



2020 Festival Investment Grants



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Purpose



The purpose of this report is to seek Council's approval on the Festival Investment Grants recommendations for 2020.



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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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Evaluation



Key evaluation 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 \$3,161,157 in cash and \$2,115,271 in in-kind City services to FIG recipients.



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2020

On May 21st Council directed staff to report back with FIG recommendations based on applicants' programming intentions



City support for festival applicants during this unprecedented time is intended to increase recipients' capacity to:

1. pay artists
2. innovate in order to connect audiences to scarcely available cultural content
3. and to address operational needs not already covered by other grant programs in order to simply 'keep the lights on' until they can once again present to live audiences.



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2020

On May 21st Council directed staff to report back with FIG recommendations based on applicants' programming intentions



- FIG core funding maintained adjusted for inflation
- \$283,749 cash funding available
- 43 applications received
- total cash request of \$494,043 (24% increase over 2019 requests)



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Impact

COVID 19 will impact the capacity of most applicants to deliver proposed programming and related community benefits such as:

- \$5 million in direct cash spending on event production
- 273 full and part time positions
- \$2.5 million in corporate investment
- Thousands of volunteers dedicating tens of thousands of hours of service

Though much of applicants capacity for investment will be impeded for the remainder of the 2020 festival season, FIG support now will serve to help many festivals maintain connection with the community and their capacity to present in future.



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Pivoting

- Issamba, FilmFest, OutStages, Baroque were among the lucky few that managed to present pre-COVID
- Facebook Live, Zoom, Instagram, Snap, House Party, Skype, Twitch, Facetime, YouTube, Google Chat, Teams...
- Innovation and strategies employed so far include, but not limited to:
 - Short duration pop-ups
 - Digital happy hours
 - Preregistration
 - Dispersed performance areas
 - Home and garden programming
 - Digitizing community content for online consumption
 - Live venue streaming
 - Virtual open mic nights
 - Footprint containment
 - Broadcasting
 - Podcasting
 - Artists in studio and at home spotlights
 - Home delivery



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Investment and Leverage

- Event organizers leverage their municipal support through senior government funding bodies and secure credibility with corporate and community sponsors.
- FIG reflects less than 3.7% of the \$7.6 million budgets originally proposed by applicants.



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Recommendation

That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 for total cash grants of \$283,749 and in-kind City services grants of up to \$159,450.



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Questions?



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