

COMMITTEE OF THE WHOLE – MARCH 22, 2011

DEPUTATION: MS. SHERNETT MARTIN - CARIBANA™ NORTH - WARD 2 AND WARD 3

Recommendation

The Commissioner of Community Services in consultation with the Director of Recreation and Culture, recommends:

1. That the following report on the level of support available to the Vaughan African Canadian Association for the Caribana™ North Festival in Vaughan be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan:

- 4.1 To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

There is no economic impact related to this report.

Communications Plan

The City will communicate and work with the Vaughan African Canadian Association to advertise the Caribana™ North Festival events by making flyers available throughout community centres and libraries and posting information about Caribana™ North in the Community Calendar and the City Page Online.

Purpose

The purpose of this report is to outline the level of support available to the Vaughan African Canadian Association for the Caribana™ North Festival taking place in Vaughan.

Background - Analysis and Options

At the Committee of the Whole Council meeting of February 1, 2011 Ms. Shernett Martin, Executive Director of Vaughan African Canadian Association (VACA) made a deputation requesting support from the City on the first Caribana™ North Festival in Vaughan.

Staff met with Ms. Martin to gather information on the schedule of events and support requirements proposed for the 2011 Caribana™ North and they are noted below:

1. **Thursday, July 7, 2011 Caribana™ North – Vaughan Opening Gala**
Location: Riviera Parque Banquet Hall (2800 Highway 7, Concord).
Request for Support: Council's presence at the gala.
2. **Saturday, July 23, 2011 Caribana™ North – Youth Day**
Location: Vellore Village Community Centre (speaker series in the morning, a 3 on 3 basketball tournament in the afternoon and a dance in the evening).
Request for Support: Reduced rental rates, staff support and marketing assistance.

3. Saturday, August 6, 2011 Caribana™ North – Outdoor Festival/Family Day

Location: Woodbridge Fairgrounds from approximately 9am to 9pm

Request for Support: Rental of Services In Kind

It should be noted that when the original deputation took place on February 1, 2011, VACA wanted to host 6 events for Caribana™ North including a parade along Yonge Street. VACA have now scaled back to 3 events and have cancelled the parade along Yonge Street.

The following is the City support available to VACA within approved policies and procedures:

- Extending the Fairs and Festivals Support Program* upon re-qualifying as a Community Service Organization thereby reducing the facility costs by 50% to a maximum of \$3500.;
- Facilitating the required Services in Kind (pending availability);
- Securing the rental contract for the Vellore Village Community Centre cafetorium and gymnasiums;
- Promotion of the event through the City Website, posters, flyers and bulletins could also be posted at local community centres and libraries;
- Write a letter of support for any funding opportunities that may be available to VACA;
- Assistance with securing volunteers for the events through advertisement in community centres;
- Outreach with community groups and school boards by distributing information; and,
- Offer a three month Youth fitness membership that could be offered as a prize for the Youth basketball.

Ms. Martin has been advised of the level of support the City is able to offer and staff will work with the group to secure the applicable services.

*Fairs and Festivals Support Program:

In 2008, a new program entitled **Fairs & Festivals Support Program (FFSP)** was approved and launched. The FFSP, shown on the attachment, offers qualifying Community Service Organizations (CSO) that host events in Vaughan a **50% reduction to a maximum of \$3,500.00** towards services in kind (SIK) and/or the rental of City facilities such as parks and community centres. The program is administered through the Recreation and Culture Department applies to fees related to facility rentals and SIK** only. It does not apply for items such as promotional material, uniforms, transportation, security, staff etc.

**SIK:

The following are the specific items available within the SIK inventory (inventoried through Parks and Forestry Operations). They are divided into categories for pricing purposes with Basic items being the least expensive.

Basic items: garbage containers, generator, picnic tables, recycling bin, snow fencing, sound system, portable stage, tents and tables & chairs.

Value-Added items: bleachers (large & small) and the Showmobile.

Note: Items not inventoried through the City that must be sourced and, rented or purchased are accommodated depending on the availability of such item and subject to the organization absorbing all associated costs.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Service Excellence – Preserve our Heritage and Support Diversity, Arts and Culture.

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are no regional implications associated with this report.

Conclusion

Staff will work with Ms. Martin and the VACA to ensure a successful event for Caribana™ North. The needed SIK and facilities will be allocated within the current policies, procedures and rates.

Attachments

1. Caribana™ North Presentation
2. Fairs and Festivals Support Program

Report Prepared By

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Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services



CARIBANA™

Attachment 1

CARIBANA™ NORTH

“Bringing the Caribana Festival to the city of Vaughan”





The Caribana™ North Festival is an inaugural event that aims to extend the Caribana brand that has been a yearly event in the city of Toronto to the Regional Municipality of York.

The Festival supports the ECONOMIC and CULTURAL priorities in Vaughan and will have a major developmental impact upon the region and communities in the area.

ECONOMICALLY:

The Toronto Caribana™ parade and events brings in over 430 million dollars each year to the local economy (hotels, restaurants, city venues, small business, corporations, shops, malls).

CULTURALLY:

Caribana™ North supports the diversity strategy of Vaughan and provides an opportunity for different cultures to enjoy the rich history of the Caribana™ parade and festival and culture of the Caribbean, Latin America and Africa in their own backyards.



The Caribana™ North Planning Committee:

Winston La Rose, Co-Chair, Caribana™ Cultural Committee

Shernett Martin Chair, Caribana™ North Committee, Executive Director
Vaughan African Canadian Association

Dennis Keshniro, Executive Director, BELKA Enrichment Center

Lionel Howell, Vice President, Vaughan Basketball Association

Sandi Folkes

Beverly Samuel



IPSOS Reid Report on Caribana™

Each year in Toronto, the Caribana™ Festival provides a significant contribution to the Province of Ontario and the broader Canadian economy. The Caribana™ festival resulted in the creation of 6,800 jobs, 83% of which were in the city of Toronto. The total labour income generated by Caribana™ exceeded \$260 million in 2009.

The latest IPSOS REID Report in 2009, states that all levels of government benefited from Caribana™ with total tax receipts in excess of 198 million.

The total economic impact from Caribana™ is 438 million with the strongest economic impact on accommodation, food & beverages, recreation, entertainment and retail businesses.



IPSOS Reid Report on Caribana™

Caribana™ also attracts a large contingent of tourists from the United States, the Caribbean and across Canada. 28% of revellers at the Caribana™ parade are tourists with 19% from the U.S., 50% from the GTA and 22% from across Canada.

Caribana™ has been an important and vital part of the fabric of Canada and has remained a favourite summer-time event for the past 44 years. Yet, Caribana™ has not yet fully realized its potential. During this inaugural year as we expand the Caribana™ brand north of Toronto, we are contributing to the future development of Caribana™ and showcasing Vaughan as a world-class city that will be as popular and enjoyable as the Toronto events.



2010 City of Vaughan Diversity Strategy

- *To invite cultural groups to partner with Council to proclaim days of recognition for significant holidays and events and encourage community displays and celebrations of cultural diversity associated with such events.*
- *To integrate activities showcasing the cultures and traditions of diverse groups and include cultural activities in events and celebrations by the city or in partnership with groups and associations, in key community and corporate events and celebrations.*
- *To develop programs that facilitate cultural expression and invite groups and citizens to participate in these programs to foster community pride and participation.*



2005 Vaughan Tourism Strategy

Strategic Directions

To promote Vaughan to outside sports, cultural and corporate event planners.

Caribana™ North promotes Vaughan's Tourism Strategy:

Vaughan will see an influx of residents from York Region, Peel, Halton, Toronto and across the GTA who will take part in the Caribana™ festivities. This will give our city an opportunity to promote its signature attractions.



2005 Vaughan Tourism Strategy

To Facilitate Best in Class Community Events & Festivals by Providing technical and planning support to community event organizers. Ensure that City resources are adequately deployed.

Caribana™ North promotes Vaughan's Tourism Strategy:

The Caribana™ North planning committee will work in partnership with the City of Vaughan, Vaughan Police and Fire Department, local businesses and community organizations to ensure this inaugural event exceeds expectations.



Proposed Events:

The Caribana™ North Events will take place from July 1, 2011 to August 6, 2011. Events will take place across the city of Vaughan at various locations.

Event #1

July 7, 2011

Caribana™ North -Vaughan Opening Gala –Riviera Parque

Event #2

July 23, 2011

Caribana™ Youth Day (Vellore CC)

Event #3

August 6, 2011

Caribana™ North Outdoor Festival/Family Day (Woodbridge Fairgrounds)



Projected Needs:

- City of Vaughan support and sponsorship
- Funding
- Networking with various stakeholders across city
- Staff to assist with planning/volunteering on committee
- Facilities bookings
- Security & Policing
- Corporate sponsorship
- Marketing/Advertising
- Media outreach
- Attendance at events/Ribbon cutting at opening
- Ongoing meetings and updates with the City



Thank you for your support.

Caribana™ Cultural Committee
Vaughan African Canadian Association
BELKA Enrichment Center
Vaughan Basketball Association
Jane and Finch Concerned Citizens Association

**FAIRS AND FESTIVALS
SUPPORT PROGRAM**

TERMS OF REFERENCE

CONTENTS

- Purpose
- Goals
- Definitions
- Eligibility
- Ineligible Requests
- Support Descriptions
- Forms of Recognition
- Process
- Associated Policies and Procedures

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.