

COMMITTEE OF THE WHOLE (WORKING SESSION) – APRIL 1, 2008

SERVICES-IN-KIND SUPPORT FOR COMMUNITY EVENTS

Recommendation

The Commissioner of Community Services and the Manager of Administration and Planning, Recreation and Culture Department, in consultation with the Director of Parks and Forestry Operations, recommend:

- 1) That this report be received for information purposes;
- 2) That the established Services-in-kind rates for Community Service Organizations (CSO) be reduced by 10% effective January 1st, 2009;
- 3) That the Fairs and Festivals Support Program, as shown on Attachment 1, be approved and come into effect January 1st, 2009; and,
- 4) That \$24,000 be added to the 2009 Operating Budget to fund the reduced Services-in-kind rates and the Fairs and Festivals Support Program.

Economic Impact

There will be a \$24,000 net economic impact related to the 2009 Operating Budget. Should Council approve the 10% reduction to services-in-kind rates for CSO there would be an impact of \$4000 and the Fairs and Festivals Support Program outlined would have an impact of \$20,000.

Communications Plan

Council's approval of the rate reduction and proposed program outlined in this report will be communicated to the Community Service Organizations who have received services-in-kind in the past and those that host fairs and festivals in the City of Vaughan.

Purpose

The purpose of this report is to seek Council approval to reduce services-in-kind rates for Community Service Organizations; for a new program entitled Fairs and Festivals Support Program, that would offer groups an opportunity to apply for additional support and, to provide Council with information on the City policies and procedures related to the support for the community events such as fairs and festivals that take place over the year and information on how other municipalities deal with the same type of events.

Background - Analysis and Options

At the Council meeting of September 24th, 2007, staff were asked to prepare a report including the policies and procedures related to the support for fairs that take place over the year, including a breakdown of how the costs are derived, a listing of all such events that receive support and information on how other municipalities deal with such events.

In addition to providing Council with the requested information, this report includes recommendations to reduce services-in-kind rates for all Community Service Organizations and to approve a new program entitled **Fairs and Festivals Support Program**.

SECTION A provides the information requested by Council; **SECTION B** provides a synopsis of the new program and the complete program is included on **Attachment 1**.

SECTION A: Information on the Policies and Procedures for Support for Fairs

1. Policies and Procedures for City of Vaughan Services-in-kind

Definition:

Services-in-kind (SIK) is the term applied to the variety of both inventoried and rented items and/or support services, made available to Community and/or Social Service, Resident, Commercial and Non-Resident Organizations to provide assistance in their planning and delivery of events such as fairs, festivals, tournaments, openings, etc.

Service Philosophy:

The following are the guiding principles that form the basis for the service philosophy relating to support for community events.

- Community Services is committed to providing support for community events such as fairs, festivals and other type of events by making available a range of items, facilities and services in a fair, accessible and equitable manner so as to ensure that all Vaughan citizens have maximum opportunity for the safe, enjoyable, satisfying and creative use of their leisure time.
- The Council approved fee schedule is applied consistently to all groups requesting items, facilities and services unless otherwise directed by Council.
- Standard procedures are applied to ensure that services are delivered in a consistent, safe and responsible manner and that City policies and City by-laws are adhered to with all users and uses.
- Items, services and facilities are allocated according to the procedures and Council approved priority order noted below.

SIK Categories:

The following are the specific items available within the SIK inventory. They are divided into categories for pricing purposes with Basic items being the least expensive.

- **Basic items:** garbage containers, generator, picnic tables, recycling bin, sound system, portable stage and tables & chairs. These items are inventoried and maintained through the Parks Operations and Forestry Department.
- **Value-Added items:** bleachers (large & small) and the Showmobile. These items are inventoried and maintained through the Parks Operations and Forestry Department.

Note: Premium and rented items and other special requests for service beyond the standards are accommodated depending on the availability and subject to associated costs.

SIK Allocation Priority Order:

SIK's are assigned annually by the Recreation and Culture Department, after all City of Vaughan events are accommodated and, in accordance with the following Council approved priority order and Category of Users:

- Priority 1A: Community Service Organizations (CSO)
- Priority 1B: Social Service Organizations;
- Priority 1C: Adult Community Service Organization;
- Priority 2: Vaughan Residents;
- Priority 3: Vaughan Commercial Organizations;
- Priority 4: Non-Vaughan Organizations

NOTE: Not-for-Profit Fairs and Festivals are considered to be CSO's.

SIK Allocation Procedures:

1. At the start of the allocation season, the Parks Operations and Forestry Department provides the Recreation and Culture Department with the up-to-date inventory of SIK items.
2. In the Fall of each year, past SIK recipients are invited to apply for items and services for the upcoming year (July to June) by a pre-set date, usually in January. They are asked to specify the dates, times, locations and items they are interested in booking. The application form also asks them to note any issues they would like addressed based on their SIK experience from the previous year.
3. Following the receipt of the applications, staff categorize them according to the approved priority schedule noted above. Every effort is made to accommodate as many requests as possible within the approved inventory, however, conflicts are resolved based on the priority schedule.
4. Permits / Work Orders are issued that confirm the items, delivery terms and conditions and the applicable fees. Once this phase is complete, all SIK requests are processed on a first come first served basis according to availability.
5. The Parks Operations and Forestry Department delivers the SIK items according to the permit. In cases, where the SIK's are for large events, groups are invited to meet with the Parks Operations and Forestry Department to ensure that SIK's are delivered to the client's specifications so that the group's event run as smoothly as possible.
6. Service Evaluation Forms are issued to groups to track their satisfaction levels.
7. Parks Operations and Forestry Department and Recreation and Culture Department staff meet to evaluate the year and identify improvements for the following year.

2. SIK Costs (fees)

SIK fees were reviewed as part of the user fee review undertaken by the Recreation and Culture Department in 2005. The resulting User Fee and Pricing Policy along with the Three Year Fee Schedule were approved by Council as part of the 2006 budget.

Included in each of the three years of the fee schedule, are percentage increases to reduce the gap between the costs to deliver the service and the revenue earned. It should be noted that the fees at the CSO category are subsidized.

The review of the SIK fees entailed comparing the current fees with other municipalities as well as assessing the costs to provide the service. The costs to provide the service include the administration, delivery and maintenance costs of the SIK program including the following:

- Labour for delivery and pick up at \$20.00 plus benefits for full-time staff and \$18.00 per hour for seasonal staff (weekends or overtime by full-time staff would be at \$30.00 per hour plus benefits);
- Crew cab and one 18 foot landscaping trailer at hourly costs of \$10.65 for the truck and \$6.66 for the trailer.

The costs for rented items are charged back to the organization making the request.

The following chart outlines the SIK items available, Vaughan's fees, effective September 2007 for Community Service Organizations, as well as fees charged by Brampton, Mississauga, Markham and Richmond Hill for similarly classified groups.

SIK Item	Vaughan Fees	Brampton Fees	Markham Fees	Mississauga Fees	Richmond Hill Fees
Basic Items:					
Garbage Containers	No charge	\$181.65 per load	\$150.00 per load	\$162.85 per load	\$25.00 per load
Generator	\$29.82	-	-	-	-
Picnic Tables	\$4.45 ea	\$19.29 (per load, approx 4-6)	-	-	\$100.00 (per load, approx 4-6)
Recycling Bins	No charge	-	-	-	-
Sound System	\$29.82	\$319.96	-	-	-
Stage (incl set up)	\$222.50	\$181.65	-	\$483.76	-
Tables and Chairs (per load)	\$167.17	-	-	-	-
Value-Added Items:					
Bleachers – large	\$519.07	-	-	-	-
Bleachers – small	\$444.67	-	-	-	-
Showmobile	\$741.68	-	-	-	-

Note: Premium and rented items and other special requests for service beyond the standards are accommodated depending on the availability and subject to associated costs.

3. 2007 Events

The following are fairs and festivals held in 2007 that received SIK. Also included are the fees charged according to the Council approved fee schedule.

Festival	Category	Date	SIK Fees
BinderTwine Festival	CSO	Sept 8	\$7,609.24
Festa Della Republica *	Resident	June 1/07	\$1,700.00
Immaculate Conception Parish	CSO	Aug 11-12	\$1,048.37
Maple Italian Festival *	Resident	July 21-22	\$1,854.48
Maple Lions Pancake Festival+	CSO	April 12 -15	No charge+
Maplefest	CSO	Aug 17-19	\$3,410.76
San Gabriele Dell'Addolorata Festival	Resident	Aug 25	\$973.33
Santafest Committee	CSO/City	Nov 23-25	No Charge
St David's Parish Festival	CSO	July 8	\$426.83
Thornhill Village Festival	CSO	Sept 14	\$3,147.65
Woodbridge Fair Thanksgiving Weekend Festival*	CSO	Oct 5	\$1,619.29
Woodbridge Italian Festival	CSO	Aug 2	<u>\$4,649.10</u>
		<i>Total</i>	<i>\$26,439.05</i>

* Fees reduced or waived by Council following a deputation.

+ Historical agreement based on their donation towards the Maple Community Centre

4. Information from Other Municipalities

The surrounding municipalities were surveyed on their respective practices and philosophies in dealing with services provided for fairs and festivals. It is important to highlight two key findings in the survey that differ from Vaughan:

- 1) Most municipalities authorize the Director and/or Commissioner to amend or reduce rates on an individual basis to respond to unique situations such as financial difficulties;
- 2) Most municipalities offer monetary grants to qualifying groups which the groups then use to offset the costs associated with the event. For instance, Brampton grants up to \$30,000 and Markham up to \$8,000 to groups that host festivals such as the Brampton Fall Fair and the Thornhill Village Festival; and
- 3) If events are declared to be "City" events, there are no or few fees associated with the delivery of the event.

The municipality specific information is noted below:

Brampton

Operating procedures are similar to Vaughan. Not-for-Profit fairs and festivals open to all residents are charged the lowest rates possible for the equipment and services received. **Director has authority to further reduce rates if group substantiates a unique situation.** Brampton provides monetary grants to qualifying groups through a grants program.

Markham

Operating procedures are similar to Vaughan. Not-for-Profit fairs and festivals open to all residents are charged the lowest rates possible for the equipment and services received. **Management has the authority to further reduce rates on an individual basis.** Markham provides monetary grants to qualifying groups through a grants program.

Mississauga

Operating procedures are similar to Vaughan. Not-for-Profit fairs and festivals open to all residents are charged the lowest rates possible for the equipment and services received. **Commissioner has authority to further reduce rates if group substantiates a unique situation.** Fees will be waived for festivals operated by charitable organizations such as the Alzheimer Society and Diabetes Foundation. Mississauga is currently reviewing their policies in this regard and in particular is looking at introducing a monetary grants option for events such as festivals; a report is expected to be presented to Council this spring.

Richmond Hill

Operating procedures are similar to Vaughan. Not-for-Profit fairs and festivals open to all residents are charged the lowest rates possible for the equipment and services received. **Commissioner has authority to further reduce rates if group substantiates a unique situation.** Richmond Hill provides monetary grants to qualifying groups through a grants program.

SECTION B: Fairs and Festivals Support Program

Community Services' primary source of support for events such as fairs and festivals is to provide organizations with access to facilities and services-in-kind (SIK) within the Council approved policies, procedures and fees. **While not all fairs and festivals are operated by not-for-profit groups, those that are provided by registered Community Service Organizations (CSO) are provided with facilities and SIK at the CSO fees. Non-CSO groups are levied the higher resident or commercial rates depending on the structure and purpose of their group and event.**

In recent months there have been an increasing number of deputations to Council from various categories of organizations (CSO, resident and commercial) requesting Council waive or reduce the fees associated with the SIK and/or facilities required or desired for their community event. Staff have consistently applied the approved rates unless otherwise directed by Council. **For the benefit of all CSO operating a special event, this report includes a recommendation to reduce the established rates for SIK by 10% effective January 1st, 2009.**

In contacting our surrounding municipalities staff found that additional support is available for some qualifying fairs and festivals; the common qualifying criteria is that events must be open to all residents rather than specific target markets. Further, staff found that the Director and/or Commissioner is granted the authority from Council to amend/reduce fees according to extenuating circumstances.

The essence of the proposed program entitled, Fairs and Festivals Support Program, allows the City to provide additional support of **50% of the total charge to a maximum of \$3,500 to qualifying Community Service Organizations (CSO) that host heritage village fairs and festivals. It should be noted that this program provides support towards facilities and SIK offered through Community Services only and, does NOT include any rented items, fees or charges levied by other City departments such as Clerks or By-Law .**

The program for CSO, detailed on Attachment 1, outlines all of the relevant terms and conditions to qualify for support. The following criteria will be considered for funding under this program:

- Detailed Business Plan (date, location, programs and activities)
- Communication / Promotion Plan that includes: methods to ensure the event is advertised and open to all residents and the proposed forms of Public Acknowledgment of City support
- List of Grants and other forms of formal funding (Note: Depending on the dollar amount, other forms of funding from other levels of government may disqualify the group for funding under this program.

The following are examples of heritage, village fairs and festivals that staff predict will qualify:

- Binder Twine
- Maplefest
- Thornhill Village Festival
- Woodbridge Fair

Recognizing that there are other festivals operating in Vaughan, this program will offer opportunity for those groups to qualify if they meet the criteria. **All other organizations will continue to receive facilities and SIK at the Council approved fees for their specific category: CSO (10% reduction to rates), Resident and Commercial.**

Note: Groups that contact the Clerk's Department asking to appear before Council (deputation) for the purpose of requesting the reduction or waiving of SIK fees, will be given a copy of the new program and advised to contact staff in the Recreation and Culture Department for assistance and guidance.

Relationship to Vaughan Vision 2020

The Vaughan Vision 2020 has identified service excellence as a strategic goal and the delivery of high quality services within approved service standards to all city stakeholders as an objective.

This report is consistent with the priorities previously set by Council and the necessary resources have not been allocated and approved.

Regional Implications

There are no regional implications associated with this report.

Conclusion

This report provides Council with information on a new program entitled, Fairs and Festivals Support Program. If approved, several heritage, village festivals could qualify for additional support through this program. The program requires qualifications to be met and for an annual application process to assess if any changes to previous years have occurred.

For the benefit of all CSO, this report contains a recommendation to reduce SIK rates by 10% effective January 1st 2009.

Also included in this report is information on the policies and procedures related to the support for fairs and festivals that take place over the year including a breakdown of costs, a listing of such events that receive support and information on how other municipalities deal with such events.

The comparative analysis on how surrounding municipalities deal with such events indicates that Vaughan is in keeping with the fees and practices of those surveyed: Brampton, Markham, Mississauga and Richmond Hill with the one notable difference being the opportunity for qualifying groups to receive monetary grants to offset the costs.

Attachments

1. Fairs and Festivals Support Program

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Respectfully submitted,

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FAIRS AND FESTIVALS SUPPORT PROGRAM

TERMS OF REFERENCE

CONTENTS

- Purpose
- Goals
- Definitions
- Eligibility
- Ineligible Requests
- Support Descriptions
- Forms of Recognition
- Process
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PURPOSE

Vaughan Vision 2020 states that Vaughan is: **A City of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.**

It is recognized that this vision can be achieved through various initiatives such as community-based **heritage, village fairs and festivals**. The City of Vaughan has always supported and encouraged such events planned by volunteer groups that assist in enriching, preserving and diversifying its community.

The purpose of this program is to demonstrate Vaughan's support for these types of events by establishing criteria that will enable qualifying groups to receive further assistance.

GOALS

The goals of the program are as follows:

1. To assist CSO in their provision of heritage, village fairs and festivals, by providing additional support to services and facilities for their activities and programs;
2. To apply an equitable and reasonable approach in continuing to providing support to City fairs and festivals open to all residents;
3. To establish clear and transparent criteria for eligibility that CSO must satisfy in order to be eligible for additional support;
4. To continue to work with the organizers to investigate new sources of support, such as grants, to assist with the costs of hosting fairs and festivals.

DEFINITIONS

The definitions pertaining to this program are as follows:

Community Service Organizations (CSO)

Community Service Organizations (CSO) are organizations whose primary purpose is to operate fairs or festivals in Vaughan and meet and abide by all of the following terms and conditions:

- Operate as a not-for-profit organization and be volunteer based;
- Establish operating principles that include a constitution and by-laws or a statement of purpose;
- Be open to all City of Vaughan residents and not exclude participation on the grounds of race, religious or political affiliation; and,
- Provide services that reflect neighborhood and/or city-wide needs.

Note: The CSO criteria and process noted above is in keeping with the guiding principles outlined in the Recreation and Culture CSO policy with one notable exception being the minimum residency requirement. Ordinarily, groups must meet and validate minimum residency requirements to qualify for the CSO status; however, recognizing the nature of a fair or festival does not lend itself to compiling a membership list, this component is waived.

Groups wishing to apply for CSO status must file the required information with the Recreation and Culture Department initially to seek the status and annually thereafter:

Fairs and Festivals

Fairs and festivals are defined as a temporary gathering that brings people together for particular purposes including to preserve the village heritage and enhance community wellness. The gathering may range in theme, scale and duration. The event must be accessible to the general public and add to the quality and enjoyment of life of the community.

Within the terms of this program fairs and festivals which are not open to all members of the public or are privately produced are ineligible for support.

Open to all Vaughan Residents

Open to all Vaughan residents means that the fairs and festivals are advertised city wide and can not exclude any groups/persons who live within the municipality.

Services-in-kind

Services-in-kind (SIK) is the term applied to the variety of both inventoried and rented items and/or support services, made available to CSO to provide assistance in their planning and delivery of fairs and festivals.

ELIGIBILITY

To be eligible for support under this program CSO must submit the following on an annual basis:

1. Detailed Business Plan

- Event Goals
- Program and Dates
- Dates
- Locations
- Equipment and Resources
- Budgets

2. Communication / Promotion Plan that includes: methods to ensure the event is advertised and open to all residents and the proposed forms of Public Acknowledgment of City support

- Forms of Advertising
- List of publications

3. List of Revenue Sources including grants and other forms of formal funding and planned strategies to actively pursue fundraising activities or other sources of revenue.

(Note: Depending on the dollar amount, other forms of funding from other levels of government may disqualify the group for funding under this program. strategies that are used to actively pursue fundraising activities or other sources of revenue.

INELIGIBLE REQUESTS

Private community festivals that are operated by volunteer, not-for-profit organizations that organize and implement the event which is not open to members of the public. Although not eligible for support within this program, these groups are entitled to the CSO (subsidized) fees for facilities and SIK.

SUPPORT DESCRIPTIONS

Support within this program is available on a one year basis. Groups must apply annually for funding.

Note: The value of support is a 50% discount of the total cost of use of City of Vaughan owned property including facilities, parks and sports fields as well as SIK's to a maximum value of \$3,500 for any CSO on a one year basis.

It should be noted that this program provides support towards facilities and services offered through Community Services only and does not include any fees or charges levied by other City departments such as Clerks or By-Law

FORMS OF RECOGNITION

CSO that receive support through this program will be required to acknowledge the support of the City of Vaughan in all advertising, publicity, programs, signage relating to the event.

PROCESS

Each year for the following year, the Recreation and Culture Department will:

- invite groups to apply for funding within this program for the next calendar year* – **May**
- allocate \$24,000 in the operating budget to cover the costs of this program – **August**
- allocate the support and process the necessary permits – **February (for the same year)**
- compile an annual report that includes data on the recipients, the related support types and the costs of the program – **February (of the following year)**

***Groups who do not file a request by the May deadline may not be eligible for funding under this program for the next year.**

NOTE: Within the process established in the program, the Commissioner of Community Services reserves the right to grant exemptions based on requests that meet the established criteria and demonstrate a substantiated special circumstance. The exemption will be granted on a one time basis only.

ASSOCIATED POLICIES AND PROCEDURES

This program is not meant to negate any other departmental policy or procedures. The Support Program for Fairs and Festivals is a companion program to the following policies, procedures and fee schedule:

- Community Service Organization (under review)*
- Facility Allocation Policy (under review)*
- User Fee and Pricing Policy
- Council Grants Program
- Three Year User Fee Schedule
- Rental Permit Terms and Conditions

* Changes made to these two policies must be reflected in this document.