



Report to: Development Services Committee

Meeting Date: April 30, 2018

SUBJECT: Celebrate Markham Grant Program – April 1, 2018 - March 31, 2019 (2018-19) - Funding Approvals and Annual Program Review

PREPARED BY: Don De Los Santos, Manager, Markham Small Business Centre, ext. 3663

RECOMMENDATION:

- 1) THAT the report titled, “Celebrate Markham Grant Program – April 1, 2018 - March 31, 2019 (2018-19) - Funding Approvals and Annual Program Review” be received; and,
- 2) THAT Council approve the recommendations of the Interdepartmental Staff Review Committee to fund 56 Celebrate Markham applicants, totaling \$256,000, as identified in Attachments 1, 2, 3 and 4; and,
- 3) THAT the following Celebrate Markham grants, totaling \$85,000 (maximum \$5,000 per applicant), be approved for the **Cultural Events and Programs Category** (as per Attachment 1):
 - i) Markham Federation of Filipino Canadians receive \$3,500 for their Philippine Independence Day Celebration;
 - ii) Markham Concert Band receive \$4,000 for their Unionville Concert Sunday Series;
 - iii) Canada One Family Network receive \$4,500 for the Age of Literati - The Great Wall (art display and performance) conditional on providing proof of confirmed/approved venue for the program;
 - iv) Sing Fai Sports Club receive \$2,500 for their All Community Games Opening Ceremony;
 - v) Unionville Village Conservancy receive \$5,000 for the Stiver Mill Farmers’ Market;
 - vi) High Notes Avante receive \$2,000 for their High notes Avante SOCIALs event series;
 - vii) Unionville Theatre Company receive \$4,500 for their 2019 Show (Pending Title) conditional on receiving and approving the Project Outcome/Financial Report for their 2018 Live Theatre Production at the Flato Markham Theatre;

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- viii) Women Offering Wisdom York Region receive \$1,000 for their Chai Chats mentorship program;
 - ix) WushuOntario receive \$4,500 for their 2018 Canadian National Martial Arts Festival and Team Selections conditional on receiving and approving the Project Outcome/Financial Report for their 2017 International Martial Arts Festival and National Wushu Team Selections;
 - x) Youth and Parents Association of Markham receive \$2,000 for their Limitless – Contest Series and Festival;
 - xi) New Step for You – Arts, Entertainment and Recreation receive \$3,000 for their Lantern of Hope community art project;
 - xii) Vedic Cultural Centre Arya Samaj receive \$3,500 for their South Asian Heritage Month Celebration conditional on receiving and approving the Project Outcome/Financial Report for their 2017 South Asian Heritage Month Celebration;
 - xiii) Markham Skating Club receive \$3,000 for their Ice Show – Night in the Museum;
 - xiv) Social Services Network of York Region receive \$3,000 for their Markham Seniors Fair conditional on receiving and approving the Project Outcome/Financial Report for their 2017 cultural performance/activity;
 - xv) Support Enhance Access Services Centre receive \$2,000 for their Markham Moon Festival Celebration;
 - xvi) Indian-Canadian Organization receive \$2,000 for their annual community and cultural celebrations conditional on providing proof of confirmed/approved venue for the program and conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Cultural celebrations;
 - xvii) MonstrARTity Creative Community receive \$2,000 for their Arts for Youth in-class educational program;
 - xviii) Cherish Integrated Services receive \$4,000 for their One and Only Artfest 2018;
 - xix) Markham Tamil Organization receive \$1,500 for their Tamil heritage Month program;
 - xx) Chinese Cultural Centre of Unionville receive \$1,500 for their Annual Community and Cultural Celebrations;

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- xxi) Markham Fair (Markham and East York Agricultural Society) receive \$5,000 for their Harvest Moon festival;
 - xxii) Ontario Band Association receive \$4,500 for their OBA Concert Band Festival (2019 event) conditional on receiving and approving the Project Outcome/Financial Report for their 2018 OBA Concert Band Festival;
 - xxiii) Markham Village B.I.A. receive \$5,000 for the Festival of Lights;
 - xxiv) Centre for Tamil Heritage and Culture receive \$4,500 for their Markham Thai Pongal - Tamil Vizha and Thriu Vizha (2019 event) conditional on receiving and approving the Project Outcome/Financial Report for their 2017 and 2018 Thai Pongal events;
 - xxv) Kickboxing Ontario receive \$5,000 for their East/West II Battle Series Championship;
 - xxvi) Team Meibukan receive \$2,000 for their Markham City Open event conditional on providing proof of confirmed/approved venue for the program; and,
- 4) THAT the following Celebrate Markham grants, totaling up to \$95,000 (maximum \$10,000 per applicant), be approved for the **Major Community Festivals Category** (as per Attachment 2):
- i) Markham Village Festival Inc. receive \$10,000 for the Markham Village Music Festival;
 - ii) Markham Rotary Club Foundation receive \$10,000 for the Markham Ribfest 2018;
 - iii) Unionville Festival receive \$10,000 for their annual festival/parade conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Unionville Festival (including a 2017 compilation engagement);
 - iv) Markham Jazz Festival receive \$10,000 for the Markham Jazz Festival conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Markham Jazz Festival (including a 2017 compilation engagement);
 - v) Power-Unit Youth Organization receive \$10,000 for Night It Up! conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Night It Up! (including a 2017 compilation engagement);

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- vi) Indo-Canada Arts Council receive \$7,000 for their Diwalicious festival conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Diwali RazzMatazz (including a 2017 compilation engagement) and conditional on providing proof of confirmed/approved venue for activities;
 - vii) Unionville Presents Thursday Nights at the Bandstand receive \$10,000 for their Summer Concert Series conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Summer concert series;
 - viii) Unionville B.I.A. receive \$8,000 for the Unionville Olde Tyme Christmas;
 - ix) The Society for the Preservation of Historic Thornhill receive \$10,000 for the Thornhill Village Wheatsheaf Festival (“Thornhill Festival”) conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Thornhill Village Wheatsheaf festival (including a 2017 compilation engagement);
 - x) Federation of Chinese Canadians in Markham receive \$10,000 for the TD Taste of Asia festival conditional on receiving and approving the Project Outcome/Financial Report for the 2017 TD Taste of Asia festival (including a 2017 compilation engagement) and conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Markham Chinese New Year Festival; and,
- 5) THAT the following Celebrate Markham grants, totaling \$30,000 (maximum \$3,000 per applicant), be approved for the **Seniors Clubs Category** (as per Attachment 3):
- i) Markham Ward 6 Seniors Association receive \$2,000 for their Winter programs and activities conditional on providing proof of confirmed/approved venue for activities and conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Seniors Winter Activities Ward 6;
 - ii) York Region Evergreen Seniors Wellness Association receive \$1,500 for their annual programs and activities conditional on providing proof of confirmed/approved venue for activities;
 - iii) Sri Lankan Ex Tamil Police Officers Club receive \$1,000 for their annual programs and activities conditional on providing proof of confirmed/approved venue for activities;
 - iv) Greensborough Tamil Seniors' Wellness Club receive \$2,000 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017-18 annual programs and activities;

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- v) Boxgrove Senior's Community Wellness Club receive \$2,500 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017-18 annual programs and activities;
 - vi) Middlefield Seniors' Wellness Club receive \$3,000 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Yoga for Seniors program;
 - vii) Fengcai Senior Activity Centre receive \$2,000 for their Winter Weekend Activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017-18 annual programs and activities;
 - viii) Milliken on the Move Older Adults' Club Corp. (MOTM) receive \$3,000 for their Sports Tournament and Volunteer Recognition conditional on receiving and approving the Project Outcome/Financial Report for their 2017 sports tournament, volunteer recognition and program costs;
 - ix) Angus Glen Older Adults Club (AGOAC) receive \$3,000 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017 program costs;
 - x) Seniors Enrichment Centre receive \$2,000 for their Volunteer Recognition;
 - xi) Markham United Senior and Family Association receive \$1,000 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Physical & Emotional Wellness Program;
 - xii) Markham Tamil Seniors Association Canada receive \$2,500 for their Reading Program conditional on receiving and approving the Project Outcome/Financial Report for their 2017-18 annual programs and activities;
 - xiii) Armadale Older Adult Club receive \$1,500 for their annual programs and activities;
 - xiv) Dorcas Centre receive \$3,000 for their annual community and cultural celebrations conditional on receiving and approving the Project Outcome/Financial Report for their 2017-18 annual programs and activities; and,
- 6) THAT the funding cap per applicant in the Sports Events funding stream be increased for International/World level sports events to potentially receive a grant

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- up to a maximum of \$20,000 per applicant instead of the current maximum of \$10,000 per applicant
- 7) THAT the following Celebrate Markham grants, totaling \$46,000 (previously maximum \$10,000 per applicant but as per recommendation No. 6 above, up to \$20,000 for International/World level sports events), be approved for the **Sports Events Category** (as per Attachment 4):
- i) Unionville Tennis Club receive \$5,000 for the 2018 Ontario Tennis Association U18 Outdoor Provincial Championship;
 - ii) Badminton Ontario receive \$18,000 for the 2018 World Junior Championships conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Pan American Junior Championships (including a 2017 compilation engagement);
 - iii) Markham Regional Ringette Association receive \$3,000 for the Southern Regional Ringette Championships;
 - iv) Squash Ontario receive \$5,000 for the Ontario Open – Provincial Championship;
 - v) Muaythai Canada receive \$7,500 for the National Championship 2018;
 - vi) Water Polo Canada receive \$7,500 for the 2019 Senior National Championship; and,
- 8) THAT subject to approval by Council, recommended applications be posted on the Celebrate Markham website for applicants' and the public's information, along with Council's resolution; and,
- 9) THAT Markham Arts Council receive a net amount of \$23,400 (Celebrate Markham Grant of \$30,000 less 2018 loan repayment of \$6,600 for a remaining balance owing of \$26,400 as of December 31, 2018) for their annual programs and activities conditional on receiving and approving 2017 audited financial statements; and,
- 10) THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

EXECUTIVE SUMMARY:

This Staff report contains recommendations for the 2018-19 funding cycle of the Celebrate Markham Grant program, for events that take place from April 1, 2018 to March 31, 2019 (application deadline was January 18, 2018, 4:00 pm).

For this 2018-19 funding cycle of the Celebrate Markham Grant program, it is recommended that 56 applicants out of 57 received, be approved, totaling \$256,000 in grants, out of the \$256,000 total available funding envelope for community grant applications.

This report also contains recommendations regarding the Markham Arts Council's request for a grant of \$30,000 for the 2018 program year.

PURPOSE:

To recommend Celebrate Markham Grant awards for events to be held between April 1, 2018 and March 31, 2019. Grant recommendations are identified in Attachments 1, 2, 3 and 4.

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 to the following funding streams along with funding caps per applicant:

- a. Cultural Events & Programs = \$76,000 (maximum \$5,000 per applicant)
- b. Major Community Festivals = \$100,000 (maximum \$10,000 per applicant)
- c. Sports Events = \$40,000 (maximum \$10,000 per applicant)
- d. Seniors' Clubs = \$40,000 (maximum \$3,000 per applicant)
- e. City led events = \$84,000
- f. Markham Arts Council = \$30,000

Combined, categories a, b, c and d above represent a total available funding envelope of \$256,000 allocated for Celebrate Markham community grant applications.

Subsequently, on April 5, 2016, Council considered the report "Markham Arts Council Celebrate Markham Grant Allocation" and approved a \$23,400 grant to the Markham Arts Council (grant of \$30,000 less 2016 loan repayment of \$6,600) subject to providing an Audit Engagement of their financial statements. Council further approved the recommendation that "in future years, should MAC receive a Celebrate Markham Grant, the loan repayment of \$6,600 will be deducted from the grant amount" and that "as a part of their annual Celebrate Markham funding request, Markham Arts Council provide an annual report to Council including a ... financial audit ... annual business plan, marketing plan and key projects and initiatives demonstrating clear alignment and connections with City of Markham's strategic initiatives, including the City's Culture Plan".

As stipulated in the Grant Program Guidelines, grant recipients must within 60 days of stated completion date of their Project, 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 vs. projected budget and associated variance explanations. In addition, certain financial reporting information is required (detailed below in Table A).

TABLE A

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 2018-19 funding Cycle conditional subject to receiving and approving of the reporting requirements outlined above.

A call for grant applications was opened on November 29, 2017 for consideration of any programs and events happening between April 1, 2018 and March 31, 2019 ("2018-19"). The deadline to submit was January 18, 2018, 4:00 pm.

A total of 57 applications were received for this funding cycle (2018-19). Based upon evaluation by the Interdepartmental Staff Review Committee, using Council-approved eligibility requirements and program criteria, 56 applications are being recommended for funding (see Attachment 6, Celebrate Markham Program Criteria). Key elements of the review include:

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

The Interdepartmental Staff Review Committee includes representation from the following City departments: Economic Growth, Culture & Entrepreneurship (Director and Manager); Financial Services (Financial Planning); Recreation (Director, Senior Manager and Manager Sport Development); Human Resources (Diversity); and, Corporate Communications & Community Engagement (Events).

Staff have exercised flexibility, where warranted in the review and processing of applications in this transitional stage to the annual grant program.

OPTIONS/ DISCUSSION:

Application Review

Table B provides an overview summary of all Celebrate Markham applications within the \$256,000 total available funding envelope for community grant applications for this funding cycle, as well as Staff's recommendation to fund 56 Celebrate Markham applicants, totaling up to \$256,000 out of the \$256,000 available funding envelope, depending on Council direction regarding the Thornhill Festival:

TABLE B

Summary Table for Celebrate Markham Community Grant Applications vs. Allocation Limits (2018-19 Funding Cycle)						
Grant Category	Total # of Applications Received (New Applicants)	Total Funding Requested	Total Funding Envelope (A)	Total # of Applications Recommended (New Applicants)	Total Funding Recommended (B)	Remaining Budget Available Fav./(Unfav.) C = A - B
Cultural Events & Programs	27 (12)	\$139,060	\$76,000	26 (11)	\$85,000	-(\$9,000)
Major Community Festivals	10 (0)	\$100,000	\$100,000	10 (0)	\$95,000	\$5,000
Seniors' Clubs	14 (4)	\$42,200	\$40,000	14 (4)	\$30,000	\$10,000
Sports Events	6 (4)	\$49,926	\$40,000	6 (4)	\$46,000	-(\$6,000)
TOTAL	57 (20)	\$331,186	\$256,000	56 (19)	\$256,000	\$0

Application summaries are provided in Attachments 1 to 4, along with the Interdepartmental Staff Review Committee's recommendations. Attachment 5 contains detailed tables showing the amounts requested and recommended for each funding category and the recommended recipients as well as outlining re-allocations between funding streams. Note: on October 13 and 14, 2015, Council approved that "in any given funding cycle, any unallocated funds within a funding stream be re-allocated to remaining streams with qualified applications and should there be no additional qualified applications in other funding streams, the surplus funds be returned to source."

As the Celebrate Markham Grant program gains broader awareness among community groups throughout Markham, it is anticipated that the grant program will receive far more applications for funding than is available in the grant program's funding envelope. That could mean reduced funding across the board to each qualifying organization; and/or, weaker applications (that might otherwise be eligible) not being recommended for funding whatsoever.

Currently for 2018-19, the grant program is oversubscribed. There was more demand for funding than the Celebrate Markham Grant program had available. Applicants have requested \$75,186 more funding for their events and programs than the grant program has available within its current allocation limits. Attachment 5 summarizes the categories that are over/under subscribed and the relevant amounts.

City-led Events

Out of the total \$370,000 funding envelope for Celebrate Markham, \$84,000 is reserved for City-led events, including:

- a. Senior's hall of Fame
- b. Canada Day Celebrations
- c. Doors Open Markham
- d. Markham Milliken Children's Festival
- e. Earth Hour
- f. Markham Santa Claus Parade
- g. Black History Month celebrations

Markham Arts Council (MAC) application for funding for 2018

Based on a review of the unaudited information provided by MAC for the 2018 budget and 2017 actuals, Staff concluded that the budget presented is reasonable and supports the sustainable operation of MAC. Staff will continue to monitor MAC's financial performance ongoing to ensure that any deficits from year-to-year do not accumulate to the point where the accumulated surplus that MAC has built over the years begins to be compromised materially.

The information submitted by MAC includes an annual business plan, marketing plan and key projects and initiatives demonstrating clear alignment and connections with the City of Markham's strategic initiatives, including the City's Culture Plan. Based on the information, as submitted by MAC, Staff are satisfied that the information provided meets the requirements set out by Council on April 5, 2016, regarding funding for MAC.

Staff recommend that Markham Arts Council receive a net amount of \$23,400 (Celebrate Markham Grant of \$30,000 less 2018 loan repayment of \$6,600 for a remaining balance owing of \$26,400 as of December 31, 2018) for their annual programs and activities conditional on receiving and approving 2017 audited financial statements.

Sports Events Funding Cap per applicant

Staff recommend that the funding cap per applicant in the Sports Events funding stream be increased for International/World level sports events to potentially receive a grant up to a maximum of \$20,000 per applicant instead of the current maximum of \$10,000 per applicant.

International/World level sport events have the ability to increase the City of Markham's tourism profile on the world stage and contribute to considerable economic impact to our

community. Sport tourism continues to be the fastest growing segment of the tourism industry with \$6.5B in annual spending by domestic and international visitors to Canada. Hosting sport events increases tourism, economic, cultural, community and sport development opportunities by attracting and welcoming visitors to the City of Markham.

Typical budgets for World/International level events range between \$500,000 to over a \$1,000,000. The current Celebrate Markham maximum amount of \$10,000 represents a very small portion (1% to 2% only) of the overall event budget. Increasing the funding cap per applicant in the Sports Events funding stream for International/World level sports events to potentially receive a grant up to a maximum of \$20,000 per applicant continues to represent a very small portion (2% to 4%) of the overall event budget.

Post-2015 Pan Am/Para Pan Am Games, the Markham Pan Am Centre has enthusiastically built a reputation for being a world-class sports training and sports event destination having hosted 110 events in 2017 alone. The City is currently trending and attracting at least one, International/World level event per year and this target could be met and increased with this type of attractive hosting grant. Furthermore, attracting 1-2 World level events per year fits within our overall Sport Tourism targets.

Conclusions

The Interdepartmental Staff Review Committee has reviewed all applications, in detail, by fund category, on the basis of the program criteria, as approved by Council. During this 2018-19 funding cycle, a total of 56 applications are being recommended for funding out of the 57 applications received, totaling \$256,000 in grants for this funding cycle out of the \$256,000 total available funding envelope for community grant applications.

Restructuring of this grant program was undertaken to help the City achieve its corporate goals – to increase transparency; to maintain financial sustainability; and to increase community access to the Celebrate Markham Grants. As identified at the outset of the review, improving the Celebrate Markham Program is dependent upon Council's role being to confirm the program's goals and objectives, to establish the overall funding envelope and to direct funding requests to the Celebrate Markham Program. Staff's role, meanwhile, is to ensure effective and efficient administration of the Fund, according to the established process and criteria. Success of this program depends upon adhering to the revised process which has been put in place. Going forward, the Staff Review Committee will incorporate the feedback received and continue to work on improvements identified through the pilot project for the 2019/2020 funding cycle. Criteria and application forms will be adjusted and further recommendations presented to Council as part of the year-end report on Celebrate Markham in Q1 2019.

An important part of the program is the monitoring of outcomes and impacts. Based on our review of grant applications from the previous Cycle (Cycle 4), for events and programs that took place between April 1, 2017 and March 31, 2018 and based on the budgeted spending by each organization, we observed that for every \$1 of Celebrate Markham Grant funding approved, \$12.32 was budgeted to be spent directly by the

recipients hosting these events and programs (representing direct spending leverage of about 12:1). As we receive the Project Outcome/Financial Reports from these organizations we will be able to report on what the actual leverage was, based on actual spending reported by the grant recipients.

Based on the budgets submitted by organizations for this current 2018-19 funding cycle, we project that for every \$1 of Celebrate Markham Grant funding approved, \$13.06 will be spent directly by the recipients hosting these events and programs (representing direct spending leverage of about 13:1).

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 2019/2020 will be open on September 15, 2018. The deadline for the next funding cycle is November 16, 2018, 4:00 pm.

Staff will source and implement a grant management software solution to be used effective for the 2019/2020 funding cycle.

Staff will continue to evaluate and implement continuous improvement processes to the grant program. Staff will conduct an applicant/recipient satisfaction survey next year.

FINANCIAL CONSIDERATIONS

A total available funding envelope of \$256,000 was allocated for Celebrate Markham community grant applications delivered between April 1, 2018 and March 31, 2019. The full amount of \$256,000 is recommended for approval in this 2018-19 funding cycle out of the \$256,000 available for Celebrate Markham community grant applications. Table B, earlier, illustrated the recommended fund distribution from the approved available funding envelope of \$256,000 for community grant applications.

It is recommended that Markham Arts Council receive a net amount of \$23,400 (Celebrate Markham Grant of \$30,000 less 2018 loan repayment of \$6,600 for a remaining balance owing of \$26,400 as of December 31, 2018) for their annual programs and activities conditional on receiving and approving 2017 audited financial statements.

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.

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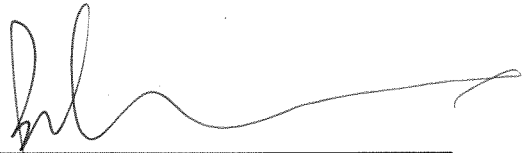
BUSINESS UNITS CONSULTED AND AFFECTED:

Financial Services, Corporate Communications and Community Engagement, Economic Growth, Culture & Entrepreneurship, Recreation and Human Resources Departments

RECOMMENDED BY:



Stephen Chait,
Director,
Economic Growth, Culture &
Entrepreneurship



Brian Lee
Acting Commissioner,
Development Services

ATTACHMENTS:

- Attachment 1 - Celebrate Markham Grant Recommendations - Cultural Events and Programs Category
- Attachment 2 - Celebrate Markham Grant Recommendations - Major Community Festivals Category
- Attachment 3 - Celebrate Markham Grant Recommendations - Seniors' Clubs Category
- Attachment 4 - Celebrate Markham Grant Recommendations - Sports Events Category
- Attachment 5 - Celebrate Markham Grant Allocations and Totals
- Attachment 6 - Celebrate Markham Program Criteria