

ATTACHMENT 7

(Originally from September 24, 2015 Report)

Celebrate Markham Part A: General Criteria - Program Guidelines (All Categories)

PROPOSED ELIGIBILITY CRITERIA

To make a Celebrate Markham Application:

- Applicants must be a not-for-profit organization, either incorporated or unincorporated;
- Events, activities, and programs must take place in the City of Markham;
- Events, activities and program must not be eligible or funded through other City of Markham funding programs;
- The organization must be supported by a volunteer Board of Directors, Steering Committee or similar body;
- the majority of the organization's Board of Directors must be residents of the City of Markham unless significant community benefits can be demonstrated as part of the application review process;
- Membership in the organization and the organization's activities must be open to the public

Applicants **must** also meet the criteria for the specific category in which they are applying, detailed in Part B (Attachment 2 to this report):

1. Culture Events and Programs
2. Major Community Festivals
3. Sports Events
4. Seniors' Clubs

The following entities are ineligible:

- For-profit organizations;
- Schools, universities, hospitals, daycares, group homes, or any group that has a mandate/activities covered under provincial/federal legislation;
- Political parties and lobby groups;
- Religious groups where services/activities include promotion, or require adherence to a faith (in the event religious services are provided, there must be clear separation between religious and community service functions at event and budget levels);
- National and provincial organizations, unless they have an affiliate club or local chapter within the municipality;
- Grant-making or fundraising organizations;
- Landlord/tenant/condominium corporations;
- Organizations in major deficit or debt positions as a result of financial mismanagement;
- Individuals.

ELIGIBLE EXPENSES

Grants through Celebrate Markham may **NOT** be used for ongoing operating costs. The following table details eligible and ineligible expenses.

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| Celebrate Markham Funding Program | |
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| Eligible expenses | Ineligible expenses |
| <p>Eligible activities and expenses include project-specific costs for the planning, organization and implementation of events, activities and programs, as well as administration costs, as follows:</p> <ul style="list-style-type: none"> • Rental space; • Rental equipment; • General liability insurance; • Event/activity/program management; • Event marketing; • Performer or instructor fees; • Delivery and materials costs; • Interpretation and translation for events and communications; • Up to 20% of the approved expenses in administration costs including: bookkeeping, office supplies and associated auditing costs. | <p>Ineligible activities and expenses include use of the City grants for:</p> <ul style="list-style-type: none"> • Staff salaries and benefits; • Capital costs / building renovations; • Fundraising, or donations to charitable causes; • AGM's, business meetings; • Consultant Fees; • Loans or interest payments; • Debt repayment or deficit reduction; • Purposes that result in direct, or indirect private benefits to the recipient; • Political or religious activities; • Contests and competitions; • Demonstrations, marches and rallies; • Trade shows and trade fairs; and, • Block parties, picnics and garden shows and barbeques |

EVALUATION CRITERIA

Successful applications to the Celebrate Markham program must demonstrate the following:

- That the goals and objectives of their event, activity or program align with the Vision and Guiding Principles of Celebrate Markham;
- That their event/activity/program will benefit the community;
- That they have a plan and the staff, support, volunteers and partners to achieve results;
- That they have sound financial management; and,
- That they have other sources of revenue than the City of Markham

All applicants must demonstrate that their event/activity/program etc. will comply with the policies and bylaws of the City of Markham including Zero Waste event policies.

APPLICATION POLICIES

- Applications must be complete and submitted by the Celebrate Markham program deadline;
- Applications must be made through the official application process;
- Only 1 grant award will be made per organization for a 12 month funding cycle;
- Event/activity/program must be completed by the date as stated on the application form, otherwise the funding must be returned;
- Recipients must submit a *Project Outcome/Financial report* for approval at the conclusion of the project and within sixty (60) days. New grant applications will not be accepted unless the *Project Outcome/Financial report* is approved and the organization is in good standing with the City of Markham.

Celebrate Markham

Part B: Detailed Criteria by Category

A. CULTURE EVENTS & PROGRAMS **Culture Events & Programs Guidelines:**

The goal is to support initiatives that enable Markham residents to participate in activities, events that promote engagement through the arts, heritage and culture.

Who can Apply:

- Groups must have a mandate to provide cultural activities, or customarily provide a cultural activity as part of their services.

Event Eligibility

- Eligible events may include: community theatre productions, choir or band concerts, exhibits, reading or spoken word series, folk arts and craft guild activities and art exhibitions.

Event Criteria and Assessment

Applicants to clearly demonstrate the impact the event will have on culture, the community and tourism in the application

Allocation of Culture Events & Programs funding

- 50% of the Cultural Events & Programs category allocation will be available to:
 - New organizations that have not received funding from Celebrate Markham before;
 - One-time events, activities, initiatives that promote the objectives of the Culture Plan; as determined through the application assessment process.

B. MAJOR COMMUNITY FESTIVALS

i) Major Community Festivals Program Guidelines

The goals are to provide grants for major, community-based festivals and sports events that:

- Have a significant City-wide profile;
- Are capable of attracting visitors from beyond the City of Markham;
- Generate tourism benefits;
- Encourage residents to participate in their community, connect with each other and celebrate the distinct, diverse and dynamic character of the City of Markham;
- Contribute to the vitality of local economies and tourism;
- Raise the profile of the City of Markham as a destination.

Event eligibility:

- Festivals/events must have a primary theme or focus on arts, heritage or culture;
- These festivals and events would be capable of attracting over 10,000 attendees and generally comprise multiple days;
- Demonstrate sources of revenue other than the City of Markham and an appropriate organizational infrastructure.

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Eligible projects include, but are not restricted to: arts festivals, heritage festivals and cultural celebrations, tourism initiatives, and fairs. To be eligible for support, festivals and special events must be open to the general public.

Event criteria and assessment:

Applicant to clearly demonstrate the impact the events will have on culture, the community and tourism in the application.

C. Sports Events

Sport Tourism is the fastest growing grassroots economic development initiative in Canada today. It represents \$3.6B in annual spending and has been shown as a stabilizing force even during an economic downturn. This grant will provide grant opportunities to sport groups to host national, international and regional sport events in our community that will raise Markham's identity as a sport destination and bring recognition for being an active city and people. The Sport Grant supports the Sport Tourism Strategy that the City of Markham is developing.

The goals of the Sport grant program are to:

- Strengthen sport, economic , and community impacts in alignment with the City of Markham Sport Tourism Strategy;
- Generate economic and tourism impacts in the City of Markham and York Region;
- Help communities, organizations, and volunteers enhance their event hosting capacity to attract larger, more prestigious events;
- Build Markham's international profile and reputation as an exceptional major event host; and,
- Support the high performance development pathway for Markham's athletes based on the Canadian sport for Life (CS4L) framework.

Priority of Sport grants are for:

- Provincial and Championships, Regional Events, and invitational Events that clearly fulfill a hosting void in the City;
- Events that fit within the Train to Train, Train to Compete, and Train to Win stages of the CS4L framework:
 - Consideration may also be given for events in the Active for Life (Masters level) stage, but Masters events are not a primary goal of the Markham sports grants
 - If applying for a Masters event, be sure to clearly demonstrate the impact the event will have on the sport, community and tourism.

Who Can Apply?

Applications may be submitted by a not-for-profit organization that is operating as a:

- Community organization, club or association, who are registered with a Provincial Sport Organization (PSO) or National Sport Organization (NSO)

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Event Eligibility:

An application is eligible for funding only if the grant will be used for event costs for hosting a regional, provincial or national sport event. Additionally, the event must:

- Take place in Markham;
- Be sanctioned by an appropriate, recognized organization (PSO, NSO, International Federation (IF), etc.)
- Be identified as part of the PSO's and/or NSO's Canadian Sport for life implementation plan.

Funding requests for the following are **NOT** eligible:

- Events that are unconfirmed or still in the bidding process;
- Sports festivals or participation focused events;
- York Region Elementary, Middle, and high School Championship events;
- Hosting multi-sport events (i.e. multi-sport Games);
- Sport development/training camps;
- Provincial, national or international conference, congresses, symposiums, Annual General Meetings, Etc.;
- Capital Expenditures, gifting and prize money.

Event Criteria and Assessment:

To clearly demonstrate the impact the event will have on the sport, community and tourism in the application.

- The event has a defined connection with the sport system (PSO sanctioned and CS4L identified) and provides a valuable competitive opportunity within the high performance development pathway for athletes, coaches and officials;
- The event provides a strong contribution to increasing the capacity of the Municipal, Regional, and Provincial sport system and develops skills and experience of volunteers, technical officials and event organizers;
- The event has the potential to generate measurable economic impacts, tourism benefits, and legacies while providing a valuable sport development opportunity for athletes, coaches and officials;
- There is a significant community support demonstrated for the event and potential for audience reach.

D. SENIORS' CLUBS

The goal is to provide annual funding support to seniors' clubs that deliver social, cultural, physical, recreational and educational activities to senior residents in the City of Markham. These activities reduce isolation and promote social interaction; promote physical and mental well-being; support the participation of seniors in their communities and recognize their contributions and strengthen friendships and community connections.

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Eligibility:

- Clubs must be not-for-profit organizations that are open to senior residents of Markham and have a 75% residency rate.
- Clubs must have a mandate to deliver programs and services that benefit seniors in Markham.

Eligible activities include the planning, organization, implementation and evaluation of annual events and programs, such as: wellness and active living; bingo; volunteer recognition; celebration of seniors and holiday concerts.