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Date: May 6, 2020
To: Mayor and Council
Author: Ryan McLeod, CPA, CA
RE: 2020 Folk Festival Funding Contribution
Report No.: FS-2020-09

AIM

To seek Council's direction on the payment of the 2020 Folk Festival funding contribution.

BACKGROUND

In February of 2019, Council entered a 5-year agreement with the Sun Parlour Folk Music Society ("Society") to support the annual Kingsville Folk Festival. This agreement outlines various terms and conditions for the use of Lakeside Park and includes various covenants of both the Town and the Society in an effort to establish an effective partnership. Section 6 (b) of the agreement lays out the Town's annual financial commitment to the Festival in the amount of \$20,000 per year. This sponsorship, however, is subject to the event being held on the dates outlined in section 4 of the agreement.

The full agreement has been attached for Council's reference.

DISCUSSION

Due to COVID-19, the Sun Parlour Folk Music Society has been forced to cancel the 2020 Folk Festival. Despite the cancelation, the Society has respectfully requested full payment of the 2020 sponsorship to offset operating expenses and non-refundable deposits which they will not be able to recover through other revenue streams.

Please see attached for a copy of the funding request letter submitted by the Sun Parlour Folk Music Society.

LINK TO STRATEGIC PLAN

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

Effectively manage corporate resources and maximize performance in day-to-day operations.

FINANCIAL CONSIDERATIONS

The full \$20,000 financial contribution for the Kingsville Folk Festival is included in the 2020 municipal budget. While the Town will not benefit from the economic spin-off that the event would have otherwise provided, Council should consider the Sun Parlour Folk Music Society's request, at least in part, to help ensure the Town will benefit from the Festival in future years.

CONSULTATIONS

None.

RECOMMENDATION

That Council provide direction on the release of the 2020 Folk Festival funding contribution.

Ryan McLeod

Ryan McLeod, CPA, CA
Director of Financial Services