



## 2021 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 2021.



Peek Fest 2020



2020 Festival Investment Grants

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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."*



Mabuhay! 2020

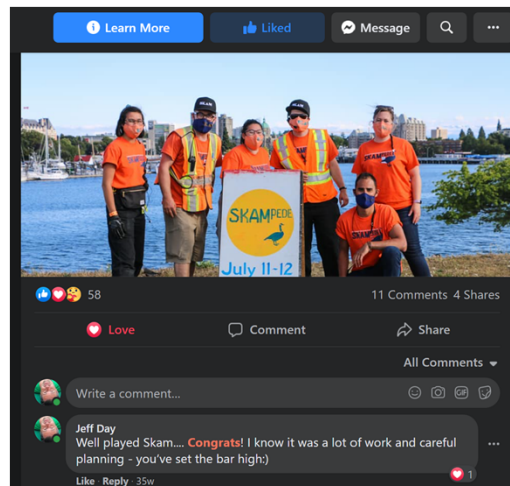


2020 Festival Investment Grants

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## Established in 1999

Over the 22-year history of the program, the City has invested \$3,399,057 in cash and allocated \$2,198,320 of in-kind City services



Skampede 2020



2020 Festival Investment Grants

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## Impact

COVID 19 will continue to 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 applicant's capacity for investment will be impeded well into the 2021 festival season, FIG support will continue to help many festival societies to connect with residents and maintain some capacity to employ artists and engage audiences into the future.



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## Pivoting

Innovation and strategies employed so far include, but not limited to:

- Short duration pop-ups
- Digital happy hours
- Dispersed performance areas
- Home and garden programming
- Digitizing community content for online consumption
- Podcasting
- Artists in studio and at home spotlights
- Home delivery
- Live venue streaming
- Virtual open mic nights
- Footprint containment
- Broadcasting



Highland Games 2020



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## Applications

- 36 applications were received requesting a total of \$459,900 in funding.
- In-kind allocations are also captured in the report recommendations for those events that feel they may be able to offer some or all their public space programming. Some events have already indicated that they will pivot 2021 programming away from public space and therefore have not requested in-kind support.



Ska and Reggae Fest 2020



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## Evaluation

Key evaluation criteria considered include:



Uno Fest 2020

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



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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 4% of the \$6.4 million in programming proposed by applicants.



Victoria Day Parade 2020



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## Recommendation

That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 for total cash grants of \$268,550 and in-kind City services allocations of up to \$100,550.



Plaza Franco 2020



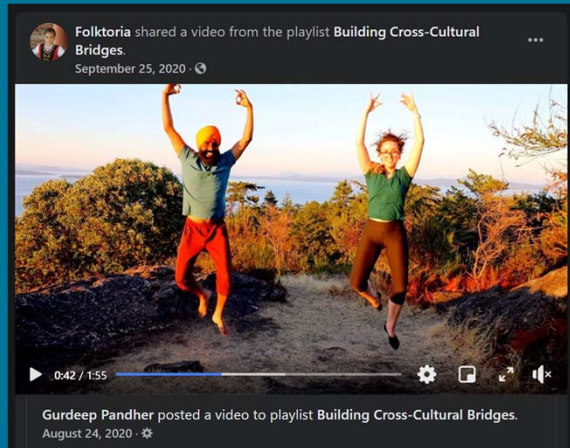
Flamenco Festival 2020



2020 Festival Investment Grants

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# Questions?



Folkloria 2020

