



Report to: Development Services Committee

Meeting Date: March 21, 2023

SUBJECT: Celebrate Markham Grant Program 2023-2024 – April 1, 2023 – March 31, 2024 – Funding Approvals and Annual Program Review

PREPARED BY: Chris Rickett, Director, Economic Growth, Culture & Entrepreneurship x 6590

RECOMMENDATION:

1. THAT the report titled, “Celebrate Markham Grant Program 2023-2024 – April 1, 2023 – March 31, 2024 – Funding Approvals and Annual Program Review” be received;
2. THAT Council approve the recommendations of the Interdepartmental Staff Review Committee in Attachment 2, which includes 57 Celebrate Markham applicants for community led events and programs, totaling \$256,000 conditional on applicants adhering the Celebrate Markham Guidelines;
3. THAT Council approve \$50,000 in additional funding support for Major Community Festivals that meet the criteria set out in this report;
4. THAT Council approve \$84,000 for City led events and programs;
5. THAT Council approve \$30,000 for the Markham Arts Council annual programs and activities conditional on receiving and approving 2022/2023 audited financial statements;
6. THAT the unallocated Celebrate Markham Community Grant Program funding of \$84,275 be carried forward to the 2024-25 Celebrate Markham funding stream; and,
7. THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To recommend Celebrate Markham Grant awards for events and programs to be held between April 1, 2023 and March 31, 2024. Grant recommendations are included in *Attachment 1 – Celebrate Markham 2023-2024 Annual Funding Recommendations*.

BACKGROUND:

On October 13, 2015, Council adopted a revised Celebrate Markham Grant Program following a comprehensive program review, which included stakeholder consultations. Council approved that the Celebrate Markham Grant funding envelope be set at \$370,000 which is allocated into two funding streams – one for community events and a second for City-led events.

From a community event and program perspective, Table 1 provides an overview of the available funding envelope and maximum amount per application.

Table 1 – Community-Led Programs and Events Funding

	<i>Program</i>	<i>Annual Funding Envelope</i>	<i>Maximum Amount Per Application</i>
Community-Led Events and Programs	Cultural Events and Programs	\$76,000	\$5,000
	Major Community Festivals	\$100,000	\$10,000
	Sports Events	\$40,000	\$10,000 (\$20,000 for International or World level sports events)
	Seniors' Clubs	\$40,000	\$3,000
	Total Community Led Events	\$256,000	

In addition to these funding amounts, Table 2 highlights the funding allocated towards City-led events and the Markham Arts Council.

Table 2 – City-Led Events and Markham Arts Council Funding

	<i>Program</i>	<i>Annual Funding Envelope</i>
City-Led Events	Senior's Hall of Fame	\$84,000
	Canada Day Celebrations	
	Doors Open Markham	
	Markham Milliken Children's Festival	
	Earth Hour	
	Markham Santa Claus Parade	
	Black History Month Celebrations	
	Total City Led Events	\$84,000

Arts Council	Markham Arts Council	\$30,000
	Total Arts Council	\$30,000

Overall the funding envelope for all Celebrate Markham categories is \$370,000 annually.

Celebrate Markham Program Guidelines

As stipulated in the Grant Program Guidelines, grant recipients must complete and submit a Project Outcome/Financial Report which includes reporting on community partnerships, participation and attendee statistics, outcomes, community impact, learning and program feedback, as well as detailed reporting on actual expenses versus projected budget and associated variance explanations within 90 days of the event completion. In addition, certain financial reporting information is required depending on the amount of the grant request and is detailed in Table 3.

Table 3 – Reporting Requirements

Revised minimum reporting requirements		
Grant Threshold	Minimum Reporting Requirement	
1. \$5,000 or less	Income statement and balance sheet prepared by the organization and signed by the Board.	
2. \$5,001 - \$10,000	Compilation Engagement prepared by a Licensed Public Accountant outside the organization. One document that contains financial statements for the 2 separate fiscal years (the most recent fiscal year and the previous year).	
3. \$10,001 & over	Audit Engagement prepared by a Licensed Public Accountant outside the organization. One document that contains financial statements for the 2 separate fiscal years (the most recent fiscal year and the previous year).	

In cases where an organization has not yet fully complied with the Project Outcome/Financial Reporting requirements specified above, staff recommend that those organizations receive funding from this funding cycle subject to receiving and approving of the reporting requirements outlined above.

A Staff Review Committee was formed to evaluate applications on these key areas:

1. Organizational Readiness
2. Project Merit
3. Community Impact
4. Partners and Inclusivity
5. Waste Planning (Zero Waste Event)
6. Work Plan
7. Project Budget

The Interdepartmental Staff Review Committee includes representation from the following City departments:

- Economic Growth, Culture and Entrepreneurship (3 Coordinators and a Supervisor);
- Financial Services (Financial Planning);
- Recreation (Director, Senior Manager, Manager and Coordinator of Sport Development);
- Human Resources (Diversity).

The criteria used to review funding applications can be found in *Attachment 2 - Celebrate Markham Program Criteria*.

OPTIONS/ DISCUSSION:

Application Review

For the 2023-24 funding cycle, the City received 57 applications requesting a total of \$333,150 in funding. A summary of community-led events and programs and their funding allocations can be found in Table 4.

Table 4 – Community-Led Programs and Events Funding Allocations

Community Led Events and Programs					
Grant Category	# of Applications Received	Total Funding Requested	# of Applications Approved	Total Funding Recommended	Funds Remaining
Cultural Events & Programs	26	\$129,100	26	\$76,000	\$0
Major Community Festivals	10	\$100,000	10	\$100,000	\$0
Seniors' Clubs	14	\$41,750	14	\$40,000	\$0
Sport Events	7	\$62,300	7	\$40,000	\$0
Total	57	\$333,150	57	\$256,000	\$0

As can be seen in Table 4, all applications received have been approved; however, given the amount of funding available, some applicants will receive less than their requests based on the scoring undertaken by the Interdepartmental Staff Review Committee.

The recommended approvals of the Interdepartmental Staff Review Committee recommendations can be found in *Attachment 1 – Celebrate Markham 2023-2024 Annual Funding Recommendations*.

Additional Funding Support

Given the financial challenges identified by large community festivals in the city, City staff are recommending providing additional funding support to those that have significant attendance and are destination events that draw visitors to Markham. This additional funding would apply to any Celebrate Markham approved Major Community Festival that meets the following criteria:

- Attracts an audience of a minimum of 15,000 attendees;
- Attracts at least 10% of its audience from outside of Markham; and,
- Not be its inaugural event/festival.

Based on the analysis completed by staff, five festivals will qualify for this additional funding. For each of these festivals, additional funding of \$20,000 each would be provided for a total of \$100,000 overall. This would be funded through the following sources:

- Celebrate Markham Carryforward – \$50,000 of this funding would come from the 2022 Celebrate Markham Carryforward. In 2022, Council approved \$134,275 of unallocated Celebrate Markham funding from the pandemic to be carried forward to support events in 2023. Expending \$50,000 of these funds in 2023 would leave \$84,275 remaining and City staff recommend carrying forward this funding to support festivals in 2024.
- Destination Markham Partnership Funding Program – the remaining \$50,000 in funding would come from Destination Markham’s Partnership Funding Program that is focused on helping local attractions market their activities to audiences outside of Markham.

Qualifying festivals will need to report on their use of this funding as part of their final reports and the funding will need to specifically targeted to the following costs:

- Celebrate Markham Additional Funding – qualifying festivals will need to direct the additional \$10,000 in funding towards road closure and security costs.
- Destination Markham Partnership Funding – qualifying festivals will need to direct the additional \$10,000 in funding towards marketing outside of Markham to draw visitors to the community.

Next Steps

Upon approval of the staff report and funding allocations, staff will follow-up with applicants to inform them of the decisions related to their applications. The next round of applications for 2024-2025 will open as follows:

- Q3:
 - Sport Events
- Q4:
 - Culture Events Programs
 - Major Community Events
 - Seniors’ Clubs

Staff will continue to evaluate and implement continuous improvement processes to the grant program.

FINANCIAL CONSIDERATIONS

A total available funding envelope of \$370,000 is allocated for Celebrate Markham activities delivered between April 1, 2023 and March 31, 2024.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

ALIGNMENT WITH STRATEGIC PRIORITIES:

This initiative aligns with the strategic focus for community engagement to promote meaningful involvement and participation of residents, businesses and organizations that result in improved citizen engagement.

BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services, Economic Growth, Culture and Entrepreneurship, Recreation, Human Resources Departments and Destination Markham Corporation.

RECOMMENDED BY:

Chris Rickett
Director, Economic Growth,
Culture & Entrepreneurship

Arvin Prasad
Commissioner,
Development Services

ATTACHMENTS:

- Attachment 1 – Celebrate Markham 2023-2024 Annual Funding Recommendations
- Attachment 2 – Celebrate Markham Program Guidelines