

Date: 2020-11-10

Subject: **2021 Marquee Festivals & Events Funding**

Contact: Jason Tamming, Director Strategic Communications, Culture and Events
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Report Number: Corporate Support Services-2020-405

Recommendations:

1. That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated November 10, 2020 to the Committee of Council meeting of December 2, 2020 titled **2021 Marquee Festivals and Events Funding** be received;
2. That Council approve that only the six applications approved by Council for funding in 2020 be eligible for funding for 2021;
3. That Council approve the six eligible applications for funding in 2021 (detailed in Appendix A), and the requirement for submission of an updated budget and event plan;
4. That Council approve funding for each Marquee festival or event at a maximum of \$60,000 - a decrease of 8% from 2020. The total budget for Marquee Festivals and Events will not exceed \$350,000 in 2021;
5. That the Chief Administrative Officer (or designate) be authorized to execute the necessary Funding Agreements to effect the recommendations in this report, subject to the content of such agreements being satisfactory to the Director, Strategic Communications, Culture and Events (or designate) and the form of such agreements being satisfactory to the City Solicitor (or designate);

That the Director, Strategic Communications, Culture and Events (or designate) be authorized on behalf of the City to exercise the City's rights and to execute any necessary documentation under any Funding Agreement executed pursuant to the Marquee Festivals and Events Fund, including, without limitation, those relating to the cancellation, suspension or reduction of funds granted and/or termination of a Funding Agreement; and,

6. That Council approves measures permitting the cancellation or a revision to the terms of the approved grant or agreement in the event that government orders, public health directives or the applicant determine it not feasible for the live event to proceed due to the pandemic and that the applicant be responsible for any expenses resulting from any cancellation or revision.

Overview:

- A community funding program plays a foundational role in building a city that residents can be proud of and that is attractive to employers seeking quality of life for their workers.
- The City of Brampton's Community Grant Program was reviewed in 2019, as per a Culture Master Plan recommendation, and resulted in a revised Council endorsed framework and updated program criteria for the Advance Brampton Fund and Marquee Festivals and Events Fund approved for the 2020 granting year.
- The Marquee Festivals and Events Fund was created to support well-established community festivals and events while a Tourism Strategy is developed. It is anticipated that the strategy will provide recommendations for an event funding model that, pending Council approval, will be implemented for the 2022 granting year.
- Proposals are reviewed for eligibility and evaluated against an updated program criteria. Additionally, the required governance documentation to confirm a Brampton address and not-for-profit incorporation status as well as up-to-date required liability insurance coverage are confirmed as part of the application process.
- Four of six approved events pivoted in 2020 because of the impacts of COVID-19 to offer a virtual program and in one case, a hybrid of live and virtual components.
- Considering this funding model will tentatively be replaced in one year based on Council approval of the Tourism Strategy, it makes sense to engage the six approved organizations from 2020 for 2021. Organizers will not be required to complete a full application form but, will be required to provide an updated budget and event plan and must also continue to meet the program criteria.
- Funding for 2021 Marquee festivals and events to be decreased by approximately 8% changing the maximum funding level per event to \$60,000 rather than \$65,000 as it is anticipated that COVID-19 may have an impact on crowd sizes or the ability to offer an in-person event in 2021.

- This funding provides organizers support to achieve their festival or event objectives, contribute to community building, the cultural fabric of Brampton and the City's economy.
- Tourism and Community Events staff provide additional support to recipients in this stream, including marketing support to increase tourist attraction to these key festival and events.
- Pending Council approval of the recommendations in this report, staff will follow-up with all applicants regarding the status of their application for 2021.

Background:

Established in 2015 (ED093-2015), the Community Grant Program demonstrates Council's commitment to the development of Brampton-based, non-profit organizations which advance the City's vision and goals and contribute to Brampton's quality of life. The program has provided municipal funds within budgetary limits to eligible applicants in multiple grant-making streams: Festivals and Sports Events, Arts and Culture, Recreation, and Neighbourhood Initiatives.

The City's Culture Master Plan recommended a review of the Community Grant Program and it was completed for the 2020 granting period. A new framework was developed resulting in the Advance Brampton Fund and the Marquee Festivals and Events Fund. The latter, because of the impacts of COVID-19 will be implemented for 2021 only as it is anticipated that the tourism strategy which is currently in development will provide recommendations for the funding of community events that will be implemented for 2022 subject to Council approval. Marquee funded organizations will receive additional support from Tourism & Community Events staff, including marketing to increase tourist attraction to these key festival and events.

Organizations meeting the following Marquee funding criteria were eligible to apply:

- Brampton-based non-profit incorporated organizations and registered charities in existence for at least three (3) years
- Three (3) consecutive years of funding from the City of Brampton for same festival or event
- Minimum festival/event budget of \$100,000
- One full day to a maximum three consecutive days of programming
- Minimum of two additional and confirmed sources of funding

Current Situation:

Pending Council approval of this report, the required governance documentation and general corporate liability insurance will be confirmed for each applicant. An updated budget and event plan will be required from the funding recipient before grant agreements are executed. The six organizations approved for funding in 2020 will be required to meet the minimum criteria noted above for Marquee Festivals and Events. Funding per event will not exceed \$60,000 for a total value not to exceed \$350,000.

Additional meetings will be scheduled to sign required contractual documents, to discuss event plans and timelines, and to establish required staff support including marketing initiatives with an outcome of increasing tourist draw and economic impact for the City of Brampton. Staff will also provide pandemic updates throughout the planning period.

Corporate Implications:

Financial Implications:

The 2021 Budget submission for Strategic Communications, Culture, and Events includes the funding requirement of \$325,000 for the six marquee events, pending Council approval of the 2021 Budget.

Other Implications:

Legal Services will review and approve as to form the funding agreements to be executed by successful applicants.

Term of Council Priorities:

This recommendation aligns with the Term of Council Priorities. Responsible program administration supports a Well Run City, while funding festivals directly contributes to furthering Brampton as a Mosaic.

Conclusion:

Staff is seeking approval to provide municipal funds within budgetary limits and subject to contractual terms to successful applicants as defined by the Marquee Festivals and Events criteria for approved community-based festivals and events. Staff will continue to work with recipients to measure success outcomes of these festivals and events and to review this funding stream as an element of Tourism Strategy and as a significant contributor to the Term of Council Priority of Brampton as a Mosaic.

Authored by:

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Attachments: