

ATTACHMENT 3

Celebrate Markham Grant Application Review and Recommendations April 2020 – March 2021 Funding Cycle

MAJOR COMMUNITY FESTIVALS

Category: MAJOR COMMUNITY FESTIVALS		
1. Applicant: Unionville Festival		
Project Title: Unionville Festival/Parade	Date of Application: Nov 13, 2019	
Location: CANCELLED	File No. MCF 2019-07	
Prior Allocation/Other City Funding	Funding Requested	2019/2020 Funding Recommended
\$10,000 (2019 Unionville Festival) \$10,000 (2018 Unionville Festival) \$10,000 (2017 Unionville Festival) \$10,000 (2016 Unionville Festival)	\$10,000	Sunk Costs Up to \$5,000
Project Description and Funding Recommendation: The event is cancelled due to COVID-19.		
Funding Recommendation: This application is recommended to receive up to \$5,000 for unrecoverable/non-deferrable expenses conditional on receiving and approving proof of such expenses.		

Category: MAJOR COMMUNITY FESTIVALS		
2. Applicant: Markham Village Festival Inc.		
Project Title: Markham Village Music Festival	Date of Application: Nov 6, 2019	
Location: VIRTUAL	File No. MCF 2019-01	
Prior Allocation/Other City Funding	Funding Requested	2019/2020 Funding Recommended
\$10,000 (2019 Markham Village Music Festival) \$10,000 (2018 Markham Village Music Festival) \$10,000 (2017 Markham Village Music Festival) \$10,000 (2016 Markham Village Music Festival)	\$10,000 (original proposal) \$4,500 (revised proposal)	\$4,500
Project Description and Funding Recommendation: Applicant is switching to a virtual format. The organization is planning its annual Markham Village Music Festival, June 19-20, 2020. The Festival will be presented with pre-recorded content in a “simulated live” format. This can be done while simulcasting across all their pertinent online platforms, in real time. Funding is requested to assist with performers fees, simulcasting and digital marketing.		
Funding Recommendation: This application is recommended for funding.		

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Category: MAJOR COMMUNITY FESTIVALS		
3. Applicant: Unionville Presents Thursday Nights at the Bandstand		
Project Title: Thursday Nights at the Bandstand		Date of Application: Jan 30, 2020
Location: CANCELLED/ Considering Virtual		File No. MCF 2019-08
Prior Allocation/Other City Funding	Funding Requested	2019/2020 Funding Recommended
\$10,000 (2019 Thursday Nights at the Bandstand) \$10,000 (2018 Thursday Nights at the Bandstand) \$5,000 (2017 Thursday Nights at the Bandstand) \$5,000 (2016 Thursday Nights at the Bandstand)	\$10,000	\$10,000 (up to)
Project Description and Funding Recommendation: The event is cancelled due to COVID-19.		
Funding Recommendation: This application is recommended for funding conditional on providing proof of a confirmed/approved venue for the program.		

Category: MAJOR COMMUNITY FESTIVALS		
4. Applicant: Markham Jazz Festival		
Project Title: Markham Jazz Festival		Date of Application: Nov 14, 2019
Location: CANCELLED/ Considering Alternative		File No. MCF 2019-04
Prior Allocation/Other City Funding	Funding Requested	2019/2020 Funding Recommended
\$10,000 (2019 Markham Jazz Festival) \$10,000 (2018 Markham Jazz Festival) \$10,000 (2017 Markham Jazz Festival) \$10,000 (2016 Markham Jazz Festival)	\$10,000	\$10,000 (up to)
Project Description and Funding Recommendation: The event is cancelled due to COVID-19.		
Funding Recommendation: This application is recommended for funding conditional on providing proof of a confirmed/approved venue for the program and conditional on receiving and approving the Project Outcome/Financial Report for their 2019 Markham Jazz Festival (including a 2019 compilation engagement).		

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Category: MAJOR COMMUNITY FESTIVALS		
5. Applicant: Unionville B.I.A.		
Project Title: Unionville Olde Tyme Christmas	Date of Application: Nov 14, 2019	
Location: Main Street (Unionville)	File No. MCF 2019-03	
Prior Allocation/Other City Funding	Funding Requested	2019/220 Funding Recommended
\$8,000 (2019 Olde Tyme Christmas) \$8,000 (2018 Olde Tyme Christmas) \$8,000 (2017 Olde Tyme Christmas) \$6,000 (2016 Olde Tyme Christmas Parade) \$6,500 (2015 Olde Tyme Christmas Parade)	\$10,000	\$8,000
Project Description and Funding Recommendation: The organization is planning its annual Unionville Olde Tyme Christmas during the month of December, 2020. The festival includes the Candlelight Parade the first Friday in December and other events throughout the month including: Breakfast with Santa, Horse & Carriage Rides, Carolers, Christmas characters on the street and website updates. Funding is requested to assist with performers fees, equipment rental and marketing. Funding Recommendation: <i>This application is recommended for funding conditional on providing proof of a confirmed/approved venue for the program and conditional on receiving and approving the Project Outcome/Financial Report for their 2019 Unionville Olde Tyme Christmas (including a 2019 compilation engagement).</i>		

Category: MAJOR COMMUNITY FESTIVALS		
6. Applicant: Centre of Sustainable and Integrated Design		
Project Title: Ice and Snow Festival	Date of Application: Nov 22, 2018	
Location: Civic Centre/ Decision not yet finalized	File No. MCF 2019-05	
Prior Allocation/Other City Funding	Funding Requested	2019/220 Funding Recommended
\$2,000 (2019 Ice and Snow Festival) First-time applicant – n/a	\$5,000	\$2,000 (up to)
Project Description and Funding Recommendation: Decision not yet finalized The organization is planning its winter event centred on ice sculpting in the theme of "Romance of Ice and Snow" and welcomes all people. It will enrich the winter life and bond the community strongly. Funding is requested to assist with instructor and performers fees, catering, transportation, equipment and venue rental. Funding Recommendation: <i>This application is recommended for funding conditional on providing proof of a confirmed/approved venue for the program and conditional on receiving and approving the Project Outcome/Financial Report for their 2020 Ice and Snow Festival.</i>		