

Date: 2021-10-27

Subject: **Marquee Festivals and Events Program 2022**

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Report Number: Corporate Support Services-2021-1156

Recommendations:

1. That the report from Jason Tamming, Director Strategic Communications, Culture and Events, dated October 27, 2021, to the Committee of Council meeting of November 17, 2021 titled **Marquee Festivals and Events Program 2022** be received;
2. That Council approve a revised application and evaluation process that focusses on an event's economic impact, as determined by the internationally recognized Event Impact Calculator (EIC), and the event organizer's level of recognition of the City's support based on a standard list of tactics; and
3. That Rotary Rib 'n' Roll and Carabram, Brampton's Multicultural Festival, both be eligible to apply to the Marquee Festivals and Events program beginning in 2022.

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 Brampton Tourism Strategy recommends the adoption of an "event sponsorship framework" for the funding of marquee events.

- Rotary Rib 'n' Roll and Carabram, Brampton's Multicultural Festival will be evaluated as part of the Marquee Festivals and Events program rather than individually on an annual basis.
- The Santa Claus Parade will not be moved into the Marquee Festival and Events program as per Council decision (CW388-2219) "to recognize the Brampton Santa Claus Parade as an element of the Winter Lights Weekend along with the annual Tree Lighting and Christmas Market in marketing and promotion campaigns."
- Proposals will be reviewed for eligibility and evaluated using quantitative measures including economic impact, utilizing Destination International's Economic Impact Calculator, and recognition of the City of Brampton's support for the event based on a standard list of promotional and advertising tactics. Additionally, the required governance documentation to confirm a Brampton address and not-for-profit incorporation status as well as up-to-date required general liability insurance coverage in the amount of \$5 million will be confirmed as part of the application process.
- This funding provides organizers support to achieve their festival or event objectives, the cultural fabric of Brampton, the City's economy and recognition of the City of Brampton as a funder/sponsor of the event.
- Tourism and Special Events staff will provide additional support to recipients in this stream, including marketing support to increase tourist attraction to these key festival and events as well as the calculation of economic impact.
- Pending Council approval of the recommendations in this report, staff will open the call for Marquee Festivals and Events applications on November 15, 2021 for the 2022 festival season.

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 Brampton Tourism Strategy, approved by Council in April 2021 (CW193-2021), addressed event funding as part of Key Priority 3 – Leveraging Tourism Development Streams. Recommendation 7.3 reads as follows: "Adopt a special event sponsorship

framework for community-led marquee events to replace the Marquee Festivals and Events Grant.”

Staff has devised a staged approach to implementing a “sponsorship framework” that provides ample time for and support to event organizers to successfully transition. Staff will continue to work with event organizers to ensure Marquee Festivals and Events are compelling, positively showcase Brampton and support the local economy.

Current Situation:

A staged approach to implementing a sponsorship framework is being adopted to support festival and event organizers during this multi-year transition. Initially, all aspects of the Marquee Festivals and Events program will remain the same except for a strictly quantitative evaluation of applications. Destination International’s Event Impact Calculator, an internationally recognized measurement tool, will be used to measure the economic impact of each festival and event. A standard list of promotional and advertising tactics will be provided for organizers to review and select from. Tourism and Special Events will provide items such as large stage banners to successful applicants.

As has been the case, organizations meeting the following Marquee funding criteria will be eligible to apply:

- Brampton-based non-profit incorporated organizations and registered charities in existence for at least three (3) years
- Minimum festival/event budget of \$100,000
- One full day to a maximum three consecutive days of programming
- Maintain organizational insurance and provide event day general liability insurance in the amount of \$5 million.

Organizations meeting funding criteria will be eligible for up to \$60,000, cash and/or in-kind where feasible, for an event. The decision to fund all or part of an applicant’s request will depend on the evaluation and overall requests for funding from the Marquee Festivals and Events stream. The total amount of funding for the program will not exceed \$350,000 per year.

Corporate Implications:

Financial Implications:

There are no financial implications associated with this recommendation. Funding amounts and the total pool of available funding will not change.

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 and evaluated using quantitative measures of economic impact and City recognition as a funder. Staff will support recipients to measure success outcomes of these festivals and events including economic impact as recommended in the Brampton Tourism Strategy and as a significant contributor to the Term of Council Priority of Brampton as a Mosaic.

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