



Report to: Development Services Committee

Meeting Date: April 10, 2017

SUBJECT: Celebrate Markham Grant Program – April 1, 2017 - March 31, 2018 (Cycle 4) - Funding Approvals and Annual Program Review

PREPARED BY: Don De Los Santos, Coordinator, Celebrate Markham Grant Program, ext. 3663

RECOMMENDATION:

- 1) THAT the report titled, “Celebrate Markham Grant Program – April 1, 2017 - March 31, 2018 (Cycle 4) - Funding Approvals and Annual Program Review” be received; and,
- 2) THAT Council approve the recommendations of the Interdepartmental Staff Review Committee to fund 52 Celebrate Markham applicants, totaling \$249,475, out of the \$256,000 available for Celebrate Markham community grant applications, as identified in Attachments 1, 2, 3 and 4; and,
- 3) THAT the following Celebrate Markham grants, totaling \$85,875 (maximum \$5,000 per applicant), be approved for the **Cultural Events and Programs Category** (as per Attachment 1):
 - i) High Notes Avante receive \$4,500 for their Gala for Mental Health event;
 - ii) Indian-Canadian Organization receive \$2,000 for their Holi Celebration, Family Picnic, and Diwali Celebration;
 - iii) Vedic Cultural Centre Arya Samaj receive \$3,500 for their South Asian Heritage Month Celebration;
 - iv) Unionville Village Conservancy receive \$5,000 for the Stiver Mill Farmers’ Market;
 - v) Unionville Presents Thursday Nights at the Bandstand receive \$5,000 for their Summer Concert Series;
 - vi) Seniors’ Extravaganza receive \$2,875 for their annual event at the Markham Theatre;
 - vii) Markham Federation of Filipino Canadians in Markham receive \$3,500 for their Philippine Independence Day Celebration;
 - viii) Ontario Band Association receive \$4,500 for their OBA Concert Band Festival (2018 event);

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- ix) Markham Concert Band receive \$4,000 for their Unionville Concert Sunday Series;
 - x) Unionville Theatre Company receive \$4,500 for their 2018 Show (Pending Title) conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Live Theatre Production at the Flato Markham Theatre;
 - xi) Cherish Integrated Services receive \$4,000 for their One and Only Artfest 2017;
 - xii) Sing Fai Sports Club receive \$2,000 for their All Community Games Opening Ceremony;
 - xiii) Canada One Family Network receive \$4,500 for the Age of Literati - The Great Wall (art display and performance) conditional on receiving and approving the Project Outcome/Financial Report for their 2016 Canada One Seniors program;
 - xiv) Social Services Network of York Region receive \$4,000 for their Parade and Art Exhibition conditional on providing proof of confirmed/approved venue for the program;
 - xv) Markham Symphony Orchestra receive \$4,000 for their Orchestra Concert at the Flato Markham Theatre conditional on providing proof of confirmed/approved venue for the program;
 - xvi) Centre for Tamil Heritage and Culture receive \$4,500 for their Markham Thai Pongal - Tamil Vizha and Thriu Vizha (2018 event) conditional on receiving and approving the Project Outcome/Financial Report for their 2016 and 2017 Thai Pongal Vizha;
 - xvii) Markham African Caribbean Canada Organization receive \$4,500 for their Black History Month (2018 event) conditional on receiving and approving the Project Outcome/Financial Report for their 2017 Black History month event and securing the Markham Theatre for the event venue;
 - xviii) WushuOntario receive \$4,500 for their 2017 2nd International Martial Arts Festival and National Wushu Team Selections;
 - xix) Rugby Ontario receive \$4,500 for their Rugby Ontario Minor Festival;
 - xx) Canada China Association for Economy, Culture, Education, and Technology Exchanges receive \$5,000 for their 2017 Panda Cup International Table Tennis Tournament;

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- xxi) Kindred Spirits Orchestra (KSO) receive \$5,000 for their annual concert series and programs conditional on receiving and approving year-ended December 31, 2016 actual financial statements, as approved by the KSO Board; and,
- 4) THAT the following Celebrate Markham grants, totaling \$89,000 (maximum \$10,000 per applicant), be approved for the **Major Community Festivals Category** (as per Attachment 2):
- i) Markham Village Festival Corp. receive \$10,000 for the Markham Village Music Festival conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Markham Village Music Festival (including a 2016 compilation engagement);
 - ii) Markham Rotary Club Foundation receive \$5,000 for the Markham Ribfest 2017;
 - iii) Unionville Festival receive \$10,000 for their annual festival/parade conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Unionville Festival (including a 2016 compilation engagement);
 - iv) Markham Fair (Markham and East York Agricultural Society) receive \$7,000 for their Harvest Moon festival conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Harvest Moon festival;
 - v) The Giving Tree Unionville receive \$2,000 for their BEFIT Unionville festival and Kairos Blanket Exercise;
 - vi) Markham Jazz Festival receive \$10,000 for the Markham Jazz Festival conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Markham Jazz Festival (including a 2016 compilation engagement);
 - vii) Indo-Canada Arts Council receive \$10,000 for Diwali RazzMatazz conditional on providing proof of confirmed/approved venue for activities;
 - viii) Power-Unit Youth Organization receive \$10,000 for Night It Up! conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Night It Up! (including a 2016 compilation engagement);
 - ix) 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 2016 TD Taste of Asia festival (including a 2016 compilation engagement);

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- x) The Society for the Preservation of Historic Thornhill receive \$7,000 for the Thornhill Village Wheatsheaf Festival conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Thornhill Village Wheatsheaf festival (including a 2016 compilation engagement);
 - xi) Unionville B.I.A. receive \$8,000 for the Unionville Olde Tyme Christmas conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Unionville Olde Tyme Christmas (including a 2016 compilation engagement); and,
- 5) THAT the following Celebrate Markham grants, totaling \$26,000 (maximum \$3,000 per applicant), be approved for the **Seniors Clubs Category** (as per Attachment 3):
- i) Middlefield Seniors' Wellness Club receive \$3,000 for their Yoga for Seniors program;
 - ii) Greensborough Tamil Seniors' Wellness Club receive \$2,000 for their annual programs and activities conditional on providing proof of confirmed/approved venue for activities;
 - iii) Fengcai Senior Activity Centre receive \$1,000 for their annual programs and activities;
 - iv) Markham Ward 6 Seniors Association receive \$1,000 for their Winter programs and activities conditional on providing proof of confirmed/ approved venue for activities and on receiving and approving the Project Outcome/ Financial Report for their 2016 Seniors Winter Activities Ward 6;
 - v) Markham Tamil Seniors Association Canada receive \$2,000 for their annual programs and activities conditional on receiving and approving the Project Outcome/Financial Report for their 2016 Meetings at Armadale Community Centre;
 - vi) Milliken on the Move Older Adults' Club Corp. (MOTM) receive \$3,000 for their Sports Tournament, Volunteer Recognition and Equipment costs;
 - vii) Markham United Senior and Family Association receive \$1,000 for their Physical & Emotional Wellness Program conditional on receiving and approving the Project Outcome/Financial Report for their 2016 Physical & Emotional Wellness Program;
 - viii) Paradise Senior Association Markham receive \$2,000 for their annual programs and activities;

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- ix) Angus Glen Older Adults Club (AGOAC) receive \$3,000 for their equipment costs conditional on receiving and approving the Project Outcome/Financial Report for their 2016 Sound Equipment;
 - x) Boxgrove Senior's Community Wellness Club receive \$2,000 for their annual programs and activities;
 - xi) Unionville Home Society receive \$3,000 for their Spring/Summer project: In Celebration of Canada 150 – Stories and Garden project;
 - xii) Dorcas Senior Interest Club receive \$3,000 for their annual programs and activities; and,
- 6) THAT the following Celebrate Markham grants, totaling \$48,600 (maximum \$10,000 per applicant), be approved for the **Sports Events Category** (as per Attachment 4):
- i) Markham Tennis Club receive \$5,000 for the 2017 Ontario Tennis Association Outdoor Junior Provincials for U18 Boys & Girls;
 - ii) MUMBA Basketball receive \$3,600 for the 2017 Ontario Cup Provincial Championships for Juvenile Boys conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Ontario Basketball Provincial Cup for U12 Major Atom Girls;
 - iii) Badminton Ontario receive \$10,000 for the 2017 Pan American Junior Championships;
 - iv) Ontario Table Tennis Association receive \$7,500 for the Canadian Championships;
 - v) Water Polo Canada receive \$6,500 for the National Championship League (NCL) 19U Eastern Conference Championships conditional on receiving and approving the Project Outcome/Financial Report for the 2017 Senior's National Championship (including a 2016 compilation engagement);
 - vi) Table Tennis Canada receive \$10,000 for the 2017 Women's World Cup;
 - vii) Pickleball Association of Ontario receive \$2,000 for the PAO Annual Provincial Championship
 - viii) National Rhythmic Gymnastics Centre receive \$4,000 for their 2017 Salut Cup International; and,
- 7) 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,

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- 8) THAT as previously approved by Council, \$84,000 continue to be set aside for City-led events; and,
 - 9) THAT Markham Arts Council receive a net amount of \$23,400 (Celebrate Markham Grant of \$30,000 less 2017 loan repayment of \$6,600 for a remaining balance owing of \$33,000 as of December 31, 2017) for their annual programs and activities conditional on receiving and approving 2016 audited financial statements; and,
 - 10) THAT for 2017 up to an additional \$5,000 of the 2017 budget for Celebrate Markham be used towards the purchase of software and development of an improved website to better manage application processing, as well as improve the efficiency, tracking and reporting on Celebrate Markham applications (such application forms to be in a form approved by the City Solicitor); and,
 - 11) THAT \$2,000 be considered in the 2018 Culture and Economic Development department operating budget for the annual maintenance and licensing of the solution contained in recommendation No. 10; and,
 - 12) THAT the \$400,000 budget (total amount based on Council direction in October 2015) be maintained until the population reaches 400,000, after which the funding formula of \$1 per capita be used to calculate the budget; and,
 - 13) THAT the funding envelope based upon a \$1.00 per capita formula be reviewed and updated every 2 years in accordance with Region of York population statistics; and,
 - 14) THAT the remaining funds of \$1,525 will be included as part of the 2017 year end results of operations; and,
 - 15) 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 4th funding cycle of the Celebrate Markham Grant program, for events that take place from April 1, 2017 to March 31, 2018 (application deadline was November 17, 2016, 4:00pm). The first funding cycle took place in fall 2015, for projects delivered between January 1, 2016 and March 31, 2016. The second funding cycle took place in winter 2016, for projects delivered between April 1, 2016 and March 31, 2017. The third funding cycle took place in spring 2016, for projects delivered between October 1, 2016 and March 31, 2017.

For this 4th funding cycle of the Celebrate Markham Grant program, it is recommended that 52 applicants out of 53 received, be approved, totaling \$249,475 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 2017 program year and the Kindred Spirits Orchestra's request for a grant of \$30,000 for the 2017 program year.

In order to reduce the operating and administrative cost of the Celebrate Markham Grant program and to improve its accessibility and ease of use by future applicants, this report also recommends an allocation of funding toward a grant management software system to be implemented for use during intake in the next funding cycle for events that take place from April 1, 2018 to March 31, 2019. The intake period for that next funding cycle will start on September 15, 2017 and close on November 16, 2017.

PURPOSE:

To recommend Celebrate Markham Grant awards for events to be held between April 1, 2017 and March 31, 2018. 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 \$400,000 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
- g. Unallocated = \$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 2016 financial audit to be conducted in 2017, 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".

Further, on June 28, 2016, Council approved that “\$5,000 of the remaining Celebrate Markham funds of \$68,325 [from the 2016 budget] be used for purchase of software and development of an improved website to better manage application processing, as well as improve the efficiency, tracking and reporting on Celebrate Markham applications (such application forms to be in a form approved by the City Solicitor)”.

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 but was recently modified as approved by Council (detailed below).

On January 16, 2017, Council approved “the change to the minimum financial reporting requirements for grants between \$5,001 and \$10,000 from a Review Engagement to a Compilation Engagement, applicable to the 2016 and future grant recipients” and that “the minimum reporting requirement for the remaining two categories: a) grants \$5,000 or less and b) grants \$10,001 and over remain unchanged.” Table A outlines the revised minimum reporting requirements:

TABLE A

Revised minimum reporting requirements		
Grant Threshold		Minimum Reporting Requirement
1.	\$5,000 or less (NO CHANGE)	Income statement and balance sheet prepared by the organization and signed by the Board
2.	\$5,001 - \$10,000 (REVISED)	<u>Compilation Engagement</u> 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). For 2016, grant recipients may provide 2016 financials only, and include 2015 financials if they are available.
3.	\$10,001 & over (NO CHANGE)	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). For 2016, grant recipients may provide 2016 financials only, and include 2015 financials if they are available.

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 4th funding Cycle conditional subject to receiving and approving of the reporting requirements outlined above.

A call for grant applications was opened on September 16, 2016 for consideration of any programs and events happening between April 1, 2017 and March 31, 2018 (“Cycle 4”). The deadline to submit was November 17, 2016, 4:00pm.

Prior to the November 17, 2016 deadline date and to ensure applicants with events planned during the new annual grant program period of April 1, 2017 to March 31, 2018 were able to access grants for their celebrations and events and to further promote the grant program, Staff directly contacted applicants who had previously held events in any of the first 3 funding cycles or expressed an interest during previous intake periods, to remind them of the new timelines of the revised program and asked them to reply back to confirm receipt and intent to apply. Staff followed-up directly to each applicant where no initial response was received.

Prospective applicants were specifically alerted to the fact that the call for applications due by November 17, 2016 was for consideration of any programs and events happening between April 1, 2017 to March 31, 2018. In other words, each year, there would only be one intake period for any applications for projects or events planned for any time during the following year.

A total of 53 applications were received for this funding cycle (Cycle 4). Based upon evaluation by the Interdepartmental Staff Review Committee, using Council-approved eligibility requirements and program criteria, 52 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: Culture and Economic Development (Director and Coordinator); Financial Services (Financial Planning); Recreation (Director, Manager Sport Development and Manager Senior Programs); Human Resources (Diversity); and, Corporate Communications & Community Engagement (Events).

2017 marks the 150th anniversary of Canada's Confederation. One of the key elements of the Canada 150 program is "Celebrating & Bringing Canadians Together", and as a result, communities across Canada have been invited to create opportunities to celebrate together and build a deeper understanding of Canada, its people and what it means to be a Canadian. This initiative strongly aligns with the principles of Celebrate Markham and as directed by Council, Staff prioritized applications that demonstrate that they will contribute to this important celebration. Attachments 1, 2, 3 and 4 make note of which applicants have proposed Canada 150 celebration initiatives.

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 52 Celebrate Markham applicants, totaling \$249,475 out of the total available funding envelope:

TABLE B

Summary Table for Celebrate Markham Community Grant Applications vs. Allocation Limits (4th 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 C = A - B
Cultural Events & Programs	21 (9)	\$124,875	\$76,000	21 (9)	\$85,875	-\$9,875
Major Community Festivals	12 (2)	\$109,999	\$100,000	11 (2)	\$89,000	\$11,000
Seniors' Clubs	12 (3)	\$34,000	\$40,000	12 (3)	\$26,000	\$14,000
Sports Events	8 (4)	\$62,484	\$40,000	8 (4)	\$48,600	-\$8,600
TOTAL	53 (18)	\$331,358	\$256,000	52 (18)	\$249,475	\$6,525

Application summaries are provided in Attachments 1 to 4, along with the Interdepartmental Staff Review Committee's recommendations. The Committee is recommending that 52 applicants out of 53 received, be approved, totaling \$249,475 in grants for this funding cycle out of the \$256,000 total available funding envelope for community grant applications. 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 Cycle 4, the grant program is oversubscribed. There was more demand for funding than the Celebrate Markham Grant program had available. Applicants have requested \$75,358 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 \$400,000 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

Markham Arts Council (MAC) application for funding for 2017

Based on a review of the unaudited information provided by MAC for the 2017 budget and 2016 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.

Related to Canada 150, Markham Arts Council is planning a 150 Anniversary of Confederation Canadiana Arts Celebration & Arts Show to:

- Promote local cultural group via participation in multi-cultural performance
- Promote local arts in Visual Arts Exhibit
- Promote local fashion designers

Staff recommend that Markham Arts Council receive a net amount of \$23,400 (Celebrate Markham Grant of \$30,000 less 2017 loan repayment of \$6,600 for a remaining balance owing of \$33,000 as of December 31, 2017) for their annual programs and activities conditional on receiving and approving 2016 audited financial statements.

Kindred Spirits Orchestra (KSO) application for funding for 2017

Kindred Spirits Orchestra submitted a request for \$30,000 grant funding support for their 2017 programs; however, Staff evaluated this application under the \$256,000 total available funding envelope for community grant applications, specifically under the Cultural Events & Programs category, which has a maximum funding limit of \$5,000 per applicant. The Kindred Spirits orchestra application does not meet the requirements for

any of the other three funding streams for Sports Events, Seniors' Clubs, nor Major Community Festivals. Based on Staff review of the application, under the Cultural Events & Program category, it is recommended that Kindred Spirits Orchestra receive \$5,000 for their annual concert series and programs, conditional on receiving and approving year-ended December 31, 2016 actual financial statements, as approved by the KSO Board.

Grant Management Software and Website Development

To date, annual administration of the Celebrate Markham Grant program has required a staff Coordinator position; associated time related to convening the Interdepartmental Staff Review Committee; and, review time spent by Financial Planning staff.

Implementing a grant management software solution could ideally encourage a higher degree of self-completion by applicants, reduce the potential for human error, and reduce staff time in follow-ups, review, back and forth communication with applicants and historical recordkeeping, particularly in terms of data re-entry, documentation and tracking. Furthermore, such a system could potentially allow Staff the ability to perform year-to-year comparative and trend analyses on the financial implications of the program to both the City and to individual grant recipients. Having such a software solution could also reduce review time spent by Financial Planning staff in regards to compiling financial data for analysis and accessing comparative information. The system could simplify the process for applicants and make it easier to complete the initial submission as well as their Project Outcome/Financial Reports. There is the further possibility that such a solution could be leveraged by additional/future grant application processes or other City departments at reduced rates. A cost-benefit analysis of the implemented solution will be conducted by Staff at a later date to be reviewed by Senior Management.

In March 2016, Council approved that \$5,000 of the remaining Celebrate Markham funds from 2016 be used for the purchase of software and development of an improved website to better manage application processing, as well as improve the efficiency, tracking and reporting on Celebrate Markham applications (such application forms to be in a form approved by the City Solicitor). Upon further investigation Staff have determined that \$5,000 is not sufficient to implement a satisfactory solution.

Staff recommend that for 2017 up to an additional \$5,000 of the anticipated \$6,525 remaining funds in the 2017 budget for Celebrate Markham be used towards the above grant management software and website development improvements and solutions. That would represent total spending in 2017 of up to \$10,000. It is further recommended that \$2,000 be considered in the 2018 Culture and Economic Development department operating budget for the annual maintenance and licensing of these solutions.

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 fourth funding cycle, a total of 52 applications are being recommended for funding out of the 53 applications received, totaling \$249,475 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 2018/2019 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 2018.

An important part of the program is the monitoring of outcomes and impacts. Based on our review of grant applications from the previous three Cycles (Cycles 1-3), for events and programs that took place (or will take place) between January 1, 2016 and March 31, 2017 and based on the budgeted spending by each organization, we observed that for every \$1 of Celebrate Markham Grant funding approved, \$10.19 was budgeted to be spent directly by the recipients hosting these events and programs (representing direct spending leverage of about 10:1). 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 Cycle 4, we project that for every \$1 of Celebrate Markham Grant funding approved, \$12.32 will be spent directly by the recipients hosting these events and programs (representing direct spending leverage of about 12:1).

Having now delivered the restructured Celebrate Markham Grant program for four application intakes over the course of two years and based on feedback and on-going communication with applicants and between stakeholder departments, the following modifications will be implemented by Staff in the next funding program year for events delivered between April 1, 2018 and March 31, 2019:

1. Request photos of the event/activity/project as part of the Project Outcome/Financial reporting requirements; and,
2. Program Guidelines be strictly adhered to, in particular that substantially complete applications are submitted by the agreed upon deadline date and time, in order to maintain the Grant Program's credibility, transparency, fairness and integrity.

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 2018/2019 will be open on September 15, 2017. The deadline for the next funding cycle is November 16, 2017, 4:00pm.

Staff will source and implement a grant management software solution to be used effective for the 2018/2019 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, 2017 and March 31, 2018. \$249,475 is recommended for approval in this 4th funding cycle. Recommendations are all within the approved budget limits. 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 2017 loan repayment of \$6,600 for a remaining balance owing of \$33,000 as of December 31, 2017) for their annual programs and activities conditional on receiving and approving 2016 audited financial statements.

It is recommended that the application from Kindred Spirits Orchestra be evaluated under the Cultural Events & Programs category, which has a maximum funding limit of \$5,000 per applicant and that Kindred Spirits Orchestra receive \$5,000 for their annual concert series and programs, conditional on receiving and approving year-ended December 31, 2016 actual financial statements, as approved by the KSO Board.

Based on the recommendations in this report, it is anticipated that there will be \$6,525 of remaining funds in the 2017 Celebrate Markham Fund (see Table B). Of the remaining funds, it is recommended that up to an additional \$5,000 be used towards grant management software and website development improvements and solutions. Including the \$5,000 allocation from 2016, that would represent total spending in 2017 of up to \$10,000. It is further recommended that \$2,000 be considered in the 2018 Culture and Economic Development department operating budget for the annual maintenance and licensing of these solutions. The remaining funds from 2017 of \$1,525 will be included as part of the 2017 year end results of operations.

As previously discussed, Council approved that the Celebrate Markham Grant funding envelope be set at \$400,000 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
- g. Unallocated = \$30,000.

In October 2015, Council approved that the budget be set at the \$400,000 amount “in 2016 and until the population reaches 370,000, after which the funding formula of \$1/capita be used to calculate the budget” and that “the funding envelope based upon a \$1.00 per capita formula be reviewed and updated every 2 years in accordance with Region of York population statistics”.

Staff believe the intent of the above resolution does not match with what is stated in the resolution of Council dated October 13 and 14, 2015 and that it should be changed so the funding envelope remains set at \$400,000 until the population reaches 400,000 people, not 370,000 people as is currently the case.

For reference, the most recent population estimate provided by York Region reflects Year-End 2016 and estimates Markham’s population to be 353,899 as of December 31, 2016. Current regional forecasts show future population growth for Markham at an average annual rate of about 2% (although it is variable from year to year).

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.

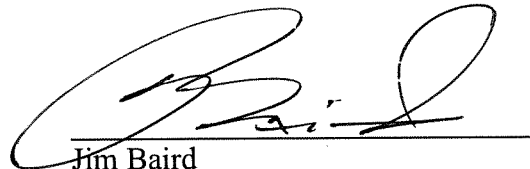
BUSINESS UNITS CONSULTED AND AFFECTED:

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

RECOMMENDED BY:



Stephen Chait,
Director,
Culture & Economic Development



Jim Baird
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