



Celebrate Markham Grant Program 2025-2026

Development Services Committee Meeting

April 8, 2025



Agenda

- Funding envelope for the 2025-2026 cycle
- Funding recommendation for the two funding streams:
 - Community-Led Programs and Events
 - City-Led Events
- Outcome of the review of applications for Community-Led Programs and Events
- Areas of improvement recommendations



Funding Envelope for the 2025-2026 Cycle

2015

The funding envelope for the Celebrate Markham Grant Program was set at **\$370,000**, as approved by Council.

2021

Council authorized a one-time carry forward of unused funding due to COVID-19, which now has a balance of **\$42,300**.

Budget 2025

The annual funding envelope increased by **\$92,500 (25%)** from **\$370,000** to **\$462,500** based on a formula of \$1.25 per capita.

The total funding envelope for the 2025-2026 Celebrate Markham Grant Program is **\$504,800** (\$462,500 in annual funding + \$42,300 in one-time carry forward).

Budget 2025

Annual funding for the Celebrate Markham Grant Program increased by \$92,500 under Budget 2025, which includes a doubling of funding for the four major festivals below, as well as increased funding for signature events of City-wide importance.

- Markham Village Music Festival
- Markham Jazz Festival
- Taste of Asia
- Unionville Festival





Funding Recommendation Summary

Funding Stream	\$
Celebrate Markham 2025 Funding	\$462,500
2024 Carry Forward	\$42,300
Total 2025 Funding Available	\$504,800
Celebrate Markham Funding Recommended for Approval	
Community-Led Programs and Events	\$369,300
City-Led Events	\$105,500
Markham Arts Council	\$30,000
Total 2025-2026 Celebrate Markham Spend	\$504,800
Remaining Celebrate Markham Reserve	\$0



Funding Recommendation for Community-Led Programs and Events

- Staff recommend allocating \$113,300 in incremental funding (\$71,000 + \$42,300), over and above the 2024 annual funding of \$256,000, to Community-Led Programs and Events. \$40,000 of the incremental funding will be provided to the four major festivals as communicated per Budget 2025.
- Incremental funding recommendation is based on historical subscription levels and funding needs.

Programs and Events	Annual Funding 2024-2025 Excl. Carry Forward	Additional Funding under Budget 2025	Carry Forward from Unspent Prior Funds	Funding 2025-2026
Culture Events and Programs	\$76,000	\$22,000	\$42,300	\$140,300
Major Community Festivals – Established*	\$40,000	\$40,000	\$0	\$80,000
Major Community Festivals – Other	\$60,000	\$0	\$0	\$60,000
Seniors Clubs	\$40,000	\$7,000	\$0	\$47,000
Sports Events	\$40,000	\$2,000	\$0	\$42,000
Total Community-Led Programs and Events	\$256,000	\$71,000	\$42,300	\$369,300

* For Markham Village Music Festival, Markham Jazz Festival, Taste of Asia and Unionville Festival



Funding Recommendation for City-Led Events and Arts Councils

- Staff recommend allocating \$21,500 in incremental funding, over and above the 2024 annual funding of \$114,000, to City-Led Events. The optimal allocation for City-led events will be finalized by Staff as initiatives are planned and implemented, and as costs (and any revenue offsets) are confirmed.

		Annual Funding 2024-2025 Excl. Carry Forward	Additional Funding under Budget 2025	Carry Forward from Unspent Prior Funds	Funding 2025-2026
City-Led Events	Black History Month	\$84,000	\$21,500	\$0	\$105,500
	Canada Day				
	Doors Open Markham				
	Markham Milliken Children's Festival				
	Markham Santa Claus Parade				
Total City-Led Events		\$84,000	\$21,500	\$0	\$105,500
Arts Councils	Markham Arts Council	\$30,000	\$0	\$0	\$30,000
Total Arts Councils		\$30,000	\$0	\$0	\$30,000
Total City-Led Events and Arts Councils		\$114,000	\$21,500	\$0	\$135,500



Outcome of the Review of Applications for Community-Led Programs and Events

Staff recommend the following amounts based on the evaluation of the application in these key areas: organizational readiness, project merit, community impact, partners and inclusivity, waste planning, work plan and project budget.

Grant Category	# of Applications Received	Funding Requested	# of Applications Recommended for Funding	Total Funding Recommended	Total Funding Envelope Available	Funds Remaining
Cultural Events & Programs	57	\$652,500	53	\$140,300	\$140,300	\$0
Major Community Festivals	14	\$150,000	12	\$140,000	\$140,000	\$0
Seniors' Clubs	28	\$84,000	27	\$47,000	\$47,000	\$0
Sport Events	13	\$131,000	5	\$42,000	\$42,000	\$0
Total	112	\$1,017,500	97	\$369,300	\$369,300	\$0



Recommendation: Minimum Reporting Requirements

The revisions current being envisioned are intended to align reporting requirements with risks commensurate to the value of the grant.

Current

Grant Threshold	Minimum Reporting Requirements
\$5,000 or less	Income statement and balance sheet prepared by the organization and signed by the Board
\$5,001 - \$10,000	Compilation Engagement (Notice to Reader)
\$10,001 & over	Audit Engagement

Recommended

Grant Threshold	Minimum Reporting Requirements
Less than \$10,000	Income statement and balance sheet prepared by the organization and signed by the Board
\$10,000 - \$19,999	Compilation Engagement (Notice to Reader)
\$20,000 & over	Review Engagement

Recommendation: Unclaimed Funding

Background

- Each year, there are a number of grant recipients that were approved for funding, but did not come forward and claim the approved funding due to incomplete pre-award qualifications or outstanding requirements from the previous funding cycle.
- As a result, the City has had to accrue the funding for these applicants indefinitely, sometimes well past the funding cycle that the funding was approved for.

Recommendation

- Staff recommend to cancel any approved but unclaimed funding that have exceeded three months after the funding cycle ends in a given year (i.e. by June 30th of a given year).
- The unclaimed but approved funding will go back to the Celebrate Markham pool and carried forward for future applicants and City-led events.



Thank you!