

Parks, Forestry and Recreation 2010 Community Festivals and Special Events Appeals Allocation Recommendations

Date:	July 2, 2010
To:	City Council
From:	Brenda Patterson, General Manager, Parks, Forestry and Recreation
Wards:	All Wards
Reference Number:	P:\2010\Cluster A\PFR\CC51-070610-AFS#11780

SUMMARY

This report recommends that the \$10,310.00 appeals fund for the Parks, Forestry and Recreation 2010 Community Festivals and Special Events Investment Program (CFSE) be allocated to nine organizations, as per Attachments 1 and 2.

A total of 14 organizations appealed their 2010 recommended allocations either by deputations and/or written appeals. Eleven organizations addressed the Appeals Subcommittee, 1 submitted a written appeal, and two did not appear.

The Community Festivals and Special Events Investment Program appeals were heard on Tuesday June 29, 2010 at the Community Partnership and Investment Appeals Subcommittee meeting.

RECOMMENDATIONS

The General Manager of Parks, Forestry and Recreation recommends that:

1. City Council approve the appeals allocations for the Parks, Forestry and Recreation 2010 Community Festivals and Special Events Investment Program totalling \$10,310.00, as per Attachments 1 and 2.

Financial Statement

There is no financial impact beyond what has been approved in the 2010 approved Operating Budget.

The Deputy City Manager and Chief Financial Officer has reviewed this report and agrees with the financial impact information.

Equity Statement

This report summarizes the appeals allocations for the Community Festivals and Special Events Investment Program Grant. The recommended appeals allocations for the grant program are based on the organizations providing programming that supports Parks, Forestry and Recreation in meeting its three service priorities: child and youth development, lifelong health and wellness for all, and environmental stewardship. An equity impact analysis could not be conducted as the indicators which were selected as grant allocation criteria did not provide a level of detail to permit this type of data analysis.

ISSUE BACKGROUND

Parks, Forestry and Recreation Division uses the CFSE program as a strategic tool to improve community engagement amongst Torontonians and to foster neighbourhood pride. The CFSE program allows community organizations to showcase their communities and events, as well as provide volunteer opportunities for neighbourhood residents. The CFSE program aims to support small- to medium-sized Community Festivals and Special Events to become self-sustaining and financially sound. These events act as an economic stimulus attracting tourists and visitors to the variety of events produced within the boundaries of the City of Toronto. This year saw an increase in events focusing on environmental stewardship and ethno-specific themes which showcase Toronto's ethnic diversity.

COMMENTS

A total of nine organizations are recommended for appeal allocations (Attachment #1 and Attachment #2). Representatives of the organizations addressed the Appeals Sub-Committee by oral deputations and/or written appeals, which were used to re-evaluate the organization's respective recommended allocation. Of the five late applicants three had been funded in previous years. The recommended allocation for these organizations included a 10% reduction from the previous year's allocation. These appeals allocations were then calculated to include a 2% Cost of Living Adjustment (COLA).

Prior to 2010 the Community Festivals and Special Events Investment Program was administered jointly by Parks, Forestry and Recreation (PFR) and Economic Development and Culture. In 2009 Economic Development, Culture and Tourism transferred their portion (\$40,800) of the Community Festivals and Special Events

Investment program into Competitiveness, Creativity and Collaboration Investment Program.

The Parks, Forestry and Recreation 2010 Community Festivals and Special Events Allocation Recommendations report was submitted to the June 24, 2010 Community Development and Recreation Committee meeting, prior to the Appeals Sub-Committee meeting.

(CD&R Item 34.10)

<http://www.toronto.ca/legdocs/mmis/2010/cd/decisions/2010-06-24-cd34-dd.htm>

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SIGNATURE

Brenda Patterson
General Manager, Parks, Forestry and Recreation

ATTACHMENTS

Attachment 1 – 2010 Summary of Appeals Recommendations- CFSE Program
Attachment 2 - 2010 Description of Appeals Recommendations- CFSE Program

Attachment #1 – Summary of 2010 Appeals Recommendations – CFSE Program

Organization and ID Number	2010 Original Recommendation	2010 Appeal Recommendation	2010 Total Recommendation
J.H. Chinese Professional Association of Canada (CF4)	\$1,500.00	\$250.00	\$1,750.00
Kumasi Asafo Foundation (CF5)	\$1,000.00	\$0.00	\$1,000.00
Rouge Valley Foundation (CF6)	\$0.00	\$2,500.00	\$2,500.00
Canadian Air and Space Museum (CF9)	\$0.00	\$0.00	\$0.00
Bangladeshi- Canadian Community Services (CF18)	\$0.00	\$1,619.00	\$1,619.00
Regent Park Film Festival (CF27)	\$4,500.00	\$262.00	\$4,762.00
Toronto Renewable Energy Co-operative (CF30)	\$1,500.00	\$500.00	\$2,000.00
Urban Non-Violence Initiatives Through Youth (CF31)	\$1,500.00	\$0.00	\$1,500.00
Vasantham- A Tamil Seniors Wellness Centre (CF33)	\$0.00	\$2,024.00	\$2,024.00
Wychwod Open Door Drop-in Centre (CF34)	\$500.00	\$250.00	\$750.00
Casa Cultural Colombiana (CF35)	\$2,000.00	\$0.00	\$2,000.00
FCJ Refugee Centre (CF36)	\$0.00	\$0.00	\$0.00
Somali Business Development Centre (CF38)	\$0.00	\$2,655.00	\$2,655.00
Toronto Community Garden Network (CF41)	\$1,000.00	\$250.00	\$1,250.00
Total	\$13,500.00 *	\$10,310.00 **	\$23,810.00 ***

* Total original allocations

** Total appeals allocations

*** Total recommended allocations

Attachment #2- Description of 2010 Appeals Recommendations – CFSE Investment Program

1. J.H. Chinese Professional Association of Canada

The original recommended allocation was \$1,500.00

The organization provides free workshops / seminars of common interest, training programs to learn English, free employment / counselling services and hosts annual events such as award galas and community scholarships

The *Summer Festival* will include performances, sports, contests, displays and food vendors in addition to encouraging the community to experience the outdoors during the summer in Canada.

A representative from the organization addressed the Appeals Sub-Committee and also provided a written appeal and revised budget. The organization has revised their budget as they have experienced financial difficulty in the past year.

The recommended allocation is \$1,750.00

2. Kumasi Asafo Foundation

The original recommendation was \$1,000.00.

The organization strives to educate their members and their families in order to gain economic power that will enable the promotion of the awareness of health and social issues.

The *Asanteman Parade* is a traditional Ghanaian festival which involves horn blowers and praise signers accompanying a procession of chiefs and mothers. The festival will include arts and crafts, Ghanaian games and the “Café Ghana”

A representative from the organization addressed the Appeals Sub-Committee and provided a written appeal. The representative spoke about the benefits of the event including; promotion of community pride and how it supports African-Canadians in embracing their culture.

The recommended allocation is \$1,000.00

3. Rouge Valley Foundation

The original recommended allocation was \$0.00 as the application was received after the deadline

The Rouge Valley Foundation's mission is to protect the natural and cultural heritage of the Rouge Valley and its watershed through high quality restoration projects, education and research

The *Rouge Valley Eco Exploration* will integrate outdoor education, physical activity, environmental education and appreciation of the local environment. Participants will have the opportunity to participate in the "Eco Exploration Challenge"

A representative of the organization appeared at the Appeals Sub-Committee and provided a written appeal. The representative stated that the Rouge Valley Eco-Exploration event promotes an active and healthy lifestyle.

The recommended allocation is \$2,500.00

4. Canadian Air and Space Museum

The original recommended allocation was \$0.00 as the application was received after the deadline

The Canadian Air & Space Museum explores and celebrates the innovative contributions to Canadian aviation and the aerospace industry within the Greater Toronto Area. Through the collection, preservation, restoration, exhibition and interpretation of information and artefacts, the organization provides an exciting place for diverse audiences to understand and experience aviation and aerospace history.

The *Wings & Wheels Heritage Festival* will be an indoor show held within the hangar bays and museum. It will include aircrafts and vehicles, in addition to activities for adults and children. There will be interactive displays and exhibits such as a full scale replica of a WWII Lancaster Bomber FM104, motorcycles and approximately 500 vintage and antique cars.

A representative of the organization appeared at the Appeals Sub-Committee and spoke about the number of individuals that attend the event and its benefits.

The recommended allocation is \$0.00 as the grant application contained missing financial documentation which prevented staff from being able to fully assess the grant application.

5. Bangladeshi-Canadian Community Services

The original recommended allocation was \$0.00 as the application was received after the deadline

The organization assists newcomers and immigrant families mainly of South Asian descent in the areas of settlement services, youth programming, counselling, mentoring, job skills development and referrals.

The *Begali New Year, Canada Day and Eid-ul-Fitr* will enable not only Bangladeshi residents but, also residents of Crescent Town to learn about Bangladeshi culture.

A representative of the organization addressed the Appeals Sub-committee and provided a written appeal. The representative spoke about the event's benefits for residents of Crescent Town.

The recommended allocation is \$1,619.00

6. Regent Park Film Festival

The original recommended allocation was \$4,500.00

The festival focuses on works that address immigrant and diaspora experience and presents images from the residents' places of origin. It supports self-representation, enhances a sense of community amongst participants and contributes to the health and well being of the community.

The film festival is Toronto's only free of charge festival dedicated to showcasing the finest multicultural works relevant to the communities living in Regent Park. The festival also allows residents of Regent Park to create media works and be involved in training workshops.

A representative from the organization addressed the Appeals Sub-committee and spoke of the benefits for this festival for the residents of the Regent Park Community.

The recommended allocation is \$4,762.00

7. Toronto Renewable Energy Co-operative

The original recommendation was \$1,500

The service boundaries encompass the City of Toronto. The organization strives to create a world in which everyone is fully aware of the link between their energy habits and environmental impacts.

The *Kids' World of Energy Festival* is an environmental education event which targets students, teachers and families in an outdoor setting. It is centered on four main themes; energy conservation, renewable energy, climate change and "Nuts and Bolts" of Energy.

A representative of the organization appeared at the Appeals Sub-committee and provided a written appeal. The representative spoke about the benefits of the event. This event attracts 3000 participants and involves over 300 volunteers.

The recommended allocation is \$2,000.00

8. Urban Non-Violence Initiatives Through Youth (UNITY)

The original recommendation was \$1,500

The organization services the GTA. It is a youth led and artist driven charity dedicated to teaching youth between the ages of 10 -18 in forms of artistic self-expression which will lead to positive life choices.

The *Kick-off All-School Talent Festival* will highlight youth who have participated in UNITY's programming throughout the year. It aims to build bridges between communities and bring people together through their passion for art and a desire to make positive changes within their community.

A member of the organization failed to appear at the Appeals Sub-Committee.

The recommended allocation is \$1,500.00

9. Vasantham – A Tamil Seniors Wellness Centre

The original recommended allocation was \$0.00 as the application was received after the deadline

The organization endeavours to empower Tamil Seniors and their families to maintain and promote health and well-being through education, advocacy and the provision of program and services within the anti-racism framework.

The *Moving Together* festival is an event aimed at seniors and their families. Events will include; South Asian cultural dances, songs and skits performed by youth and seniors.

A member of the organization appeared at the Appeals Sub-Committee and provided a written appeal. The representative stated that their application was submitted late because there has been several staff changes within the last year.

The recommended allocation is \$2,024.00

10. Wychwood Open Door Drop-in Centre

The original recommended allocation was \$500.00

The organization strives to provide social-recreation drop-in programs for financially, socially, psychologically, emotionally and/or physically disadvantaged individuals

The event will be a fund raiser for Wychwood Open Door's program. It will include celebrity Trivia pursuit, musical entertainment, a 50/50 draw, silent auction and art auction.

A representative of the organization appeared at the Appeals Sub-committee and provided a written appeal. The representative stated that an increase in funding would support the organization in meeting the objectives of the grant.

The recommended allocation is \$750.00

11. Casa Cultural Colombiana

The original recommendation was \$2,000

The organization aims to preserve and promote the cultural roots, traditions and folklore of Colombia in Toronto and the Province of Ontario, through cultural arts, education, community and social events and programming.

The *50 Years of Colombian Diaspora* festival will celebrate the 200th Anniversary of Colombia's independence. It will highlight Colombian art, photography, film, dance etc.

The organization submitted a written appeal.

The recommended allocation is \$2,000.00

12. FCJ Refugee Centre

The original allocation was \$0.00 as the grant application does not meet the Community Festivals and Special Events Investment criteria.

The agency provides shelter and basic life necessities such as food, clothing and transportation for women and children. In addition to counselling and other support services, including interpretation services, referrals to legal assistance and employment training for refugees and other uprooted people.

The *One Community, Diverse Residents Street Party* is to create awareness about the challenges faced by newcomers as well as their numerous contributions to Canadian Society. The event will emphasize the programs that FCJ Refugee Centre offers such as the crafts program in the Community Kitchen, introduce the community to challenges faced by newcomers, build partnerships with the diverse

community actors within the community to provide support for various initiatives and projects.

A member of the organization failed to appear at the Appeals Sub-Committee

The recommended allocation is \$0.00

13. Somali Business Development Centre

The original recommended allocation was \$0.00 as the application was received after the deadline

The organization was formed in response to an identified need for small business traders, entrepreneurs, particularly to low-moderate income and disadvantaged individuals, including minorities and women.

The *Horn of Africa Heritage Festival* will include Somali music, poetry, drama, folkloric traditional and contemporary dance and an art exhibition.

A representative of the organization appeared at the Appeals Sub-committee and spoke of the benefit of the event and that the organization was in its fourth and final year of allocation.

The recommended allocation is \$2,655.00, pending receipt of the organization's signed Organizational Endorsement Form, Declaration of Non-Discrimination form, signed board minutes approving the grant application and signed financial statement.

14. Toronto Community Garden Network

The original recommendation was \$1,000

The Toronto Community Garden Network works to encourage a healthy community gardening movement in the City of Toronto, supporting and linking community gardeners. Their goal is to encourage the creation of gardens across the City of Toronto and to make community gardening an integral part of city life.

Seedy Saturday Festival will feature vendors of heirloom, open pollinated seeds and environmentally friendly garden products. It will also include children's activities, arts and crafts, storytelling, scavenger hunts and face painting

A representative of the organization appeared at the Appeals Sub-Committee and spoke about the benefits of the environmental programming provided through this event. The organization is also looking to expand the program into other areas of Toronto.

The recommended allocation is \$1,250.00