



2019 Festival Investment Grants



Purpose

The purpose of this report is to seek Council's approval on the Festival Investment Grants recommendations for 2019.



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Overview

Outdoor festivals and celebrations add to the vitality and cultural diversity of the City. The City's annual grant and in-kind support nurtures the development and sustainability of high quality annual festivals and celebrations.

This program advances the vision outlined in the Create Victoria Master Plan:

"Victoria radiates creativity and thrives as a home to creative people and everyday artistic experiences."



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Leverage

Event organizers leverage their municipal support through senior government funding bodies and secure credibility with corporate and community sponsors.

- 22 applicants are seeking Federal Grants from Canadian Heritage
- FIG funding helps to leverage roughly 2.3 million dollars in cash and in-kind corporate sponsorship



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Policy



All applicants were reviewed based on the Council approved 2011 FIG policy. Key criteria considered include:

- program criteria, including a free component
- the artistic and cultural merit of the event
- economic impact
- community support and impact
- organizational effectiveness



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Established in 1999

Over the 21 year history of the program, the City has invested more than \$2.8m in cash and \$1.9m in-kind support to Victoria festivals and celebrations.



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2019



- \$50,000 budget increase
- \$276,828 in FIG funding available
- 37 applications received
- total cash request of \$370,720
- Average annual request amount over last 5 years = \$394,418
- FIG funding available represents 74% of total requests



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Impact

- Operating budgets of the recommended FIG applicants total \$5.2 million in direct cash spending
- 3,664 volunteers @ 40,497 hours of service
- 210 full and part time positions
- More than 500,000 attendees



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City's Investment

- The recommended cash grants reflect less than 5.3% of the combined \$5.3m in event operating budgets



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Recommendation

That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 and 2 for total cash grants of \$276,828 and in-kind City services grants of up to \$128,700.



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Questions?

