



Helping the youth of **TODAY** become strong members of society **TOMORROW**

September 10, 2024

CITY OF VAUGHAN
DEPUTATION, COMMITTEE OF THE WHOLE

Dear Members of Council,

C2

Communication

Council – September 24, 2024

CW(1) – Report No. 27 Item No. 18

We have been partnering with the City of Vaughan for many initiatives for the past 21 years without any issues. Unfortunately, this has changed in the last two years and our Board is concerned.

As a not-for-profit organization, Fuerza Latina is facing significant challenges due to substantial cost increases for waste management at the Vaughan Latin Festival. This financial burden threatens our ability to continue operating and providing valuable cultural experiences for the community.

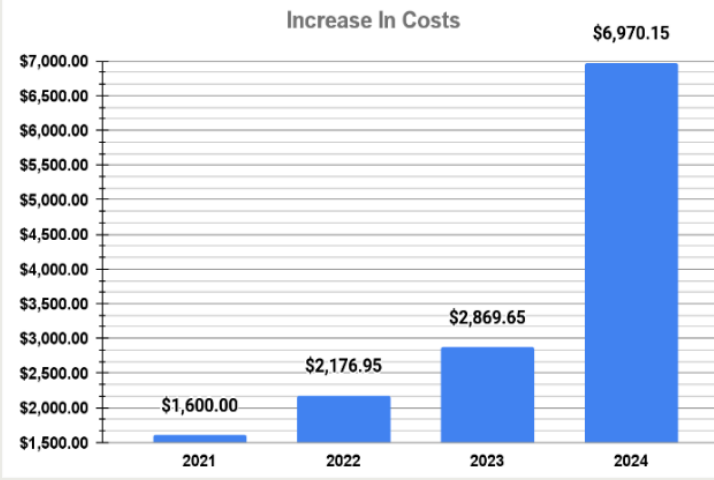
1. EXORBITANT COST INCREASES:

- 2021** \$1,600 approx.
- 2022** \$2,176.95 Contract #FA-2592
- 2023** decreased to: \$2,869.65 Inv IND-190
- 2024** \$6,970.15 Contract #FA-10299

ISSUES AT HAND - EXORBITANT CITY COSTS

Based on Annual Invoice... for VLF:

2021-2022	Increase of 36%
2022-2023	Increase of 32%
2023-2024	Increase of 143%



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Fuerza Latina

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2.

2. DISPOSAL OF GARBAGE

Since its inception in 2015, we have proudly organized the Vaughan Latin Festival. From 2015 to 2022, the City of Vaughan managed waste disposal.

We have consistently engaged dedicated volunteers who work tirelessly to ensure that the festival grounds are left tidy after the Festival.

Since 2023, Fuerza Latina has been charged for garbage disposal at the Vaughan Latin Festival. This situation is unacceptable. Our Board firmly believes that waste management is the responsibility of the City, and this support needs to be provided at no cost to us.

3. STAGE SET UP FEES INCREASED ASTRONOMICALLY - NEW HOURLY RATE OF \$68.37

- Same one-day Festival since 2015
- Same hours 11 am - 10:30 pm since 2015
- Same stage since 2015

NOW we are being charged Stage costs: **\$3,679.81** instead of **\$1,000** approx

3. ADDITIONAL COSTS AS A RESULT OF STAFF ERROR

The set up was done incorrectly, July 12/24 we called staff to correct their error - STAGE AND PICNIC TABLES facing SOCCER FIELD not as indicated on the MAP provided:

This Map is Fuerza Latina original Map submitted to the City and it is not touching the soccer field:



The RED outline is how it was set up before
the BLUE boxes is how it looked after their staff fixed it on July 12th



→ Will receive a \$10,000 from Tourism Vaughan Corporation Board of Directors and Vaughan City Council

Summary:

- ◆ \$10,000
- ◆ Less: \$6,892.89
- ◆ \$3107.11 Balance left

IMPACTING OUR COMMUNITY

Our Festival is a labour of love for our culture, it takes a year to organize the event. We are impacting the community by providing opportunities for artists, artisans, entrepreneurs, local businesses to generate income and also enhancing Tourism in Vaughan.

In recognition of the Vaughan Latin Festival's cultural and economic value to the City, acknowledging the historical support provided by the City, and considering our limited resources, we respectfully request the following:

1. Waive the additional costs of \$4,100.50, which is the increased from \$2,869.65 in 2023 to \$6,970.15 in 2024
2. Absorb 50% of hourly rate for Staff Stage Setup on an annual basis, from \$68.37 to \$34.18.
3. Continuation of the City's support in managing garbage disposal for the event on an annual basis, as has been the practice in previous years.

These adjustments would significantly aid in ensuring the festival's sustainability and our ability to continue providing this valuable cultural experience to the Vaughan community.

Your consideration of the above matter is very much appreciated.

Yours truly,

A handwritten signature in black ink, appearing to read 'Gina Balseca'.

Gina Balseca, Founder & CEO