

## Existing Support and Future Opportunities

Item	Existing Support	Future Opportunities
<b>THEME ONE - FUNDING</b>		
Edmonton Arts Council (EAC)	<ul style="list-style-type: none"> <li>• The Edmonton Arts Council, on behalf of the City of Edmonton, offers a broad range of grants and services to Edmonton artists and arts and festival organizations, guided by the <i>Connections &amp; Exchanges</i> plan for arts and heritage.</li> <li>• In 2022 through its new Operating and Programming streams, the EAC has committed \$2.3 million to 33 organizations that primarily deliver festivals and events. Another 15 organizations were supported for their full suite of activities which also include presentation of festivals.</li> <li>• More information is available in recent reports from May 2022 including: <ul style="list-style-type: none"> <li>○ EXT01075 Edmonton Arts Council Grants and Investments for Organizations 2022.</li> <li>○ EXT00901 Edmonton Arts Council Connections &amp; Exchanges: A 10-Year Plan to Transform Arts and Heritage Annual Update.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Increase funding to the Edmonton Arts Council to enhance support to arts and festival organizations through a variety of programs including operating investments, annual program grants capacity development initiatives and change capital investments as guided by <i>Connections &amp; Exchanges</i>.</li> <li>• EAC funding is based on the impact of their work and their place in the ecosystem, and not tied to civic services specifically (as some do not have significant civic service costs and savings are appreciated, but not significant).</li> <li>• Funding request to be determined and submitted by the Edmonton Arts Council through the 2023-2026 operating budget process.</li> </ul>

<p>Civic Services Subsidy</p>	<ul style="list-style-type: none"> <li>• Available for Signature and Foundational Festivals and Events.</li> <li>• Provides up to 50 per cent subsidy on eligible civic services / 75 per cent subsidy on Edmonton Police Services costs.</li> <li>• \$675,000 existing ongoing funded budget.</li> </ul>	<ul style="list-style-type: none"> <li>• Projected \$60,000 ongoing operating budget requirement may be submitted through the 2023-2026 operating budget process for Council consideration.</li> </ul>
<p>Emergency Preparedness Subsidy</p>	<ul style="list-style-type: none"> <li>• Available for Signature and Foundational Festivals and Events</li> <li>• 100 per cent subsidy to assist festival and event organizations with City of Edmonton mandated costs of emergency preparedness such as costs for civic command centre or temporary site infrastructure requirements deemed required by the City of Edmonton.</li> <li>• \$119,000 existing ongoing funded budget.</li> </ul>	<ul style="list-style-type: none"> <li>• No changes proposed at this time.</li> </ul>
<p>Public Transit for Events</p>	<ul style="list-style-type: none"> <li>• Available for Signature and Foundational Festivals and Events.</li> <li>• 100 per cent subsidy for those festivals and events that attract a minimum of 15,000 attendees per day, and where sufficient public transit does not already exist.</li> <li>• \$229,000 existing ongoing funded budget.</li> </ul>	<ul style="list-style-type: none"> <li>• No changes proposed at this time.</li> </ul>

<p>Corporate Sponsorship Funding</p>	<ul style="list-style-type: none"> <li>• Low value sponsorship (under 5,000).</li> <li>• Available to Live Active initiatives.</li> <li>• \$100,000 existing ongoing funded budget.</li> </ul>	<ul style="list-style-type: none"> <li>• No changes proposed at this time.</li> </ul>
<p>WinterCity Grant</p>	<ul style="list-style-type: none"> <li>• Operating festivals in winter can be challenging. There are higher operational costs due to the cold weather.</li> <li>• Funding is currently divided equally to each of the four existing winter festivals, Deep Freeze, Ice on Whyte, Flying Canoe Volant and Silver Skate Festival.</li> <li>• \$200,000 existing ongoing funded budget.</li> </ul>	<ul style="list-style-type: none"> <li>• Expand the program to support additional winter festivals and events including winter events run by Business Improvement Areas to enhance Edmonton's identity as a winter city and encourage Edmontonians to celebrate winter throughout the city.</li> <li>• Projected \$80,000 ongoing operating budget requirement may be submitted through the 2023-2026 operating budget process for Council consideration.</li> </ul>
<p>Neighbourhood Grants</p>	<ul style="list-style-type: none"> <li>• Grant program connects Edmontonians to their neighbours through investing in efforts to encourage connections, collaborations and partnerships.</li> <li>• \$120,000 for Neighbourhood Grants is available to communities annually that may be requested.</li> <li>• Neighbourhood based micro grant provides funding for up to \$500 per initiative.</li> <li>• Connections Grant provides funding from \$501 to \$2,500.</li> </ul>	<ul style="list-style-type: none"> <li>• No changes proposed at this time.</li> </ul>

## Attachment 1

<p>Festival &amp; Event COVID-19 Recovery Grant Funding</p>	<ul style="list-style-type: none"> <li>• This grant program's intent was to support and encourage the recovery and return of festivals and events and build and inspire our community through vibrant experiences that bring people and visitors together again.</li> <li>• \$1 million in funding was allocated out of the COVI-19 fund in 2021.</li> <li>• In 2021, \$522,000 was allocated to 107 festivals and events.</li> <li>• In 2022, the remaining \$478,000 was carried forward and awarded to 84 festivals and events.</li> </ul>	<ul style="list-style-type: none"> <li>• This is one time COVID-19 funding that was approved for 2021 and 2022 only.</li> </ul>
<p>Festival &amp; Events Micro Grant</p>	<ul style="list-style-type: none"> <li>• Not provided currently.</li> </ul>	<ul style="list-style-type: none"> <li>• Explore the development of a program to support niche and emerging festivals and events taking place in the public realm in priority areas such as multicultural and Indigenous events and Business Improvement Areas.</li> <li>• Complete eligibility criteria and grant parameters would need to be developed with further community insight and engagement with the Edmonton Arts Council.</li> <li>• Projected \$250,000 ongoing operating budget requirement may be submitted through the 2023-2026 operating budget process for Council consideration.</li> </ul>
<p>Event Attraction</p>	<ul style="list-style-type: none"> <li>• Available to support attraction of sport</li> </ul>	<ul style="list-style-type: none"> <li>• Administration will bring forward</li> </ul>

	<p>and cultural events as per the Edmonton Events Sport and Cultural Attraction Plan Roadmap.</p> <ul style="list-style-type: none"> <li>• Sponsorships provided based on event benefits to Edmonton and need.</li> <li>• Depending on the scope of the event, individual funding requests may be brought to Council (i.e. JUNOs).</li> <li>• Total overall ongoing funded budget is approximately \$500,000 annually.</li> <li>• The event attraction budget was reduced by \$100,000 (\$50,000 in 2021 and \$50,000 in 2022) as a Ongoing Reduction measure.</li> <li>• Typically a Return on Investment of at least 5 to 1 or higher for attracted events is needed.</li> </ul>	<p>individual event funding requests as required, recognizing that attracted events offer significant benefits to the city. It should be noted that funding from other sources (i.e. government, corporate sponsorship, pandemic recovery funding that Tourism entities have had access to, etc.) is decreasing and it is important that Edmonton not lose ground to other cities in Canada. Other cities are increasing funding available to attract national and international events as a key part of pandemic recovery.</p>
<p><b>THEME TWO - CAPACITY BUILDING</b></p>		
<p>City of Edmonton &amp; Capacity Building</p>	<ul style="list-style-type: none"> <li>• The City provides direct funding and mentoring support to Indigenous event organizers which is critical to increase Indigenous participation in the city and is required to ensure City participation in Indigenous led initiatives.</li> <li>• The City provides event organizers with a liaison to provide one point of contact to facilitate, coordinate and navigate City processes and services required for outdoor events on City property.</li> </ul>	<ul style="list-style-type: none"> <li>• Reinstate the annual Business Improvement Area orientation and workshop (September 2022).</li> <li>• Reinstate the annual Multicultural, Indigenous and Niche festival and event workshops (post-COVID-19).</li> <li>• Add an annual Winter festival and event workshop (October 2022).</li> <li>• Build stronger relationships among the City of Edmonton, Edmonton Arts Council and Explore Edmonton.</li> </ul>

	<ul style="list-style-type: none"> <li>• The City conducts workshops for new and long standing event organizers.</li> <li>• The City produces a monthly newsletter.</li> <li>• The City hosts a bimonthly Round Table discussion with Foundational &amp; Signature Festivals and Events.</li> </ul>	<ul style="list-style-type: none"> <li>• Projected \$110,000 ongoing budget requirement for one FTE to support the increasing numbers of festivals and events, including filming projects, may be submitted through the 2023-2026 operating budget process for Council consideration.</li> </ul>
<p>Enhance Explore &amp; Capacity Building</p>	<ul style="list-style-type: none"> <li>• Explore Edmonton offers specialized support to Indigenous communities and entrepreneurs wishing to step into the world of Indigenous tourism. They also work with non-Indigenous businesses to be an ally in growing Indigenous Tourism in Edmonton.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue to work with Explore Edmonton to grow and develop festivals and experiences that are authentic to Edmonton.</li> <li>• No additional resources required.</li> </ul>
<p>Enhance Edmonton Arts Council Mentorship Program for Festivals</p>	<ul style="list-style-type: none"> <li>• Guided by <i>Connections &amp; Exchanges</i> the Edmonton Arts Council convenes members of the community to share expertise and promote collaboration</li> <li>• This includes funding streams focused on mentorships and professional development for artists and other professional practitioners.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide increased funding to the Edmonton Arts Council to enhance mentorship, professional development, and change capital programs that can be used to connect new and seasoned event producers to increase organizational capacity and community connection             <ul style="list-style-type: none"> <li>◦ This includes alignment with the <i>Connections &amp; Exchanges</i> action directing increased investment in arts professionals from equity-seeking groups.</li> </ul> </li> <li>• The Edmonton Arts Council has piloted some of this work through grants to</li> </ul>

		<p>Individuals, and Administration will work with them to understand how to further enhance this work in alignment with the needs of festivals and other organizations.</p> <ul style="list-style-type: none"> <li>● Projects could include:             <ul style="list-style-type: none"> <li>○ Community lead capacity building workshops.</li> <li>○ Mentorship funding for existing festivals to support emerging or newer festivals.</li> </ul> </li> <li>● Funding request increase to be submitted by the Edmonton Arts Council as part of the 2023-2026 operating budget process.</li> </ul>
<b>THEME THREE - MARKETING AND COMMUNICATIONS</b>		
<p>City of Edmonton</p>	<ul style="list-style-type: none"> <li>● Currently the City amplified signature and foundational festivals' marketing efforts using existing City social media channels.</li> </ul>	<ul style="list-style-type: none"> <li>● Explore an automated Events Calendar for both civic events and festivals and neighbourhood level events.</li> <li>● Consider amplification of new and emerging multicultural and Indigenous events to support the ability of First Nations, Metis and Inuit peoples to celebrate, grow and flourish.</li> <li>● Continue festival and event marketing and communications amplification for signature and foundational level events.</li> <li>● No additional resources required.</li> </ul>

Explore Edmonton	<ul style="list-style-type: none"> <li>• Explore Edmonton features a number of signature festivals on the Explore Edmonton website and have begun discussion with festivals to showcase festivals and help develop products and experiences that are authentic to Edmonton.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with Explore Edmonton to help showcase festivals and events as tourism experiences in Edmonton for visitors; amplify Festival and Event marketing and communications.</li> </ul>
Edmonton Arts Council	<ul style="list-style-type: none"> <li>• Promotes specific events through social media feeds and blog posts.</li> <li>• Highlights specific events through a weekly newsletter.</li> <li>• Provides marketing support to organizations with relationships with Tix on the Square.</li> </ul>	<ul style="list-style-type: none"> <li>• No changes proposed at this time.</li> </ul>
<b>THEME 4 - SITE CONSTRAINTS</b>		
Cost for Use of Parkland	<ul style="list-style-type: none"> <li>• The Festival and Event Delivery Action plan principles outline that there is value to the land festival and events use as ongoing maintenance and upkeep is required. As a result those looking to secure a permit will be charged for the use.</li> <li>• In some instances a fee subsidy may apply, for foundational and signature events and Community League events on Community League licensed land.</li> </ul>	<ul style="list-style-type: none"> <li>• Provide funding in the form of a micro grant for smaller events to use as they determine appropriate.</li> <li>• Micro grant budget requirement included above.</li> </ul>



<p>Cost for Use of Roads</p>	<ul style="list-style-type: none"> <li>● The City currently considers a layered approach to safety and security and management of road closures - using a mix of police, contracted construction flaggers, marshals and volunteers where safe to do so as per Traffic Accommodation Planning best practices.</li> <li>● Costs associated with coordinating and planning civic services for events are provided at no cost to event organizers. This can include the development of Traffic Accommodation Plans, bus charter programs, or communication tools (website updates, PSAs, amplification of event info), arranging bus detours and adjusting staff schedules as needed.</li> <li>● Civic services that can be provided within Administration’s normal scope of work are also provided at no cost to event organizers. Examples include altering mowing, street sweeping, litter pick up, or snow removal schedules to coincide with event needs wherever possible.</li> <li>● Where possible, staff schedules are adjusted to cover event-specific shifts during regular time to reduce overtime costs.</li> </ul>	<ul style="list-style-type: none"> <li>● Consider alternatives to arterial and collector routes, including time of day for closures.</li> <li>● Provide funding in the form of a micro grant for smaller events to use as they determine appropriate.</li> <li>● Micro grant budget requirement included above.</li> </ul>
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	<ul style="list-style-type: none"> <li>• Extra requests or hard costs are charged back to event organizers. Examples include costs associated with personnel to deliver / set up / tear down road closures, manage bus detours, or provide a charter program, the use and delivery / pick up of equipment, and on site notification of bus stop closures for example. Note: Signature and foundational festivals and events are provided with a civic services subsidy to offset these costs.</li> </ul>	
<p>Site Identification</p>	<ul style="list-style-type: none"> <li>• A comprehensive site assessment tool has been developed that considers the size, scope and scale of a proposed event.</li> </ul>	<ul style="list-style-type: none"> <li>• Selecting sites that are appropriate and allow for growth.</li> <li>• Continue work to enable a variety of festivals and events across the city, in consideration of The City Plan’s goal of 15 minute districts.</li> <li>• Further work with Business Improvement Areas to explore and identify unique spaces for events and develop a list of sites, assets, and resources available in order to encourage more festivals and events to locate in these areas. Consider non-traditional events such as filming location opportunities in these core areas.</li> <li>• Large Event Site - begin planning for a large city wide event site to support events for 30,000 - 50,000 attendees.</li> </ul>

		<ul style="list-style-type: none"> <li>• No additional resources required.</li> </ul>
<p>Historical Booking</p>	<ul style="list-style-type: none"> <li>• The Festival and Event Delivery Action Plan provides assurances and transparency to existing festivals regarding the prioritization process when determining dates and locations for new or attracted events in Edmonton.</li> <li>• Foundational and Signature Festivals have been granted three year site and date confirmation letters, with the exception of those who require relocation due to park or facility rehabilitation.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue efforts to identify suitable sites for new and emerging festivals and events.</li> <li>• Encourage the use of spaces within underutilized Business Improvement Areas as available and reasonable.</li> <li>• Work with Indigenous and multicultural event producers to identify longer term opportunities and site requirements in advance of their events.</li> </ul>