

August 15, 2012

To: Members,
Executive Committee

Re: Special Event Funding

RECOMMENDATION

That the École Connaught Centennial Committee application for community investment funding of \$10,000 to support the Community Arts Celebration be approved from the Special Event Funding Program.

CONCLUSION

The purpose of the Special Event Funding program is to provide funding for unique or unusual events that are open to the public and that focus on arts, culture, recreation or sport and encourage community interaction and spirit. Events are considered when they are outside the scope of the existing City of Regina community investment programs. The special events should align with the corporate strategic priorities, as well as the core principles for community investments.

The 2012 Special Event Funding Program was established at \$170,000 and \$89,000 is currently available for allocation. The Administration has reviewed the request for Special Event Funding for the Community Arts Celebration and is recommending approval of this request.

BACKGROUND

The Special Event budget allocation was initiated in May 2008 to allow for new, innovative and unique initiatives that do not fit within the criteria of the current community investment programs.

The purpose of the Special Event Funding program is to provide financial support to events that align with the City of Regina's vision, corporate strategic priorities, and community investment principles. This community investment funding is to support and encourage community events that are open to the public and focus on arts, culture, recreation, sport or community development. Events should encourage community interaction and spirit. Community investment funding may be provided to special events that contribute to the health and wellness of residents, community identity, pride and leadership, environmental sustainability or neighbourhood revitalization, which help make Regina a desirable place to live and work. Funding is not provided to events that are created or promoted primarily as a fundraiser or charity event.

The administrative evaluation of each funding request incorporates the four community investment principles:

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|----------------|--|
| Partnership: | What other organizations are involved with the event?
What other sponsorships or funding sources have been secured? |
| Accessibility: | Is the event or some of the activities free of charge?
How many people will participate in the event? |

Community Impact: What is the impact, scope and profile of the event?
 What will be the economic impact of the event?
 What recognition will be given to the City of Regina?

Transparency: All funding requests will follow a standard application and
 evaluation process.
 All applicants will be treated equally and with respect.

DISCUSSION

In 2012-2013, École Connaught Community School is celebrating the centennial of its founding in Regina's Cathedral Area. While there is no 'centennial point' for the surrounding Cathedral neighbourhood, the arrival of the school in essence signalled the arrival of one of the city's original and most uniquely diverse neighbourhoods, making this celebration of broad community and city-wide significance.

The Community Arts Celebration is a three-day festival, September 28 to 30, 2012. The celebration combines history, culture, art and community-building. Planned activities include: school tours; tipi raising; old-time school yard games; a community barbeque; film screening; music, dance, & storytelling performances; drama, music, video & visual arts workshops; and art exhibitions.

The École Connaught Centennial Committee has worked with many organizations to become involved in the event as contributing partners, corporate sponsors and in-kind community partners. A list of partners is included in Appendix A.

It is anticipated that up to 7,500 individuals will participate in the three-day event. The planned activities are all offered free of charge to the public. Food and merchandise are the only items that will have a cost associated with them.

This event will impact the community by bringing attention to the history of the city, embracing the diverse culture of the community, showcasing local artists, and enabling the community to come together to celebrate.

RECOMMENDATION IMPLICATIONS

Financial Implications

The 2012 community investment budget for special events is \$170,000 as approved on December 12, 2011 by City Council. Year-to-date there have been five events approved to receive a total of \$81,000. With the approval of this request, \$79,000 will remain in the Special Event Fund for distribution during the remainder of the year.

Environmental Implications

There are no environmental implications as a result of this report.

Strategic Implications

The City of Regina is committed to providing community investment funding through sponsorships and special event funding to support community organizations and events that align with the community investment principles of partnership, accessibility, community impact and transparency as well as the Corporate Vision and Strategic Priorities.

Other Implications

There are no other implications as a result of this report.

Accessibility Implications

This event is open to the public. All games, activities and entertainment are free of charge. The school grounds, where the majority of activities will take place, are accessible. The gym, where the displays will be, is wheelchair accessible. An accessible seating area and a wheel-chair accessible porta-potty will be available.

COMMUNICATIONS

As a condition of funding, the City of Regina requests recognition as a sponsor from the organization in all print publications and at the events. Organizations are directed to work with Communications to arrange the recognition.

DELEGATED AUTHORITY

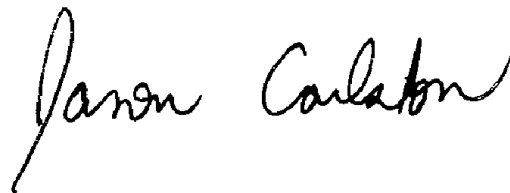
The disposition of this report is within the authority of Executive Committee.

Respectfully submitted,



Chris Holden, Director
Community Services

Respectfully submitted,



Jason Carlston, Deputy City Manager
Community Planning and Development

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