



Celebrate Markham Grant Program

2021-2022 Funding Cycle Status Update & Alternative Program Options & Implications

**Presentation to General Committee
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Recommendations

Status Quo	Recommendations	Funding Implications
<p>4 Funding Categories (and caps per applicant):</p> <ul style="list-style-type: none">Cultural Events & Programs (up to \$5k)Major Community Festivals (up to \$10k – minimum 10,000 attendees and over multiple days)Seniors Clubs (up to \$3k)Sports Events (up to \$10k or \$20k)	<ul style="list-style-type: none">2021-22 Funding Cycle – require applicants in the Major Community Festivals category to switch to virtual (or submit a smaller scale in-person) which would effectively reduce the funding cap per applicant for the Major Community Festivals category from \$10k down to \$5k	<ul style="list-style-type: none">2021-22 Funding Cycle – for the Major Community Festivals category, the funding cap per applicant would be reduced from \$10k down to \$5k<ul style="list-style-type: none">For all other categories maintain funding caps per applicant, per category as per status quo
<p>Total Funding envelope for Community events is \$256k (and caps per category):</p> <ul style="list-style-type: none">Cultural Events & Programs - \$76kMajor Community Festivals - \$100kSeniors Clubs - \$40kSports Events - \$40k <p>And for other categories:</p> <ul style="list-style-type: none">City-led Events - \$84kMarkham Arts Council - \$30k	<ul style="list-style-type: none">2021-22 Funding Cycle – maintain funding caps per category as per status quo2022-23 Funding Cycle – THAT any unused community events funding envelope (up to \$256k) from 2021-22 Funding Cycle be carried forward in order to expand the total 2022-23 community events funding envelope, allowing for increased flexibility in providing support to a broader set of applicantsMaintain funding envelopes for both City-led events and the Markham Arts Council as per status quo	<ul style="list-style-type: none">2021-22 Funding Cycle unused community events funding envelope (up to \$256k) would be carried forward into the subsequent cycle2022-23 Funding Cycle overall community events funding envelope would be expanded by an amount equal to the 2021-22 unused community events funding envelope and distributed proportionately to each funding category



Purpose

- To seek Council direction on proposed changes to Celebrate Markham's intake, approval and pre-allocation/funding processes for the 2021-22 Funding Cycle
- Certain event/program organizers have contacted the City for information about the City's position with respect to Celebrate Markham, specifically regarding:
 - Direction on allowable in-person gatherings
 - Considerations for switch to virtual format
 - Considerations for postponement to the following year
- Internal staff departments that support certain event organizers in the execution of their events have identified the need to take a consistent and aligned approach to funding pre-allocations/commitments made under the Celebrate Markham grant program, with the limitations imposed by anticipated public health restrictions and reduced staff capacity to actually support execution of these event proposals



Update on Celebrate Markham Program

Background

- For last year's 2020-21 funding cycle, Council approved funding recommendations to 53 Celebrate Markham applicants, totaling \$184,500 out of \$256,000 available, as well as \$30,000 to Markham Arts Council
- Council approved certain special provisions allowing for:
 - Events unexpectedly forced to cancel: consideration of financial relief of up to 50% of approved grant amount
 - Events that switch to virtual have the opportunity to be considered but that the allocation be limited to up to 25% of the revised budget
 - Events may postpone to the following year without having to fill out a new application form



Update on Celebrate Markham Program

Background

- During last year's 2020-21 funding cycle, out of the 53 applicant funding recommendations approved:
 - 18 grants released so far
 - 4 fully virtual
 - 14 mix of virtual and in-person
 - 12 decided to postpone to the following year (2021-22)
 - 5 cancelled
 - 18 pending decisions
- For the upcoming 2021-22 funding cycle, 64 applications are under consideration (including 12 postponements and 18 pending decisions from last year's 2020-21 funding cycle)
 - 44 proposing in-person activity (tentatively)
 - 14 proposing in-person but built-in plan to switch to virtual
 - 4 mix of virtual and in-person
 - 2 fully virtual



Recommendations For 2021-22 Funding Cycle

Status Quo	Recommendations	Funding Implications
<ul style="list-style-type: none">City-led Events (\$84k) typically include:<ul style="list-style-type: none">Senior's Hall of FameCanada Day CelebrationsDoors Open MarkhamMarkham Milliken Children's FestivalEarth HourMarkham Santa Claus ParadeBlack History Month celebrations	<ul style="list-style-type: none">As per Corporate Communications and Community Engagement, any in-person activation of these events is temporarily suspended until further notice. Virtual events may be pursued.	<ul style="list-style-type: none">Unused funding from City-led events in the 2021-22 Funding Cycle will not be carried forward into next year's funding cycle
<ul style="list-style-type: none">Markham Arts Council is separately considered and allocated funding of \$30,000 annually	<ul style="list-style-type: none">Maintain allocation as per status quo	<ul style="list-style-type: none">No change
<ul style="list-style-type: none">Sports Events typically involve two groups of in-person participants:<ul style="list-style-type: none">a) Athletes/coaches/judges/referees/organizersb) Spectators	<ul style="list-style-type: none">In compliance with Public Health restrictions and Return-to-Play guidelines from relevant PSO/NSO, allow in-person participation from group (a) BUT not for group (b) – only virtual/livestream options will be considered for spectators	<ul style="list-style-type: none">n/a



Recommendations For 2021-22 Funding Cycle

Status Quo	Recommendations	Funding Implications
<ul style="list-style-type: none">• Special provisions were introduced in 2020-21 Funding Cycle for:<ul style="list-style-type: none">○ Cancellations (relief of up to 50% of grant allocation);○ Postponements (no need to reapply the following year); and,○ Alterations/switch to virtual (approve up to 25% of revised budgeted costs)	<ul style="list-style-type: none">• Maintain special provisions for Cancellations and Postponements<ul style="list-style-type: none">○ BUT for organizers who opt to alter plans and switch to a virtual format – allow support for up to 50% of budgeted costs instead of 25% as currently stated as per status quo (note: a limit does not and would not apply to Seniors Clubs applicants who switch to virtual)• Event and program organizers have expressed concern that private/corporate sponsorships and donations are scarcer than ever – a switch to a virtual format further exacerbates that scarcity, with sponsors less willing to participate; as well as this provision further limiting the amount that Celebrate Markham is able to support (down to 25%); forcing the organization to have to cover a greater proportion of the overall costs• Increasing the Celebrate Markham allowable funding support from 25% to 50% provides additional assistance to offset these revenue shortfalls• Such a change would help encourage organizers to at least pursue some continuing level of community engagement through virtual alternative programming thereby contributing to enhancing social cohesion, mental health and resilience in the community.	<ul style="list-style-type: none">• Funding caps and envelope are not affected, only the amount made available for a virtual program would be expanded (from 25% to up to 50%)



Recommendations For 2021-22 Funding Cycle

Example A: Impact on a Major Community Festival Applicant

- ABC Festival Group originally applied, hoping to qualify for the full \$10k available in the category, for an event they intended to spend \$50,000 on. They now decide to switch to virtual with a revised budget of \$10k.
- The switch to virtual already reduces the funding cap down to \$5k for Major Festival applicants, exacerbating lost sponsorships
- In addition at a 25% cap (on a \$10k revised budget), they would only qualify for up to \$2,500, rather than the full \$5k available.
- By making up to 50% available to the organization, their revised total budget need only be \$10,000 to qualify for the full \$5k available in this category; assuming of course, that the merits of the revised proposal meet the conditions necessary to recommend the full \$5k.

Example B: Impact on a Smaller scale Cultural Programs Applicant

- XYZ Cultural Group originally applied, hoping to qualify for the full \$5k available in the category, for an event they intended to spend \$10,000 on. They now decide to switch to virtual with a revised budget of \$6k.
- The switch to virtual already exacerbates lost sponsorships
- In addition at a 25% cap (on an \$6k revised budget), they would only qualify for up to \$1,500, rather than the full \$5k available.
- By making up to 50% available to the organization, even on their revised budget of \$6k, they can at least qualify to receive \$3k instead of \$1,500; assuming of course, that the merits of the revised proposal meet the conditions necessary to recommend the \$3k amount.



Recommendations For 2021-22 Funding Cycle

Status Quo	Recommendations	Funding Implications
<ul style="list-style-type: none">Events and Programs that require special events permits can typically apply and have funding pre-allocated to their proposal even if they have not actually secured confirmation of the location (note: funding would not be released until proof of venue permission is provided)	<ul style="list-style-type: none">Event proposals planned to occur in-person at locations such as:<ul style="list-style-type: none">Use of Civic Centre (indoor and/or outdoor);Require road closures;Occur in public parks; or,Any other outdoor private property but that requires municipal approval (e.g., noise exemption, building permit, traffic management);Would only be given consideration towards a virtual event only (i.e., no pre-allocation will be considered for in-person proposals planned to occur at these locations)	<ul style="list-style-type: none">Such virtual events would be subject to the above consideration of allowing for up to 50% of budgeted costs.
<ul style="list-style-type: none">Indoor and Outdoor gatherings have no limits (other than as per physical capacity of space)	<ul style="list-style-type: none">Regardless of category, any in-person proposal shall be limited to less than 50 for indoors, and less than 100 outdoors (or for unstaffed venues – indoor not permitted and for outdoors less than 25 permitted).	<ul style="list-style-type: none">n/aBased on advice received from special events experts, during 2021, Ontario will likely continue to remain in the Provincial FrameworkThe suggested limits represent the best-case scenario of Markham being in Green-Prevent under the Provincial framework



Recommendations For 2021-22 Funding Cycle

Status Quo	Recommendations	Funding Implications
<ul style="list-style-type: none">• Proof/approval of venue and insurance is required from all event organizers as a condition before funds will be released	<ul style="list-style-type: none">• Maintain requirement as per status quo• Add additional requirement that organizers must sign addendum/attestation acknowledging that organizers take full responsibility for ensuring adherence to Public Health restrictions and suggest a checklist of requirements (e.g., safety plan, contact tracing plan, etc.)	<ul style="list-style-type: none">• n/a• But time/capacity required for Legal Dept. to draft addendum/attestation
<ul style="list-style-type: none">• Release of grant funds can occur up to 60 days prior to the scheduled event	<ul style="list-style-type: none">• Shorten release to up to 30 days prior to increase certainty of event proceeding as expected	<ul style="list-style-type: none">• n/a



Next Steps

- Upon Council approval of these recommendations, communicate updates to applicants
- Allow 4 weeks for applicants who had originally proposed in-person activity to re-consider their position and either postpone for the year, or alter their plans to switch to virtual.
- Subsequently allow 6 more weeks to draft, review and present a final recommendation report to Council by June 2021.