

2018 Festival Investment Grants



Purpose

The purpose of this report is to seek Council's approval on the Festival Investment Grants recommendations for 2018



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.



Leverage

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



- 26 FIG applications also seeking Canadian Heritage Grants
- FIG funding helps leverage roughly 4.2 million in cash and in-kind corporate sponsorship



Policy

All applications 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.



By the Numbers

- Over the 20 year history of the Festival Investment Program, the City has invested more than \$2.6m cash and allocated 1.8m in-kind support to Victoria festivals and celebrations.



By the Numbers

Year	FIG Requests	# Applic.	# Organ.	Approved Grants	City Services
1999	\$142,000	15	14	\$73,000	\$76,662
2000	\$169,000	16	15	\$71,500	\$69,629
2001	\$126,710	14	13	\$70,500	\$76,368
2002	\$159,200	17	14	\$93,200	\$79,591
2003	\$191,600	21	17	\$95,500	\$79,347
2004	\$193,000	25	22	\$95,000	\$73,853
2005	\$178,300	23	20	\$95,000*	\$76,652
2006	\$153,500	20	17	\$98,500 +	\$86,300**
2007	\$168,500	0	17	\$111,000	\$85,902
2008	\$340,115	32	27	\$152,000	\$142,767***
2009	\$229,235	27	24	\$155,000	\$87,600
2010	\$273,600	29	26	\$156,500	\$90,300
2011	\$268,500	30		\$156,500	\$98,150
2012	\$292,250	33	30	\$156,000	\$97,250
2013	\$414,600	34	28	\$156,000	\$104,250
2014	\$341,725	34	30	\$156,000	\$87,750
2015	\$359,795	33	29	\$156,000	\$97,250
2016	\$277,762	29	25	\$156,000	\$95,000
2017	\$522,990	40	34	\$169,000	\$115,500
2018	\$440,825	36	28	\$222,380	\$107,000
Totals				\$2,600,580	\$1,827,121

The following table summarizes the take up of the FIG program since its inception.

* doesn't include Luminara funding (\$12,500) which was funded through contingency, not the FIG program.

** also includes displaced parking lot revenue

*** Includes \$50K for Tall Ships 2008



By the Numbers

- \$222,380 in FIG funding available = 24% increase from 2017
- 36 applications received reflect a total cash request of \$440,825
- Average annual request amount over last 5 years = \$388,619
- FIG funding available represents 50% of total requests



By the Numbers

- Operating budgets of the recommended FIG applicants total \$7.8 million in direct spending
- reflects a 13% increase over 2017 recipients.



By the Numbers

- 3,800 volunteers @ 39,000 hours of service
- reflects a very slight decrease in the number of volunteers engaged over 2017 levels



By the Numbers



- 231 full and part time positions
- reflects a 4% decrease over 2017 employment.



By the Numbers

- More than 700,000 attendees



By the Numbers

- The recommended cash grants reflects less than 2.8 % of the combined 7.8 million dollars in event operating budgets.



Recommendation

- That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 and 2 for total cash grants of \$222,530 and in-kind grants of up to \$107,000 (including the \$15,000 in-kind contribution for Car Free Day already approved by Council).



Questions?

