

ATTACHMENT 2

Celebrate Markham Grant Application Review and Recommendations April 2017 – March 2018 Funding Cycle

MAJOR COMMUNITY FESTIVALS

Category: MAJOR COMMUNITY FESTIVALS			
1. Applicant: Markham Village Festival Corp.			
Project Title: Markham Village Music Festival		Date of Application: Nov 10, 2016	
Location: Main Street (Markham Rd) and Morgan Park		File No. MCF 2016-22	
Prior Allocation/Other City Funding		Funding Requested	2017/2018 Funding Recommended
\$10,000 (2016 Markham Village Music Festival)		\$10,000	\$10,000
Project Description and Funding Recommendation: The organization is planning its annual Markham Village Music Festival, June 15-17, 2017. This two-day music festival held on the third weekend of June features five stages of entertainment, food and craft vendors, and children’s activities in Morgan park. In celebration of Canada’s 150th and the Festival’s 40th anniversary, plans are underway to enhance the annual street Festival with a strong heritage component over and above regular programming to celebrate our roots. This includes a Canadian town crier competition, aboriginal dance performance, displays of vintage/historical photographs of Main Street, historic walking tours, agricultural history demonstrations, light infantry demonstrations, photo booth with turn of the century costumes, Berczy German Settlers info and a revamped website. Funding is requested to assist with performers fees, equipment rental and marketing.			
Funding Recommendation: This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Markham Village Music Festival (including a 2016 compilation engagement).			

Category: MAJOR COMMUNITY FESTIVALS			
2. Applicant: Markham Rotary Club Foundation			
Project Title: Markham Ribfest 2017		Date of Application: Nov 4, 2016	
Location: Markham Civic Centre or Downtown Markham (Remington Centre)		File No. MCF 2016-23	
Prior Allocation/Other City Funding	Funding Requested	2017/2018 Funding Recommended	
\$5,000 (2016 Markham Ribfest)	\$10,000	\$5,000	
Project Description and Funding Recommendation: The organization is planning its annual Markham Ribfest, July 7-9, 2017. The festival features free entry to all, local talent performances, BBQ ribs and chicken, ethnic food offerings and vegetarian offerings. Funding is requested to assist with entertainment, fencing, tents and tables, garbage and portable toilets, security, equipment rental and advertising.			
Funding Recommendation: <i>This application is recommended for funding.</i>			

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Category: MAJOR COMMUNITY FESTIVALS			
3. Applicant: Unionville Festival			
Project Title: Unionville Festival/Parade		Date of Application: Nov 16, 2016	
Location: Main Street (Unionville), Toogood Pond and Crosby Park		File No. MCF 2016-24	
Prior Allocation/Other City Funding		Funding Requested	2017/2018 Funding Recommended
\$10,000 (2016 Unionville Festival)		\$9,999	\$10,000
Project Description and Funding Recommendation: The organization is planning its annual Unionville Festival, June 3-4, 2017. The festival is an annual event held over the first weekend in June featuring a parade, music and family friendly events. Funding is requested to assist with performers fees, event/activity/program management, City services, Fun Zone expenses and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Unionville Festival (including a 2016 compilation engagement).</i>			

Category: MAJOR COMMUNITY FESTIVALS			
4. Applicant: Markham Fair (The Markham and East York Agricultural Society)			
Project Title: Harvest Moon		Date of Application: Nov 16, 2016	
Location: Markham Fairgrounds		File No. MCF 2016-25	
Prior Allocation/Other City Funding		Funding Requested	
\$4,500 (2016 Harvest Moon Festival)		\$10,000	
		2017/2018 Funding Recommended	
		\$7,000	
Project Description and Funding Recommendation: The organization is planning its Harvest Moon Festival, August 18-19, 2017. The festival celebrates local food/local drink and was first introduced in 2016 by Markham Fair to promote local food production among the multi-cultural citizens of Markham. Funding is requested to assist with performers fees, event/activity/program management, equipment rental, City services and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Harvest Moon festival.</i>			

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5. Applicant: The Giving Tree Unionville			
Project Title: BEFIT Unionville and Kairos Blanket Exercise		Date of Application: Nov 16, 2016	
Location: Unionville Bandstand		File No. CE 2016-30	
Prior Allocation/Other City Funding		Funding Requested	
\$0 (2016 The Giving Tree)		\$5,000	
2017/2018 Funding Recommended		\$2,000	
Project Description and Funding Recommendation: The organization is planning its BeFit Unionville festival, June 3-4, 2017. The festival focuses on fitness events for the community and leading into the weekend will be a Kairos Blanket Exercise featuring indigenous educational events on June 2, 2017. Funding is requested to assist with instructor fees, performers fees, equipment rental and marketing.			
Funding Recommendation: <i>This application is recommended for funding.</i>			

Category: MAJOR COMMUNITY FESTIVALS			
6. Applicant: Markham Jazz Festival			
Project Title: Markham Jazz Festival		Date of Application: Nov 17, 2016	
Location: Main Street (Unionville)		File No. MCF 2016-26	
Prior Allocation/Other City Funding		Funding Requested	2017/2018 Funding Recommended
\$10,000 (2016 Markham Jazz Festival)		\$10,000	\$10,000
Project Description and Funding Recommendation: The organization is planning its annual Markham Jazz Festival, August 17-20, 2017. The festival is celebrating its 20 th anniversary and is a four day mostly free festival featuring and sharing varied expressions of live music performed by emerging and established artists - for both the local community and visitors to the city. Funding is requested to assist with performers fees and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Markham Jazz Festival (including a 2016 compilation engagement).</i>			

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Category: MAJOR COMMUNITY FESTIVALS			
7. Applicant: Indo-Canada Arts Council			
Project Title: Diwali RazzMatazz		Date of Application: Nov 17, 2016	
Location: Markham Fairgrounds		File No. MCF 2016-27	
Prior Allocation/Other City Funding		Funding Requested	2017/2018 Funding Recommended
New Organizaition – not applicable		\$10,000	\$10,000
Project Description and Funding Recommendation: The organization is planning its annual event Diwali RazzMatazz, October 8-9, 2017. This is a free community Diwali festival that has been organized at Mississauga Celebration Square for the past two years, attended by over 50,000 people each year. In its third year it is being introduced and organized in Markham, as well as Toronto (Yonge & Dundas square) and also still in Mississauga. Funding is requested to assist with performers fees, equipment rental and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on providing proof of confirmed/approved venue for activities.</i>			

Category: MAJOR COMMUNITY FESTIVALS			
8. Applicant: Moksha Canada Foundation			
Project Title: Festival of Colours		Date of Application: Nov 17, 2016	
Location: Markham Civic Centre or Downtown Markham (Cineplex parking lot)		File No. MCF 2016-28	
Prior Allocation/Other City Funding		Funding Requested	
\$2,000 (2016 Moksha Fest)		\$5,000	
\$0 (2016 Indo-Canada Community Food Expo)			
\$0 (2016 Moksha arts and culture festival)			
\$0 (2016 “Celebration” arts and culture festival)		\$0	
Project Description and Funding Recommendation: The organization is planning a Festival of Colours, May 26-27, 2017. The festival is inspired by the ancient south Asian festival “Holi”, involving an outdoor dance, musical performances, food and most notably the throwing of coloured powder into the air and each other by everyone in the audience. To commemorate Canada 150, the second day will conclude with a fireworks display. Funding is requested to assist with performers fees, technical staff, equipment rental, venue rental, security and marketing. The applicant is not in good standing with the City given a 2014 outstanding Special Event invoice and a 2016 outstanding York Region invoice.			
Funding Recommendation: <i>This application is not recommended for funding as the proposed event locations do not seem feasible; staff have health and safety concerns with the throwing of coloured powder into the air (particularly for children and elderly); and, the applicant is not in good standing with the City.</i>			

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Category: MAJOR COMMUNITY FESTIVALS			
9. Applicant: Power-Unit Youth Organization			
Project Title: Night It Up!		Date of Application: Nov 17, 2016	
Location: Markham Civic Centre		File No. MCF 2016-29	
Prior Allocation/Other City Funding		Funding Requested	2017/2018 Funding Recommended
\$10,000 (2016 Night It Up!)		\$10,000	\$10,000
Project Description and Funding Recommendation: The organization is planning its annual Night It Up! Asian night market, July 14-16, 2017. The festival is a 3-day, outdoor night market held annually in Markham featuring local performers on a live stage, over 120 different foods, merchandise, and game vendors, a daily outdoor movie screening under the stars and a sports area where basketball, volleyball and dance competitions take place. This 3-day festival attracts over 130,000 attendees annually. Funding is requested to assist with production/logistics costs and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Night It Up! (including a 2016 compilation engagement)</i>			

Category: MAJOR COMMUNITY FESTIVALS			
10. Applicant: Federation of Chinese Canadians in Markham			
Project Title: TD Taste of Asia Festival		Date of Application: Nov 17, 2016	
Location: Kennedy Rd/Steeles Ave E		File No. MCF 2016-30	
Prior Allocation/Other City Funding	Funding Requested	2017/2018 Funding Recommended	
\$2,500 (2016 Lunar New Year) \$0 (2016 3 on 3 Hoopfest) \$10,000 (2016 Taste of Asia Festival)	\$10,000	\$10,000	
Project Description and Funding Recommendation: The organization is planning its annual TD Taste of Asia Festival, June 24-25, 2017. The festival is two days of non-stop multicultural performances and over 150 street vendor booths operated by different cultural groups, last year’s event attracted more than 150,000 visitors. Funding is requested to assist with performers fees and equipment.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 TD Taste of Asia festival (including a 2016 compilation engagement).</i>			

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Category: MAJOR COMMUNITY FESTIVALS			
11. Applicant: The Society for the Preservation of Historic Thornhill			
Project Title: Thornhill Village Wheatsheaf Festival		Date of Application: Nov 21, 2016	
Location: Yonge Street (between John and Centre)		File No. MCF 2016-31	
Prior Allocation/Other City Funding	Funding Requested	2017/2018 Funding Recommended	
\$10,000 (2016 Thornhill Village Wheatsheaf Festival)	\$10,000	\$7,000	
Project Description and Funding Recommendation: The organization is planning its annual Thornhill Village Wheatsheaf Festival, September 16-17, 2017. The festival is now 40 years old and is a 2-day free outdoor street event for everyone highlighting the two heritage districts of Markham and Vaughan, and featuring cultural, arts activities, food, and music. Street closures include Markham: Colborne, Eliza, Church Lane; Vaughan: Centre, Old Jane and Brooke St; and York Region: Yonge St (between John and Centre). Funding is requested to assist with interpretation/translation for communications, equipment rental and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Thornhill Village Wheatsheaf festival (including a 2016 compilation engagement).</i>			

Category: MAJOR COMMUNITY FESTIVALS			
12. Applicant: Unionville Business Improvement Association			
Project Title: Unionville Olde Tyme Christmas		Date of Application: Dec 8, 2016	
Location: Main Street (Unionville)		File No. CE 2016-38	
2015 Allocation/Other City Funding	Funding Requested	2017/2018 Funding Recommended	
\$6,500 (2015 Unionville Olde Tyme Christmas Parade)	\$10,000	\$8,000	
\$6,000 (2016 Unionville Olde Tyme Christmas Parade)			
Project Description and Funding Recommendation: The organization is planning its annual Unionville Olde Tyme Christmas during the month of December, 2017. The festival includes the Candlelight Parade the first Friday in December (Dec 1, 2017) and other events throughout the month including: Breakfast with Santa, Horse & Carriage Rides, Carolers, Christmas characters on the street and website updates. Funding is requested to assist with performers fees, equipment rental and marketing.			
Funding Recommendation: <i>This application is recommended for funding conditional on receiving and approving the Project Outcome/Financial Report for the 2016 Unionville Olde Tyme Christmas (including a 2016 compilation enqangement).</i>			