunction with other events. E.g. Product Launches | <ul style="list-style-type: none"> • Pepsi Taste Challenge • Ben & Jerry's Ice Cream give-away (launch in Canada) • DVD release midnight madness event |
| Meetings and Convention Events | The assembly of people for the purpose of exchanging information, debate or discussion, consensus or decisions, education, and relationship building, scheduled alone or in conjunction with other events. E.g. Association Meetings, Board Meetings | <ul style="list-style-type: none"> • AA Convention • Microsoft Convention |
| Social/Life Cycle Events | A private event, by invitation only, celebrating or commemorating a cultural, religious, communal, societal, or life-cycle occasion, scheduled alone or in conjunction with other events. E.g. Weddings, BBQ's, Holiday gatherings | <ul style="list-style-type: none"> • Wedding • Bar Mitzvah |
| Sporting Events | A spectator or participatory event involving recreational or competitive sport activities, scheduled alone or in conjunction with other events. E.g. Tournaments, Marathons | <ul style="list-style-type: none"> • NBA All-Star Game • Toronto International Marathon • NHL All-star Game |

Data from Julia Silvers Event Management Research

Types of Event by Scale

| Event Type | Definition |
|-------------------|--|
| Small | Can be accommodated with minimal impact on the surrounding area in terms of traffic congestion, noise, etc. Audience is typically drawn from the local neighbourhood, or a very specific interest group. The event does not generate significant economic impact. The event budget is generally less than \$10,000. |
| Medium | Depending on its location and venue, the event may have significant impact on the surrounding area and require logistical planning by or in consultation with City officials to ensure safety and public health and minimize traffic congestion. The event may be increasing in scope and appeal, and have potential to evolve into a major event or a signature event. Strategic support from the City may facilitate this transition |

| | |
|-----------------|--|
| Major | Event attracts an audience exceeding 100,000. Logistical planning is required in order to manage crowds, ensure sanitary conditions, safety, etc. For the purposes of grant eligibility, an event budget of \$100,000 had been defined as the criterion for major events. Depending on the origin of the audience, the event may have significant economic impact. |
| Signature Event | A major event that is unique or distinctive and appeals to a mass audience to the extent that it can attract a significant number of tourists to Toronto for the specific purposes of attending the event. It has a positive economic impact on the City. |

Data from City of Toronto, August 1999, Economic Development Culture and Tourism Department, Interdivisional Festivals and Special Events Team

Other Classifications and Categories used for various funding programs for Associations

Ontario Trillium Foundation

Two broad categories of classification that are then further reviewed based on the applicants' proposal sector eligibility.

| Category | Definition |
|--|---|
| Community Program <u>Four Sectors</u> 1. Arts and Culture 2. Environment 3. Human and Social Services 4. Sports and Recreation | Grants for proposals that have primarily a local impact. (80% of funding goes to this category) |
| Province-Wide Program <u>Four Sectors</u> 1. Arts and Culture 2. Environment 3. Human and Social Services 4. Sports and Recreation | Grants for proposals that have an impact on a significant portion of the province |

Study of Funding in Support of Ontario's Tourism Festivals and Events

The Ontario Ministry of Tourism and Recreation commissioned Milestone Strategy in association with TCI Management Consultants to conduct the study "Funding in Support of Ontario's Tourism Festival and Events". The study was released in November 2002.

According to the Report, "there needs to be differentiation of the different types of festivals based on the motivations and benefits they provide."

| Category | Definition |
|--|--|
| Large International Tourism Festivals | Large Festivals have the ability to be destination attractions to tourists from outside of the province, thus providing export income to the province. In this regard, they can be referred to as 'Tourism Festivals.' They are often located in locations that draw tourists for other seasons and they usually require full-time staffing and are a year-round operation. These festivals are high profile events and likely to be attractive vehicles for private sponsorships. |

| Category | Definition |
|---------------------------------------|---|
| Growing and Emerging Festivals | These are festivals that have the potential to become tourist destinations, but only with time and development. Their motivations often include economic development, perhaps originating from and economic development plan. |
| Community-Based Festivals | Typically small and designed as community celebrations, attracting a primarily local audience. They typically do not aspire to grow into major tourist attractions although they may attract tourism from other regions of Ontario through day or weekend trips. There are many hundreds of these festivals in Ontario. They typically are volunteer driven and private sector funding is not usually a large source of revenue and if it is, it is almost exclusively from local businesses. |

City of Toronto Key Signature Events – “Toronto You Belong Here” Promotion

A list of festivals selected in 2003 to be promoted in an effort to combat negative tourism impacts of SARS.

| Category | Definition |
|--|---|
| Toronto Key Signature Festivals | Determined by: <ul style="list-style-type: none"> • attendance • economic impact • positive image build for the City of Toronto • International appeal and ability to draw international attendance and attendance • Connectivity to Residents – engenders civic pride |

Ontario Tourism Marketing Partnership (OTMP) – Tourism Event Marketing Partnership Program (TEMPP)

Guidelines for application to the Tourism Event Marketing Partnership Program (TEMPP). From www.tourismpartners.com

To identify those events and festivals that comply with the OTMPC's marketing strategy, the specified project criteria must be met, and include those Ontario based public tourism events which are:

- New events
- Existing events targeting new markets
- Existing events using a new advertising medium
- Taking place in the Province of Ontario
- Of considerable interest to a large number of tourists
- Open to the public without pre-registration or membership in a club or group

| Category | Definition |
|-----------------------------------|---|
| TEMPP Application Criteria | Priority will be given to those events and festivals which: <ul style="list-style-type: none"> • Take place in the shoulder and off-peak tourist seasons. • Present marketing initiatives which target markets beyond 100 km of the event location. • Have high public/private sector participation (letter of municipal |

| Category | Definition |
|----------|--|
| | <p>support must be provided).</p> <ul style="list-style-type: none"> • Can attract increased visitation from new markets. Can extend length of stay and spending in the community by visitors. • Create packages* with other tourism industry operators. • Create positive media exposure |

City of Hamilton, Ontario -- 2005 COMMUNITY PARTNERSHIP PROGRAM

The City of Hamilton offers in-kind support to event organizers at no more than 30% of the programs total operation budget. Applicants must complete a detailed form which outlines a number of details about their proposed event including scope and size.

| Category | Definition |
|---------------|---|
| Special Event | A Special Event is an annual or infrequently occurring activity that takes place within the responsibilities of The City Of Hamilton. Events are conducted by non-profit organizations that do not profit an individual, a group or a company, operates under an elected Executive Board, holds an annual meeting and may have a non-profit or charitable number. Primary characteristics include open access to the public, celebrating a specific theme, with a predetermined opening and closing date, and may consist of several separate activities. Themes may be commemorative for festivals and events. |
| Huge-Scale | Festival/event to which tour operators in international markets are willing to include in the existing packages or organize special packages significant international demand |
| Large Scale | Festival/Event which motivate visitors from other provinces to travel to a destination (Tourism and Economic Impacts) |
| Mid Scale | Festival/Event which motivates people within a few hours drive of the festival (0-5 hrs); those from region and some from beyond. - regional/provincial demand |
| Small Scale | Festival/Event which motivates people within a one hour drive; confirmation of roots/acceptance (in the community); usually little non-resident appeal. |
| Start Up | Festival/Event in the development (start up) phase with less than 3 years existence in the community |

Alcohol and Gaming Commission of Ontario (“AGCO”)

Definitions used for application of a Special Occasions permit

| Category | Definition |
|--------------------|--|
| Significant Events | Significant events are events of municipal, provincial, national or international significance. The municipal council or delegated municipal official must designate such an event as an event of municipal significance. (ONTARIO REGULATION 389/91, as amended, 3. 3.) |

| Category | Definition |
|---------------------------|---|
| Community Festival Events | Community Festival Events must be designated as such by a resolution of the municipal council or a delegated municipal official. Applicants must be a registered charity or non-profit corporation, or association organized to promote charitable, educational, religious or community objects. (ONTARIO REGULATION 389/91, as amended, 3. 6.) |

The Ontario Cultural Attractions Fund (OCAF)

OCAF is an investment fund to assist arts, cultural and heritage organizations to develop, promote and present one-off or first time events, or a significant expansion of existing activity that are designed to attract new tourists and visitors to cultural events in communities across Ontario. OCAF investment reduces the financial risk associated with mounting such events. Specifically, the program supports projects that aim to attract new tourists to the region; and increase the earned revenue capability of the applicant organization

| Category | Definition |
|-------------------------------------|--|
| Eligible Applicants (OCAF) | <p>To be eligible, projects must meet <i>all</i> of the following criteria:</p> <ul style="list-style-type: none"> • be one-time only and/or be demonstrably distinct from the ongoing programming or activity of the applicant (this could be a significant expansion or enhancement to existing programming) • represent the single largest new programming initiative in the applicant’s business plan for that year • run for a fixed or limited period of time • anticipate the following project revenues: <ul style="list-style-type: none"> ○ A. no less than 10% of total revenues will be generated from private-sector sponsorship and donations (private-sector revenue); and ○ B. no less than 50% of total revenues will be earned through admissions, merchandising, and food and beverage sales (earned revenue) aim to generate a surplus for the applicant • have a marketing plan that targets new tourists to the community • demonstrate clearly the capability of repayment to OCAF |
| Ineligible Applicants (OCAF) | <ul style="list-style-type: none"> • established, ongoing annual programs • events of a local nature which do not intend to attract tourists • religious activities • trade fairs, conventions or conferences • events closed to the general public • individuals • for profit organizations, limited partnerships or other business • federal crown agencies |

Festivals & Events Ontario – Festivals & Events in Ontario Guide

Festivals & Events Ontario, in partnership with the Ontario Tourism Marketing Partnership, produces the Festivals & Events in Ontario Guide. With a distribution of 250,000+ copies, this

digest-sized, easy to carry, full colour publication has a 12-month shelf-life and lists festivals and events taking place from April 1, till March 31. Distribution begins the first week of March.

| Category | Definition |
|---|--|
| <p>Applicants asked to select one of the following Festival Types: Aboriginal Events, Agricultural Fairs Exhibitions & Shows, Air Shows, Antique Shows, Arts & Crafts Sales & Shows Motor Shows, Festivals, Highland Games Canada Day Celebrations, Outdoor, Performing Arts, Music, Theatre Sports, Fishing Derbies, Golf, Tours, Garden Tours, Heritage, Doors Open, History in Action, Museum Exhibit</p> | <p>The following lists the criteria that will be used when selecting festivals and events to be included in the Festivals & Events In Ontario guide. To be selected, festivals and events must meet the MAJORITY of the following requirements: Criteria</p> <ul style="list-style-type: none"> • Ability to attract visitors regionally, provincially and/or nationally • Quality experience (cultural, heritage, enrichment) • Community-based • Annual event • Uniqueness of event • Size of event (budget & attendance) |

BAFA – British Arts Festival Association

There are Festivals of every type including Classical, Folk, Early, Jazz and World Music, Opera, Theatre, Literature, Comedy, Walks, Talks and Parades as well as an outstanding range of Education and Outreach programmes. Festivals are grouped by Premieres, Internationally Renowned Artists, Classical Music, Early Music, Opera, Folk Jazz Music, Literature, and Theatre.

Attachment #4: City of Toronto – Grants Programs – 2005

| Program Name | City Department |
|---|---|
| <p>Arts and Culture-Toronto Arts Council Toronto Arts Council supports the development, accessibility and excellence of the arts in Toronto through grant programs that fund non-profit organizations and collectives and professional artists. These programs invest in a broad range of activities from individual creation and small projects to some of Canada's largest and most renowned arts institutions. Grant programs for organizations/collectives:</p> <ul style="list-style-type: none"> • Community Arts • Dance • Literary • Music • Theatre • Visual/Media Arts <p>Grant programs for individual artists:</p> <ul style="list-style-type: none"> • Choreographers • Music Creators and Composers • Writers • Visual Artists • Media Artists | <p>Toronto Arts Council www.torontoartscouncil.org</p> |
| <p>Community Festivals and Special Events Grants Program Supports not-for-profit community-based and business organizations, including BIAs, staging small and medium scale festivals. Events must be accessible to the general public. Funding is available for a maximum of four years and on a declining scale. This program is intended to help festivals grow, while encouraging organizers to work towards self-sustainability for their festivals.</p> | <p>Economic Development & Culture – Small Business and Local Partnerships</p> |
| <p>Economic Development Sector Initiatives Program Program provides seed money for initiation or expansion of projects expected to yield substantial long-term economic development benefits for the City, with a focus on the City's strategic sectors.</p> | <p>Economic Development & Culture – Economic Development</p> |
| <p>Recreation Grants Funding is provided to not-for-profit community organizations for the provision of a leisure or sports activity that responds effectively to the needs of residents and improves the quality of life in the City of Toronto.</p> | <p>Parks, Forestry and Recreation</p> |
| <p>Major Cultural Organizations Grants City Council provides financial support to enhance major cultural organizations that are recognized as essential cultural ambassadors and infrastructure for the City, and for cultural attractions that have a significant impact for the benefit of Torontonians and toward cultural tourism enhancement. These organizations play a major role in enhancing local cultural ecology, and in developing Toronto as a worldwide cultural destination. Funding is provided for not-for-profit cultural organizations that have demonstrated a consistent level of professional standards, artistic excellence, international achievement, a sound financial management system, diverse funding base and board accountability</p> | <p>Economic Development & Culture – Culture Dept.</p> |

| Program Name | City Department |
|---|---|
| <p>Arts and Culture Grants</p> <p>Local Arts Service Organizations (LASOs) category of Arts and Culture, Community Partnership & Investment Program. Local Arts Service Organizations (LASOs) are not-for-profit in structure. They are governed by volunteer Boards of Directors, operate with varied staff structures and are membership based. In addition to membership fees, their revenues are derived from a variety of sources including public sector grants, corporate sponsorships and fundraising activities. A priority of these organizations is addressing the needs and interests of both their members and the broader cultural sector, generally in a specific geographic region. They serve individual artists and arts organizations ranging from grassroots to professional. LASOs work in partnership with artists and organizations in all arts disciplines on programming, marketing and community development initiatives. They also act as advocates and brokers between programmers and facility operators.</p> | <p>Economic Development & Culture – Culture Dept.</p> |

Attachment #5: City of Toronto Event Related Service Fees

City of Toronto event costs are charged on a case by case basis. The Event Organizer determines their event plan and then contacts the City to obtain the appropriate permits and support services.

| City Department | Item | Fee | Notes |
|--|--------------------|---|---|
| Works and Emergency Services –Transportation | Bridge Banner | Permit Cost: \$12.18 private organization \$6.09 Charity organization Production Cost: Banner \$700 (30' x 4') Private Installation \$900 Bridge banners installed by City approved contractor only, at the applicant's expense. Banner size varies per bridge (Max. size: 40' x 4'). | Some events request this type of marketing for their event. Approved bridges only. Banners over expressways require City Council approval. 14 day maximum. Bridge banner approval process, fees and costs are under review |
| | Street Pole Banner | 2005 Permit Cost (includes GST): \$95.31 and \$5.58 per pole Application fee: \$73.05 Hoisting fee: \$30.87 Permit fee per pole: Non-charitable: \$12.18 Charitable/sponsor: \$ 6.09 Private costs: Banner design/manufacturing Installation/maintenance /removal | Some events request this form of marketing for their event. City light poles ownership under review. 60 day maximum-depending on location/date (Business Improvement Area banners exempted). Approval required for use of poles within a Business Improvement Area. Approval required for use of TTC, Hydro poles. Pole banner approval process, fees and costs are under review. |

| City Department | Item | Fee | Notes |
|---|-----------------|--|---|
| | Road Closure | City Permit \$68.64 per day Ramp Closures – Price varies Other Fees (based on event) *Advance Signage \$400-\$500 per sign. *1-2 Way Street Conversion \$500 per street. | Depending on the type of event and location and size of the street closure the following items may be required to obtain a permit: * Sign-off from Business Improvement Area or Business Association to hold an event in their defined area. * Water-barrel Ballast filling * Portable Toilets * Hand washing stations * Silent generators Service offered in-kind * by-law officers on site * Street washing * Traffic Plans for BIA events |
| Private Costs associated with receiving Road Closure Permit | | Private costs: \$2m. Cross liability insurance (cost depends on size/type of event). Notice of Event (8 ½’ x 11’’) delivered to properties affected by road closure. Interlocking Barricades \$12 per Unit Road Closed signs \$6 per Unit Traffic cones TC 54-Barrels \$2 per Unit. Traffic Plan could lead to a \$3500 expense – but can also be produced for far less. Security Company or Marshals to staff road closure points where Police are not required. Garbage and litter cleanup/removal. | Not complying with these regulations can result in charges or closure of event. Traffic Plans for BIA events are offered as an in-kind service. |
| Works and Emergency Services - Solid Waste | Street Cleaning | No charge for parades. | In the case of street closures, event organizers are required to maintain, clean and restore the area to its original condition. |

| City Department | Item | Fee | Notes |
|--|--|---|--|
| Toronto Fire Services | Toronto Fire Services | Based solely on the review of the event design. | Most of the events produced in the City of Toronto do not require on site Fire personnel or equipment. In some cases, Fire service personnel and equipment are re-located for the day to the event site from their Fire Station. |
| Urban Development Services – Municipal Licensing Standards | Noise Control Officer | \$60 per hour (required during event time). | If amplified sound is used at the event in a City Park or on a City Street, a Municipal Licensing Standards Officer is required. |
| | Vending – By-law Officer | No charge for officers. | Officers patrol and enforce legal vending regardless of whether an event is taking place. |
| Toronto Police Services | Hourly rate: Constable Sergeant (when in charge of 4 or more officers) Staff Sergeant (when in charge of 10 -14 officers) Staff Sergeant (when in charge of 15 or more officers) | \$55/hr (3 hr. min.) \$63/hr (3 hr. min.) \$70/hr. (3 hr. min.) \$72/hr. (3 hr. min.) | Mandatory for most street events based on the location of the road closure, number of participants and if alcohol is being sold at the event. Police officers are prohibited from working more than 12 hours in a 24 hour period on pad duties. It may be necessary to make several bookings when the maximum period may be exceeded. |
| | Hourly rate equipment: Motor vehicle/motorcycle Motorized boat Rowboat Trailer or bicycle Horse or dog | \$37.38/hr. (3 hr. min.) \$350.47 /boat (1 st 3 hours) \$105.61/boat (each additional hr.) \$53.27/assignment \$21.50/assignment 53.27/assignment | |
| | Admin Fees | 15% Admin 7% GST | Charged on the total cost of police officers of each paid duty. Applied to the admin fee and use of equipment. |
| | | | |

| City Department | Item | Fee | Notes |
|----------------------------|---|--|--|
| Emergency Medical Services | PCP Ambulance Crew ACP Ambulance Crew Rapid Response Bike Paramedic Crew EMS Ambulance Gator Crew EMS Supervisor | \$160/hr \$175/hr \$190/hr (2 members) \$190/hr \$90 (required when 4 or more EMS units are assigned to an event) * Each of these includes vehicles, equipment and resources to provide normal EMS services. * All bookings are for a min. of 4 hours of paid time, plus a (2) hour preparation and travel time. * Bike Paramedic – 2 hr. pre-event and 1 hr. post-event charge * Charges will be billed to the nearest half-hour. * Short notice surcharge of \$75.00 is charged for all bookings with less than 24 hours notice. * Cancellations made with less than 12 hours notice are subject to the four (4) hour minimum booking time. * No additional charges are levied for weekend or night event coverage. * Events taking place on the Toronto Island require additional resources to be rescheduled on an event-by-event basis. | Generally recommend that one Ambulance be made available for every 5000 participants with a view of the type of event, times of day, duration of event, specific coverage day (for multi day events), activity levels, known risk factor or threats, etc. |
| Toronto Transit Commission | Simple Road Closure | \$300.00 | This cost covers the costs related to the manufacturing, posting and removal of the signage posted for customer info. This cost applies to just about all closures where the rerouting of service is necessary. This fee is also charged when an event affects a streetcar route and there is a requirement to “isolate” streetcar track switches in an attempt to eliminate the possibility of a streetcar being “trapped” within the road closure. |

| City Department | Item | Fee | Notes |
|----------------------------|---|--|--|
| | Significant Closure (length/area) | | If the closure is significant in length (area), where additional vehicles (buses) are required to maintain scheduled service levels, or the road closure affects a streetcar route where replacement buses are required. |
| | Buses | First 2 hours; \$280.00 Each additional hour \$94.00 | |
| | Streetcars | First 3 hours; \$518.00 Each additional hour \$121.00 | |
| | Supervisor | \$133.00 per hour | If a supervisor is required to manage the route due to the associated changes |
| | Transit Stop relocation | \$125.00 | If the event simply results with a need to relocate transit stops, the fee is \$125.00. |
| Facilities and Real Estate | Metro Hall Housekeeping Personnel Technical Staff Foreperson Security Staff Electrician Coordinator | \$33.00/hour/Cleaner \$40.00/hour/Technician \$40.00/hour/Foreperson \$39.00/hour/Officer \$75.00/hour/Electrician \$50.00/hour/Coordinator | No rent charge at Metro Hall. When necessary, clients are charged for staff hours on weekends/after hours for recovery purposes only. |

| City Department | Item | Fee | Notes |
|------------------------|---|---|--|
| Parks and Recreation | Mel Lastman Square: Parks Maintenance | \$40/hr/worker or \$60/hr/worker on stat. holiday \$46/hr/sub-foreman or \$60/hr/Subforeman on stat. holiday | Groups are only charged for staff overtime. Regular staff shifts are not charged back to the Permit Holder. |
| | Garbage Disposal | Charged back by weight | Permit Holder charged whatever the transfer station charges city-usually between \$18 - \$40/load. |
| | Concession Rental | \$50/day | |
| | Plywood Rental | \$15/plywood sheet | For barbecues. |
| | Permit Fees Regular fees | \$25.50 - \$102/hr | Dependant on type of group and nature of event. |
| | Sponsorship events | \$250/day | Where groups are permitting the square solely for promoting their company, distributing literature and free give-aways, corporate banners are displayed. |
| | Corporate Security | Parks & Rec. is charged by Corporate Security - \$41.73/hr/officer. | This is charged back to the Permit Holder. |
| | SOCAN Fee | \$5.35/event | Based on annual fee that Parks & Rec. is charged - divided among all events that have music element. |
| | Damages | Charge-backs to cover cost of replacement and staff time to repair. | |
| | Liability Insurance | Detailed fee schedule for less than 500 participants depending on activity. | For more than 500 participants, an application is sent to Marsh Insurance for a quote. |
| | Albert Campbell Square: Parks Maintenance | Part-time staff costs (2 staff @ 6 hours @ 12.50 per hour) and Parks clean-up at over \$300. | |
| | Picnic Tables & Waste Receptacles | 1-5 \$325.00 6-10 \$650.00 | Includes delivery and pick-up. |
| | Showmobile Stage | \$1750.00 | Includes delivery and pick-up. |
| | Steel Barricades | 1-10 \$325.00 | Includes delivery and pick-up. |
| Electrical Power | \$45.00 per day \$120.00 (when an electrician is required) | Only available in some parks. | |
| Post Event- Clean up | \$153.48 per hour | | |
| Liquor Permit | \$75.00 | Apply with AGCO at LCBO. | |