

Marquee Festivals Historical Funding and Attendance
Version - February 2, 2023

Attendance and viewer data provided by event organizers.
 Unless otherwise noted, attendance data is for in-person.

Event	2022 Funding	2022 Attendance	2021 Funding	2021 Attendance	2020 Funding	2020 Attendance	2019 Funding	2019 Attenance
Carabram	\$60,000.00	39000	\$9,560.00		\$0.00	0	\$65,000.00	5,184
			Virtual		COVID Cancellation			
Chutneyfest	\$60,000.00	6,500	\$51,225.00	329,500	\$49,500.00	18,087	\$19,250.00	3,600
			Hybrid - Virtual & In-Person		Virtual			
Heritage Sounds of Music	\$60,000.00	7,000	\$51,225.00	4,800,000	\$56,250.00	0	\$53,750.00	7,000
			Virtual - 3 Days		COVID Cancellation			
Jamaica Day (New in 2023)	\$0.00	0	\$0.00	0	\$0.00	0	\$0.00	0
Kite Festival			\$0.00	0	\$0.00	0	\$65,000.00	10,000
			COVID Cancellation		COVID Cancellation			
Lusofonia	\$60,000.00	7,000	\$0.00	0	\$0.00	0	\$12,500.00	
Rotary Rib 'n' Roll	\$60,000.00	21,500	\$0.00		\$0.00	0	\$59,500.00	11,859
	In-Kind - Road Closure In-Kind - Venue Costs		Drive Thru		COVID Cancellation			
	\$65,000.00	75,000+	\$0.00		\$10,000.00		\$0.00	110,000

Santa Claus Parade	In-Kind - Equipment, Space, 3rd Party Rental of Fencing & Portolets *\$25,000 3rd Party Road Closure Paid by City		Reshowed 2021 Virtual Parade	Cash for Filming Virtual Parade	In-Kind - Equipment and Space = \$65,000			
Sikh Heritage Month	\$25,000.00	1,200	\$18,500.00	29,000	\$54,000.00	0	\$61,500.00	1,000
			Virtual		COVID Cancellation			
The FOLD	\$60,000.00	13,000	\$65,000.00	10,000	\$65,000.00	7,100	\$65,000.00	914
	Hybrid - Virtual & In-Person		Virtual		Virtual			
Vibrant Brampton	\$60,000.00	2,000	\$65,000.00	2,800,000	\$65,000.00	1,400,000	\$65,000.00	800
			Virtual		Virtual			
World of Jazz Festival	\$60,000.00	5,000	\$65,000.00	2,200	\$65,000.00	500	\$65,000.00	500

*City staff is no longer permitted to close roads. A third party company is required.
This information was received so close to the parade date it wasn't appropriate to expect the organizers to cover the cost.