



# **Celebrate Markham Action Plan Progress Update**

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**Prepared by: Don De Los Santos, Manager,  
Markham Small Business Centre, ext. 3663**



## Content Summary

- Background
- Progress Update
- Summary of Responses
- Organization with an Immediate Funding Need
- Next Steps



## Background

- During the Fall 2019, Celebrate Markham opened its call for proposals for projects scheduled to be delivered between April 1, 2020 to March 31, 2021 and received **68** applications during the call for proposals
- Between December 2019 to February 2020, applications were reviewed by the interdepartmental grant review committee, **2** of which withdrew and **2** of which were considered ineligible
- **64** applicants were being given consideration as eligible to receive funding for the current funding cycle for projects scheduled to be delivered between April 1, 2020 to March 31, 2021
- As a result of the COVID-19 disruption, on April 21, staff brought forward an update to Council titled: “2020-2021 Celebrate Markham Action Plan”
- On April 28, Council approved the resolution “that staff be directed to report back with an interim status report on the 2020-2021 Celebrate Markham Action Plan by the end of May 2020.”



## Progress Update

- **April 22:** Email sent to **64** eligible organizations asking for updated status of project proposals (options included: no change, postponed, switch to virtual, cancelled)
- **April 30:** For organizations who had not yet responded to the initial email, **31** phone calls were made directly to organizers (voicemails left where possible)
- **May 6-7:** For organizations who still had not yet responded to either the initial email nor the April 30 phone calls, yet another round of phone calls (**12**) were made directly to those remaining organizations.



## Summary of Responses

- **May 7:** 2-week period to respond closed. The summary of responses received is as follows (out of **64** eligible applicants)
  - **24** responded with no substantive change to original proposal (may include temporary virtual program delivery)
  - **17** responded postponing their project to a later time within the current funding cycle (April 1, 2020 to March 31, 2021)
  - **9** responded postponing their event to the next funding cycle (April 1, 2021 to March 31, 2022)
  - **2** responded with a switch to Virtual delivery
  - **7** responded but still uncertain about their direction
  - **3** responded cancelled and seeking financial relief for sunk costs
  - **2** no response received



## Summary of Responses Continued

- **3** organizations cancelled due to COVID-19 and seeking financial relief for sunk costs
  - Youth and Parents Association of Markham – up to \$1,380
  - Unionville Festival – up to \$4,381
  - Water Polo Canada – amount tbc
- **2** organizations no response received
  - Muaythai Canada, 2020 National Championship, tentatively November (emails sent, no voicemail available)
  - Markham Cycles, Reading Ride, tentatively Aug 9 (left voicemail)



## Organization with an Immediate Funding Need

- On April 28, Council approved “that staff be authorized to approve urgent funding allocations under the Celebrate Markham Grant Program for events scheduled between April 1 and mid-July 2020 not exceeding the event amounts approved for the 2019-2020 funding cycle”.
- Markham Village Music Festival (MVMF) (Major Community Festivals category)
  - Switching to virtual, June 19-20 (no change in dates)
  - Previously received \$10,000, now requesting: \$4,500 to assist with performers’ fees, technology and broadcast, and marketing (total revised budget: \$20,000)



## Organization with an Immediate Funding Need

- Markham Village Music Festival (MVMF) (Major Community Festivals category)
  - In previous years, in the Major Community Festivals category, the final grant award represented, on average, 14% of the total overall budget of a project
  - Given the extenuating circumstances of the COVID-19 disruption, for Major Community Festivals proposing to switch to an alternate method of delivering their program, Staff will consider approving revised grant requests up to 25% of the total overall budget.
  - Therefore, Staff approve of the \$4,500 requested Celebrate Markham grant award to MVMF (22.5% of total overall budget)





## Next Steps

- Draft Final Recommendation report to Council, pending analysis of the information continuing to be received from this plan of action
  - This final report will include recommendations on the sunk costs incurred by organizations that are cancelling their programs
  - This report will be targeted for presentation to Development Services Committee on June 8.
- Disburse Celebrate Markham grant award of \$4,500 to Markham Village Music Festival