

NM2009-June 22

RE: EVENT POLICY FOR FESTIVALS

ALDERMAN DRUH FARRELL

WHEREAS festivals and events play an important role in the vitality of Calgary, celebrating arts and culture, promoting tourism, and stimulating the economy;

AND WHEREAS festival and event organizers are burdened with increasing costs and those costs have a significant impact which may jeopardize future events;

AND WHEREAS The City collects fees on behalf of various departments for labour, lost opportunity costs, and cost recovery during festival days;

AND WHEREAS the Administration is working on an Event Policy due in December 2009, bringing forward a full financial and community impact analysis of events in Calgary in partnership with community organizations;

NOW THEREFORE BE IT RESOLVED that Administration work with CBIZ, CADA and others to develop a range of principles and criteria for a sustainable funding model and subsidy program, reviewing the structure and rationale of the current charges as part of the Event Policy due in December 2009.