

Date: 2023-05-30

Subject: **Marquee Festivals and Events Program Update (RM 3/2023)**

Contact: Laura Lukasik, Manager Tourism & Special Events

Report Number: Corporate Support Services-2023-430

Recommendations:

1. That the report from Laura Lukasik, Manager Tourism & Special Events, dated May 30, 2023, to the Committee of Council meeting of June 21, 2023, titled **Marquee Festivals and Events Program Update (RM 3/2023)** be received;
2. That the Marquee Festivals listed in Appendix A be approved for multi-year funding agreements valued at \$65,000 each per year beginning with the period January 2024 to 2026, in alignment with the current term of council and subsequently, during future terms of Council, at annual funding amounts to be reviewed at the beginning of each such term of Council;
3. That the Marquee Festivals approved for multi-year funding agreements be required, on an annual basis during the term of funding, to provide data for economic impact calculations, to recognize the City of Brampton as a funder including providing speaking opportunities for the Mayor or designate, and other members of Council at the festival and to submit comprehensive wrap-up reports including detailed budgets and samples of the recognition tactics used to recognize the City's funding contribution noting that the multi-year agreement may be terminated if the event organizer does not comply with these requirements;
4. That a funding program and level of funding be approved for new festivals, to be called the Experience Brampton Festival Program, that demonstrate a tourism draw and have a positive economic impact;
5. That the new Experience Brampton Festival Program will accept one new festival per year starting in 2024 based on an application process with a required minimum score of 75% for funding of \$30,000;
6. Save for those festivals described in Recommendation #7, that Experience Brampton Festival recipients may be invited, after four successful consecutive

years of funding at \$30,000 per annum, to apply annually for funding from \$35,000 to \$50,000 based on an application process that will require a minimum score of 75% - see Appendix B for funding level details;

7. That commencing with 2024, Jamaica Day, Kite Festival and Sikh Heritage Month be invited to apply annually for funding in the \$35,000 to \$50,000 range as an Experience Brampton Festival during the balance of the current term of Council based on an application process that will require a minimum score of 75%;
8. That staff include in the annual budget submissions commencing with those for the City's 2024 budget, the annual funds required for the Marquee Festival and Experience Brampton Festival Programs; and
9. That the Director, Strategic Communications, Tourism and Events (or designate) commencing in 2024 be authorized to approve applications for funding under the Marquee Festival Program and Experience Brampton Festival Program (the "Programs"), be delegated the authority to execute on behalf of the City funding agreements for the Programs on such terms and conditions acceptable to the Director, Strategic Communications, Tourism and Events and in a form satisfactory to the City Solicitor or designate and to exercise the City's rights and to execute on behalf of the City any necessary documentation under any such funding agreements, including without limitation, those relating to the cancellation, suspension or reduction of funds granted and/or a termination of agreements and/or recovery of City funds.

Overview:

- Marquee Festivals have been a source of economic impact and entertainment as well as being a tourism attraction for multiple years earning them legacy status in the community.
- Funding for Marquee Festivals provides organizers support to achieve their event objectives, contributes to community building and the cultural fabric of Brampton while delivering economic impact.
- The requirement of an exhaustive annual application process and confirmation of funding in the same calendar year as the festival can have negative impacts on the success of an event, particularly the latter, and requires streamlining.
- The introduction of criteria and funding levels specific to new festivals would result in a program designed to support the development and success of new festivals.

Background:

Established in 2015, the Community Grant Program demonstrates Council's commitment to the development of Brampton-based, non-profit and charitable 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 Community Grant program was reviewed as part of the Culture Master Plan work and resulted in the Marquee Festivals and Sport Tourism Events being transferred from the current Advance Brampton Fund to the Tourism and Special Events department and beyond that, with the council-approved Tourism Strategy recommended a transition from a granting program to a sponsorship program.

The current scenario of one funding program for large legacy festivals and new festivals is not appropriate.

Current Situation:

A consistent collection of Marquee Festivals has been operational for many years and as such, can be considered as legacy. The application process and timing of notice of funding require review to better support long-time event organizers in our community. Additionally, the current funding program is not structured to accept new festivals with an appropriate intake application process, support or funding levels.

A distinct funding program for each of the legacy festivals and new festivals would be beneficial. The Marquee Festival Program would be specific to the festivals identified as legacy and would provide additional support through a multi-year funding scenario that aligns with terms of council. A new category, the Experience Brampton Festival Program, would provide new festival organizers city staff expertise and financial support to successfully develop their festivals.

Corporate Implications:

Financial Implications:

Funding for Marquee Events and Sport Tourism includes a base operating budget of \$600,050. Staff will ensure that sufficient funding is requested in future year budget submissions for Marquee Events and the new Experience Brampton Festival Program, subject to Council approval.

Legal Implications:

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

Term of Council Priorities:

This report achieves the Strategic Plan priorities of Strong Communities and Smart Growth by celebrating citizens and creating partnerships through arts, culture and social interaction as well as practising proactive, effective and responsible management of municipal assets and services.

Conclusion:

Staff is seeking approval to streamline the existing Marquee Festivals Program with the introduction of multi-year funding in alignment with terms of council. Approval of a new Experience Brampton Festival Program would provide the community with a funding source and staff supports appropriate for new festivals.

Authored by:

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Attachments:

Attachment A – Proposed List of Marquee Festivals for Multi-Year Funding Agreements

Attachment B – Experience Brampton Festival Funding Structure