




Hamilton

## INFORMATION REPORT

<b>TO:</b>	Mayor and Members General Issues Committee
<b>COMMITTEE DATE:</b>	July 8, 2019
<b>SUBJECT/REPORT NO:</b>	Local Impact of the Celebrate Ontario Fund on Festivals in Hamilton (PED19147) (City Wide) <b>(Outstanding Business List Item)</b>
<b>WARD(S) AFFECTED:</b>	City Wide
<b>PREPARED BY:</b>	Andrea Carvalho (905) 546-2424 Ext. 1947
<b>SUBMITTED BY:</b>	Carrie Brooks-Joiner Acting Director, Tourism and Culture Planning and Economic Development Department
<b>SIGNATURE:</b>	

### COUNCIL DIRECTION

On June 12, 2019 City Council directed Tourism and Culture staff to:

- (a) communicate with Hamilton organizations that applied to the 2019 Celebrate Ontario fund; and,
- (b) report back to the General Issues Committee with information on the local impact of the Celebrate Ontario fund including those that received funding and those that did not.

### INFORMATION

The Celebrate Ontario funding program, administered through the Government of Ontario's Ministry of Tourism, Culture and Sport, supports programming improvements at new and existing festivals and events that attract tourists for longer stays, create greater experiences for visitors and support communities across Ontario<sup>1</sup>.

<sup>1</sup> Celebrate Ontario 2019 program description.

[http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/OSAPQA005140?fbclid=IwAR2iDzFQIGH5eMYpUMLC6dWKKd\\_1vBvHX\\_qZIZMQSE2bEHDl5d757q7y7v8](http://www.grants.gov.on.ca/GrantsPortal/en/OntarioGrants/GrantOpportunities/OSAPQA005140?fbclid=IwAR2iDzFQIGH5eMYpUMLC6dWKKd_1vBvHX_qZIZMQSE2bEHDl5d757q7y7v8)

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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Applicants to the program must meet the eligibility requirements, program criteria, funding priorities and pass the assessment process. The Celebrate Ontario program does not provide core operating funding, as such funding amounts may fluctuate year to year and past funding does not guarantee funding each year. Additional Celebrate Ontario program information is included as Appendix "A" to Report PED19147.

Over the last 3 years, the Government of Ontario, through Celebrate Ontario, has invested in festivals and events province-wide as follows:

<b>Funding Year</b>	<b>Total Celebrate Ontario Funding</b>	<b># of Festivals and Events Funded</b>
2017	\$19 million	304
2018	\$20 million	328
2019	\$17 million	257

### **Celebrate Ontario Results in Hamilton**

All Celebrate Ontario applicants received funding notification on May 31, 2019.

The following chart provides information on Hamilton festival and events that received Celebrate Ontario funding at least once between 2017-2019 as reported by the organizations or published as public information. The chart provides information on festivals that have or have not applied to the program, as well as percentage changes to funding from 2018-2019.

<b>Event Name</b>	<b>2017 Celebrate Ontario*</b>	<b>2018 Celebrate Ontario</b>	<b>2019 Celebrate Ontario</b>	<b>Funding change from 2018 to 2019</b>
Increased Funding in 2019				
Ancaster Fair	<i>did not apply</i>	<i>did not apply</i>	\$34,882	n/a
Art Gallery of Hamilton Film Festival	\$85,800 <sup>2</sup>	\$76,950 <sup>2</sup>	\$122,000	+ 59%
ArtsFest Waterdown	\$25,000	\$31,050	\$43,500	+ 40%
Hamilton Fringe Festival	<i>did not apply</i>	\$45,569	\$60,638	+ 33%
RBC Canadian Open <sup>3</sup>	\$84,750 <sup>4</sup>	\$0	\$250,000	+ 100%

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<sup>2</sup> In 2017 and 2018 the Art Gallery of Hamilton Celebrate Ontario application was in support of the AGH Film Festival and other programming. In 2019, the application was only in support of the Film Festival.

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<b>Event Name</b>	<b>2017 Celebrate Ontario*</b>	<b>2018 Celebrate Ontario</b>	<b>2019 Celebrate Ontario</b>	<b>Funding change from 2018 to 2019</b>
Telling Tales	<i>did not apply</i>	<i>did not apply</i>	\$39,449	n/a
Reduced Funding in 2019				
Liquid Art Festival	<i>did not apply</i>	\$50,000	\$30,650	- 39%
Eliminated Funding in 2019				
Because Beer Craft Beer Festival	\$48,875	\$60,000	\$0	-100%
Festival of Friends	\$0	\$49,700	\$0	-100%
FrancoFEST	\$17,000	\$42,756	\$0	-100%
Supercrawl	\$544,750	\$275,000	\$0	-100%
Did Not Apply in 2019				
Dundas International Buskerfest	\$21,971	\$9,895	<i>did not apply</i>	n/a
<b>Total Applications Funded</b>	<b>7</b>	<b>9</b>	<b>7</b>	
<b>Total by Funding by Year</b>	<b>\$743,396</b>	<b>\$640,920</b>	<b>\$581,119</b>	<b>- 8%</b>

\*Does not include one-time Ontario 150 funding.

### Impact to Hamilton Organizations

Four Hamilton festivals that submitted applications did not receive 2019 Celebrate Ontario program funding: Because Beer Craft Beer Festival, Festival of Friends, FrancoFest, and Supercrawl. The impacted organizations reported a lack of communication from the province regarding changes to the program, the funding priorities, and the total available funding. Based on the amount received in 2018, the total loss in provincial funding to these four festivals is \$427,456.

The organizations have reported pressure in several operational, service, and programming areas by the in-year funding loss. The festivals are in the late stages of planning for festivals for the 2019 summer season and have already committed performance and service contracts. For organizations with an elimination of provincial funding, the impacts are:

- Marketing: Reductions to overall marketing efforts and targeted tourism marketing.

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<sup>4</sup> In 2017 and 2018 the RBC Canadian Open was held in Oakville and in 2019 was held in Hamilton. Golf Canada is not a Hamilton based organization.

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- Programming: Reductions to festival schedule overall, elimination of secondary stages, cancelled performances, and reduced performers.
- Audience Programming: Reductions to participatory festival areas and targeted community sectors.
- Production: Decreased staging and technical production costs.
- Operational: Reductions to staffing and volunteer budgets, and general end of year net loss.

**APPENDICES AND SCHEDULES ATTACHED**

Appendix "A" to Report PED19147: Celebrate Ontario Program Information

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## **Celebrate Ontario Program Information Excerpt from Program Guidelines**

The Celebrate Ontario program is guided by the following criteria and funding priorities. Applications to the program are evaluated based on the evaluation process and assessment criteria.

### **Celebrate Ontario Program Criteria**

Applications to the fund must demonstrate how the Celebrate Ontario project or new event programming will:

- Increase community economic development and business partnerships
- Increase tourist attendance and expenditures
- Meet visitor demand and interests by creating engaging experiences
- Attract overnight stays and out-of-province tourists to a community
- Improve the event's appeal to tourists.

### **Celebrate Ontario Funding Priorities**

Priority will be given to projects and new events that demonstrate:

- Innovative programming improvements that enhance the quality of the event experience and increase tourist visitation and spending.
- A strategy to grow the event's tourism attendance and an evidence-based rationale for the proposed programming improvements.
- Strong community and regional economic development focus.
- Confirmed tourism, business and community partnerships that encourage increased spending and overnight stays in the host community.
- Strong organizational and leadership capacity with proven capability to deliver the project.

### **Evaluation Process and Assessment Criteria**

The decision to fund all or part of a funding request will depend on its fit with Celebrate Ontario 2019 program funding priorities, eligibility, mandatory and technical requirements, as well as the overall demand for funds in the program. Applications that meet the eligibility and mandatory requirements will be scored in accordance with the criteria set out below:

<b>Assessment Criteria</b>	<b>Scoring Weight</b>
Current financial position and organizational capacity	20%
Project information and rationale	25%
Performance measurement, impact and marketing	25%
Tourism / community economic development partnerships	20%
Event budget and Celebrate Ontario project budget	10%
<b>Total</b>	<b>100%</b>

The ministry cannot guarantee funding to all applicants, nor can it ensure that the total amount requested by successful applicants will be granted. Past funding does not guarantee program funding.