



Purpose

The purpose of this report is to seek Council's approval on the Festival Investment Grants recommendations for 2016



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.

- 17 FIG applications also seeking Canadian Heritage Grants
- FIG funding helps leverage roughly 2 million in cash and in-kind corporate sponsorship



Policy

All applications were reviewed based on the Council approved 2011 FIG policy which includes:



- **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 18 year history of the Festival Investment Program, the City has invested more than \$2.2m cash and allocated 1.6m in-kind support to Victoria festivals and celebrations.



By the Numbers

- 29 applications received reflects a total cash request of \$277,762
- FIG funding available remains relatively unchanged since 2008.



By the Numbers

- Operating budgets total \$5.7 million in direct spending



By the Numbers

- 3,300 volunteers @ 41,000 hrs. of service



By the Numbers

- 207 full and part time positions



By the Numbers

- 728,075 attendees



By the Numbers

- The recommended cash grants reflect just over 2.7 % of the total event operating budgets (more than 5.7 million dollars in combined operating budgets).



Recommendation

That Council approve the Festival Investment Grant allocations as recommended in Appendix 1 and 2 for total cash grants of \$156,000 and in-kind grants of up to \$95,500



Questions?

