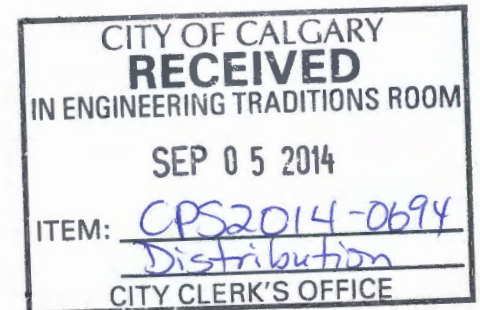


CPS2014-0694

FESTIVAL AND EVENT POLICY

UPDATE ON IMPLEMENTATION

September 3, 2014



Festival and Event Policy

The Policy was intended to contribute to fostering:

- an exciting and vibrant range of festivals and events;
- our diverse cultural character and celebrating our living heritage;
- the growth of volunteerism;
- the growth of tourism;
- the attraction of businesses and workers interested in active communities;
- safe communities.

In support of the Policy, Council approved the Festival and Event Subsidy Program (FESP)



Festival & Event Subsidy Program

- **Event Advisory Committee** performs merit review of subsidy requests.
- **Steering Committee** made up of 14 Business Units ensures effectiveness of the program.
- **Interdepartmental Events Team** is responsible for providing technical review of all applications.



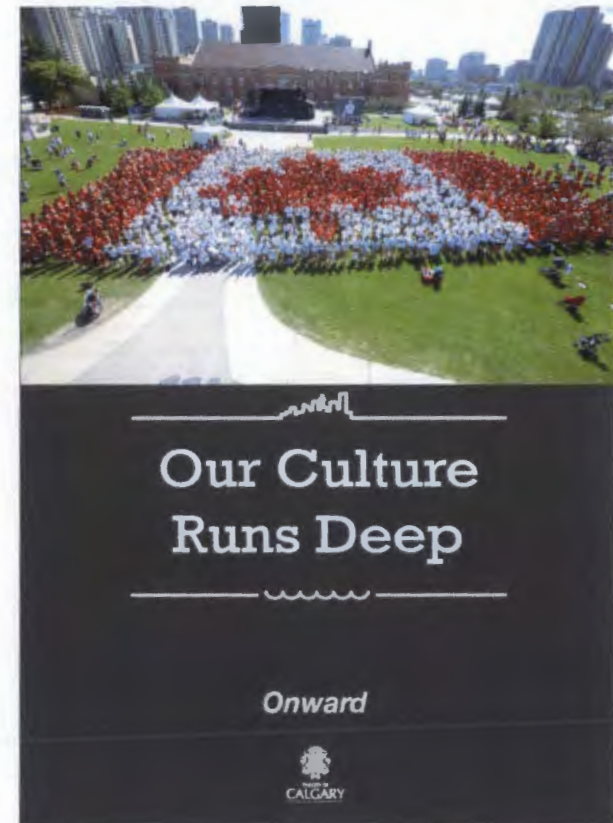
2013 Highlights

- 270 events
- 134 events subsidized
- \$8,000 in City services on average
- A unique year:
 - Tour of Alberta
 - Shaw Charity Classic
 - Opera in the Village
 - sPark
- 980,000 people attended festivals and events subsidized by The City.



2013 Flood Effects

- 21 events were affected by the flood
 - 13 were cancelled outright
 - 8 were re-located or moved to another date
- Canada Day relocated and produced just 10 days after
- Prince's Island Park rehabilitated in time for Folk Fest



Festival and Event Impact

2013 Impact

Subsidized events reported:

- \$21M in revenues
- 22,449 volunteers
- 3,363 business partnerships;
- \$17M raised for charities



2014 CS&PS Citizen Expectations and Perceptions Study

- 71% of citizens rate Festivals as Important to Quality of Life
- Festivals also scored higher in 2014 on:
 - Quality of Service (72%)
 - Value for Money (59%)

Subsidy Program Review

- By 2013 there were double the number of events eligible for subsidy than in 2010
- Seeking to balance the number of events and the available funds:
 - Mitigation Strategies for 2013
 - \$300,000 Budget Adjustment
 - Program Review



New FESP Strategy

1. Annual Post Event Reporting
2. Annual Subsidy Application
3. Graded Subsidy
4. No Event Receives 100% Subsidy



“Festivals and Events enhance the quality of life in Calgary and are an essential element in creating complete communities. These experiences are recognized to have significant value by citizens and visitors and are a vital ingredient in Calgary’s on-going development as an active and creative city.”



That the SPC on Community and Protective Services recommends that Council receive this report for information.