

2022 Festival Report





The Toronto Caribbean Carnival began as a gift to Canada during the Canadian Centennial and has continued to commemorate Caribbean culture for over a half-century. In 2022 we celebrated our Emerald Anniversary, 55 years of providing a platform for Caribbean Arts, people, and culture. The Toronto Caribbean Carnival continues to celebrate the Carnival Arts, including Mas Bands, Steelpan players, Calypso artists, Stick fighting, and Stilt walkers.

The 2022 Toronto Caribbean Carnival was the first large event for our community since the pandemic started. Once again, we had the opportunity to honour diversity, celebrate emancipation, self-expression, and be together again. The Toronto Caribbean Carnival reunited our community to celebrate freedom from oppression, to allow us to embrace our culture and diversity, and enjoy the Carnival Arts.

After two years of lockdowns and cancelled events, the 55th Toronto Caribbean Carnival demonstrated the power of culture to unite communities and heal wounds. It connected all Canadians and lovers of Caribbean culture. It provided a spotlight on the legacies of oppression. It highlighted the reality that the legacies of oppression are not just in the past; They are still experienced by our community today. The Carnival provided an opportunity to examine the impact of oppression on our community.

Mischka Crichton
Chief Executive Officer





2022 Festival Highlights

1.76 Million Toronto Caribbean Carnival Festival Attendees

800,000 Lead-up Event Attendees

467.6 Million to Ontario's GDP

180 Million in combined Federal, Provincial, and Municipal tax revenues

3,341 Direct jobs created

57% of Attendees use Public Transit to Attend

8 Major Cultural Events

14 Major Cultural Partners

2022 Media Highlights

Toronto Carnival continues to use its incredible platform to showcase Caribbean culture, and highlight the organizations, individuals, and artists within our community.



Toronto Caribbean Carnival
Festival
The Only Official Instagram of Toronto Caribbean Carnival
GRAND PARADE: July 30th, 2022
linktr.ee/torontocarnival.ca/
Followed by caribbeercanada, stag_canada and 72 others



41.8K Total Fans

Instagram

25.9K Total Followers
380K Accounts reached
72.4K Post Views
2.6M Total Impressions
+602% from 2021

Facebook

1M Page reach **+653%**
8.5K Page visits **+676.8%**
15.9K Page likes



- ◆ 1000+ News Articles
- ◆ One Billion Potential Reach
- ◆ \$20 Million Advertisement Value Estimated
- ◆ 30,000 Newsletter Subscribers



2022 Media Highlights

It was a privilege for the FMC to have CP24 coverage throughout the Festival month and on Grand Parade Day. CP24 expressed satisfaction with the constant and timely flow of masqueraders on the Big Stage. Social media, print media, and radio also combined to provide the Festival with coverage and promotion. The FMC developed relationships with international media including WACK and for the first time in its history, produced a live streaming of the King & Queen Showcase, Pan Alive, and the Grand Parade.

“2022 Toronto Carnival’s stage show was made for tv” - CP24



By the Numbers

This report was prepared by Ipsos and Prism Economics and Analysis, summarizing the 2022 Toronto Carnival.

Attendance

1.65M

An estimated **1.67 million** people attended the Caribbean Carnival weekend.

Economic Impact

\$465.7M

The Carnival contributed an **estimated \$465.7 million** to Ontario's GDP, supported 3,341 direct jobs and generated more than \$180 million in tax revenues.

Avg. Spend

\$218

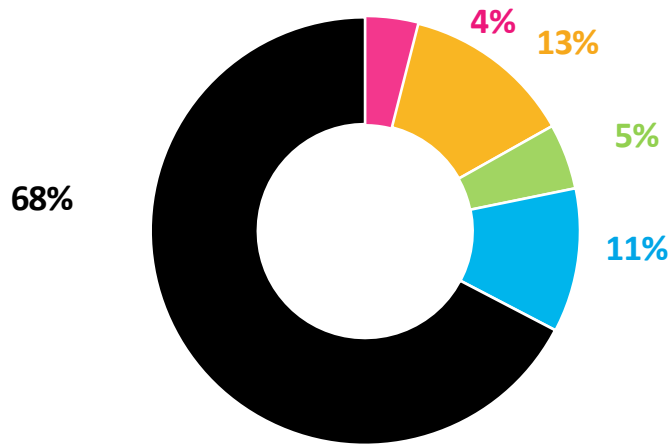
The average spend of Caribbean Carnival weekend attendees was estimated at **\$218**.



Attendee Estimates

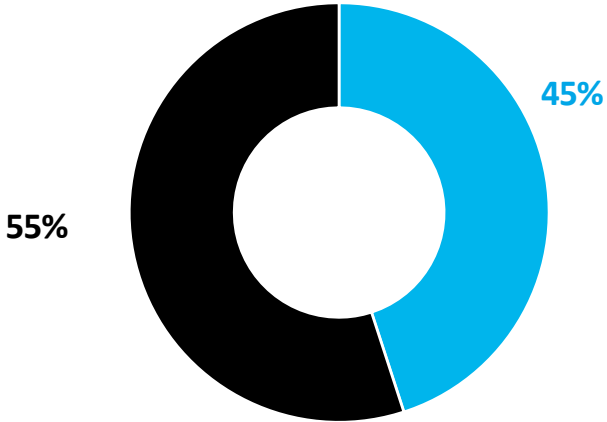
DISTRIBUTION OF WEEKEND ATTENDEES BY PLACE OF RESIDENCE

- TORONTO & GTA
- ONTARIO, OUTSIDE OF GTA
- CANADA, OUTSIDE OF ONTARIO
- USA
- INTERNATIONAL (EXCLUDING USA)



DISRIBUTION OF PREPARATION PARTICIPANTS (LOOKING AT ONTARIO-BASED ONLY)

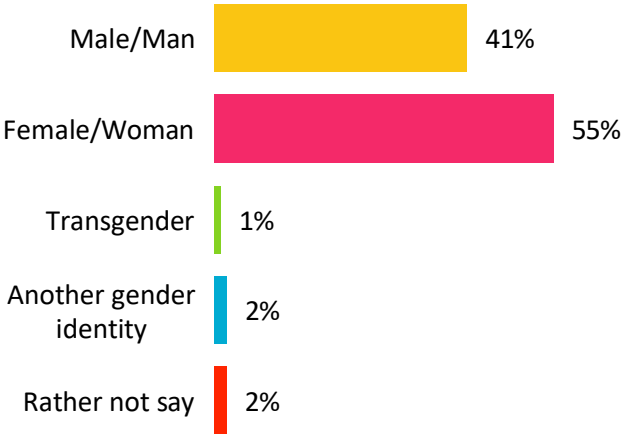
- TORONTO & GTA
- ONTARIO, OUTSIDE OF GTA



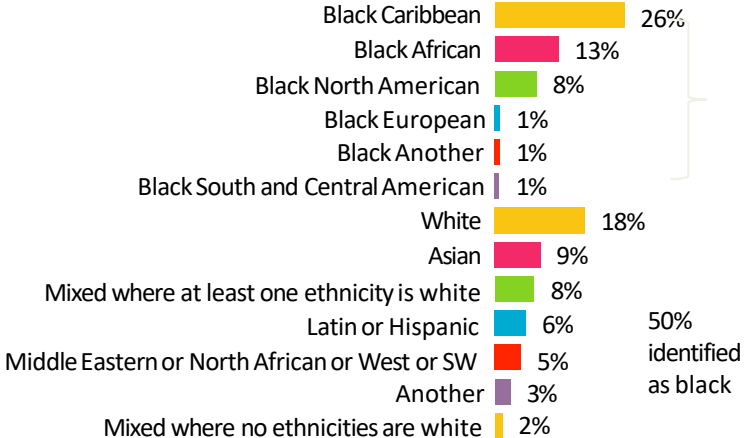
Attendance Trends

While more attendees self-identified as women than men, a broad range of ethnic identities were represented.

WHAT IS YOUR GENDER IDENTITY?



WITH WHICH ETHNOCULTURAL OR RACIAL GROUP(S) DO YOU IDENTIFY?





Barriers

In 2022 there was a significant change in the makeup of our board and management. This lack of continuity resulted in challenges, including the absence of documentation and information. Like all event producers returning after the pandemic, we faced difficulties with supply chains and resources. The team brought in contractors to address the challenges faced. However, using contractors themselves created other challenges that impacted several areas of the Festival. Despite these challenges, we had a successful Carnival.

Community Engagement and Training

The Festival Management Committee was a successful recipient of the Federal Government of Canada's Black Entrepreneurship Ecosystem Fund. Building Black Entrepreneurs is a curriculum-based program providing training and mentorship on critical topics such as on financial literacy and cash flow management, marketing, technology, business law, procurement, and customer relationship management to grow and scale businesses. It was designed to help Black Canadians achieve success by providing them with key tools and resources to build sustainable businesses and bridge the gaps to success. The BBEP program was established in partnership with George Brown College which includes the delivery of a Capstone course with a certificate of completion for each successful participant.

During the year 2023, the program achieved tremendous success and impacted in excess of 120 new, small and medium business enterprises both academically and practically by intertwining them withing the festival ecosystem and supply chain. The program continues for another two years.

**BUILDING
BLACK
ENTREPRENEURS**

READY TO START OR ELEVATE YOUR BUSINESS?

**BUILDING
BLACK
ENTREPRENEURS**

**Building
Black
Entrepreneurs
Program**

For more information
and to sign up today visit:

<https://bbep.ca>

Starts January 2023
Space is limited.

info@bbep.ca

Virtual Classes, Accredited Instructors. All at no charge.
Earn a Certificate of Completion to be awarded in partnership with George Brown College.
Building Black Entrepreneurs: Nurturing Entrepreneurs For Success!



TORONTO
CARNIVAL

Presented by
Black Entrepreneurship
Ecosystem Fund

Canada

We acknowledge the support of the Government of Canada through the Black Entrepreneurship Ecosystem Fund for this program.



Register For Free: www.bbep.ca

**TORONTO
CARIBBEAN
CARNIVAL**



Cultural Stakeholders

In 2022 there was an unprecedented and unparalleled collaboration between the FMC and its major stakeholder organizations. The Toronto Mas Bands, the Ontario Steelpan Association, and the Organization of Calypso Performing Artistes all worked closely with the FMC to make this year a significant success. The Toronto Mas Bands spend months designing and creating their masquerade costumes for King & Queen and the Grand Parade. Members of the Ontario Calypso Performing Arts (OCPA), the Ontario Steelpan Association (OSA), and various entertainment groups provide music and other key cultural offerings that bring Toronto Carnival to life. The collaboration demonstrated that “no man is an Island.” The partnership, planning, dialogue, and operational execution allowed us to stage this fabulous Festival together.

Events Snapshot



OFFICIAL LAUNCH - 7,000 attendees

Held at Nathan Phillips Square the Official Launch is the annual kick-off of the Festival Month. Mas, Pan, and Calypso join with other tradition Carnival elements, festivities, and food!



JUNIOR CARNIVAL - 40,000 attendees

More than 2,000 young participants take part in the annual Junior Carnival Parade & Family Day. Families are welcome to enjoy a carnival showcase, kids crafts, games, performances, and food.



OCPA CALYPSO SHOWCASE - 1,000 attendees

An exciting annual showcase of Canada's best Calypso and Soca original music is unveiled for the Festival. The sweet Soca rhythms make the evening a worthwhile one. This event was under the leadership of OCPA.

Events Snapshot



KING & QUEEN - 8,000 attendees

This event is a spectacular display of creativity and pageantry featuring over 50 elaborate large costumes centered on different themes. It also features live performances, dances, music, and food. Visitors are excited to see the Grand creations of Toronto's Mas Band King & Queen costumes showcase.



PAN ALIVE - 5,000 attendees

An electrifying steel pan showcase, featuring the hottest steel bands in Canada. The annual showcase is going to be a night filled with quality steel pan renditions, sounds, tone, and rhythm. Toronto's avid steel pan performers preserving and promoting the cultural musical art-form.



THE GRAND PARADE - 1.2 Million attendees

North America's largest street parade. Over 10,000 masqueraders and 1 million attendees converge on Lakeshore Boulevard for a day of non-stop dancing, jumping and waving down the 5 km parade route.

Audited Financial Statement

Festival Management Committee Statement Of Revenues and Expenses For The Year Ended 31 August 2022.

| | 2022 (\$) | 2021 (\$) |
|--|------------------|----------------|
| REVENUES | | |
| Grants | 2,727,182 | 816,400 |
| Marketplace Sales | 125,110 | 2,417 |
| Sponsorships | 248,558 | 52,500 |
| Ticket Sales | 572,076 | - |
| Other Income | 62,486 | 22,760 |
| Government Subsidies | - | 100,274 |
| TOTAL: | 3,735,412 | 994,351 |
| OPERATING EXPENSES | | |
| Distributions, Artistes and Incentives | | |
| Artistes Distributions | 486,922 | 184,823 |
| Incentives | 84,485 | - |
| Marketing, Promotion and Selling Expenses | | |
| Advertising And Promotion | 242,222 | 79,603 |
| Selling | 19,533 | 3,000 |
| Production - Event Management | | |
| Catering Services | 158,553 | 2,718 |
| Casual Help | 16,510 | - |
| Equipment Rental | 419,791 | - |
| Event Management | 405,285 | 122,654 |
| Security | 198,274 | 3,640 |
| Sound Staging and Lighting | 344,502 | 29,100 |
| Venue Rentals | 327,296 | 20,437 |
| TOTAL OPERATING EXPENSES: | 2,703,373 | 445,975 |
| EXCESS OF REVENUES OVER EXPENSES BEFORE UNDERNOTED: | 1,032,039 | 548,376 |
| LESS: | | |
| ADMINISTRATIVE EXPENSES | (587,256) | (181,661) |
| BLACK ECOSYSTEM PROJECT | (405,427) | - |
| EXCESS OF REVENUE OVER EXPENSES: | 39,356 | 366,715 |



Grants and Sponsorship

The FMC is fortunate to have the support of all three levels of Government. The Federal, Provincial, and City have all contributed to this national Festival as we showcase not only the beautiful city of Toronto but also Canada. The FMC thanks the Federal Government, the Provincial Government, and City of Toronto for their ongoing contribution and support. Without this support we would not have been able to achieve this year's success. However, as the Festival grows, we will continue to advocate for more and larger grants from all levels of Government.

The FMC continues to engage sponsors who are appreciative and understands our dynamic and diverse Caribbean culture. We added several sponsors to the Festival who shared our vision of diversity and inclusiveness.

We thank our many sponsors for contributions of cash and in kind. Without their support we would not have been able to stage the largest Festival in Canada.

OUR 2022 SPONSORS

| | | |
|---------------------------------|------------------------|-------------------------------------|
| Government of Canada | CHUM 104.5 FM | Maple Leaf Sports and Entertainment |
| Province of Ontario | Virgin 99.9 FM | Cloré Beauty Supply |
| City of Toronto | FLOW 98.7 FM | Sunshine Snacks |
| | | WACK 90.1 FM |
| Exhibition Place | OLG | Adidas |
| Hotel X | Ontario Science Centre | |
| Scarborough Town Centre | Wray & Nephew Rum | Toronto Blue Jays |
| Building Black Entrepreneurs | Cantu Shea Butter | Hennessy |
| | Lobos 1707 Tequila | Twitter |
| | Neale's Sweet N' Nice | TTC |
| Grace Foods | | Tropicana |
| Carib Beer Metrolinx | | |
| CTV News | | |
| CP24 | | |



FMC BOARD, STAFF, AND VOLUNTEERS

This Festival would not be possible without the hard work of all involved. The FMC Board, managers, and staff rose to the challenge of bringing the Festival back after lying dormant for three summers.

While the team included many new faces from the community, the experience and history of veteran team members was invaluable. The pandemic period was difficult on our community. We lost many dear to the festival since 2019, as well as others who were unable to return due to health and age.

Like most not-for-profit and volunteer organizations, the Festival Management Committee relies on assistance from stakeholders, members, and supporters to carry out the many duties associated with the staging of the Festival. From the administrative duties to the staging of costumes, volunteers have been passionate about their contributions each year.

Volunteerism and community participation play an important part in building the spirit of our community. Our volunteers go above and beyond giving hope and friendship to those in need. Their spirit, passion, and dedication have allowed the world to experience the Festival in its entirety.

This year we had over 250 volunteers come out throughout the Festival month to assist us. Numbers were lower than usually this year which was expected. We look forward to 2023 in reigniting our Volunteer Program and bringing more of the community into our fold. Our volunteers worked tirelessly to allow us to present the Toronto Caribbean Carnival we know and love. We sincerely thank them.

THANK YOU, THANK YOU, THANK YOU!



The logo for Toronto Caribbean Carnival features the word "TORONTO" in black, "CARIBBEAN" in multi-colored letters (blue, green, yellow, red, purple), and "CARNIVAL" in black. To the right of the text is a stylized sunburst icon with multiple colored rays.

TORONTO
CARIBBEAN
CARNIVAL

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