

# ATTACHMENT 2

## Celebrate Markham Grant Application Review and Recommendations October 2016 – March 2017 Funding Cycle

### MAJOR COMMUNITY FESTIVALS

Category: MAJOR COMMUNITY FESTIVALS		
<b>1. Applicant: Thornhill Wheatsheaf Festival</b>		
<b>Project Title: 2016 Thornhill Village Wheatsheaf Festival</b>		<b>Date of Application: May 11, 2016</b>
<b>Location:</b> Thornhill Heritage District (Markham Side)		<b>File No. MCF 2016-17</b>
2016 Allocation/Other City Funding	Funding Requested	2016/2017 Funding Recommended
\$5,000 for 2016 <i>Thornhill Wheatsheaf Festival</i>	\$5,000	<b>\$2000</b>
<b>Project Description and Funding Recommendation:</b> This is an annual festival that provides opportunities for contemporary artists to promote and sell their work at the outdoor artist gallery/walk on September 17, 2016. This is a request for supplementary funding to a grant request made in the 2 <sup>nd</sup> funding cycle inadvertently under the Culture Events and Programs Category instead of this category, as described in this Staff report.		
<b>Funding Recommendation:</b> <i>The Thornhill Wheatsheaf Festival is recommended for funding in this funding cycle, in addition to earlier funding provided for this event in the 2<sup>nd</sup> funding cycle on March 22, 2016, for a combined total of \$7,000 for the event.</i>		

Category: MAJOR COMMUNITY FESTIVALS		
<b>2. Applicant: Federation of Chinese Canadians in Markham (FCCM)</b>		
<b>Project Title: Markham Chinese New Year</b>		<b>Date of Application: May 13, 2016</b>
<b>Location:</b> Pacific Mall and Markham Civic Centre		<b>File No. MCF 2016-18</b>
2015/2016 Allocation/Other City Funding	Funding Requested	2016/2017 Funding Recommended
\$2,500 (2016 Lunar New Year) and \$10,000 (2016 Taste of Asia)	\$10,000	<b>\$0</b>
<b>Project Description and Funding Recommendation:</b> This is a funding request for a festival including cross-cultural, traditional and popular activities and promotional booths activities of Chinese Culture over 2 weekends – January 29, 2017 and second date to be confirmed. Application indicates estimated attendance is 27,000 persons.		
<b>Funding Recommendation:</b> <i>This application is not recommended for funding on the following basis: incomplete/unsigned application; outstanding Project Outcome/Financial report for funding granted in the first funding cycle (2016 Lunar New Year); and application shows a deficit budget.</i>		

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Category: MAJOR COMMUNITY FESTIVALS		
<b>3. Applicant: Moksha Canada Foundation</b>		
<b>Project Title: The Celebration</b>		<b>Date of Application: May 13, 2016</b>
<b>Location: Not identified</b>		<b>File No. MCF 2016-19</b>
2015 Allocation/Other City Funding	Funding Requested	2016/2017 Funding Recommended
\$2,000 for Moksha Fest (March 12, 2016)	\$10,000	\$0
<b>Project Description and Funding Recommendation:</b> This is a request for a 1 day Arts and Culture Festival on December 31, 2016, for traditional and contemporary diverse music, drumming and folklore. The application identifies no location for the proposed event and estimated attendance is estimated at 12,000 persons. The applicant is not in good standing with the City given a 2014 outstanding Special Event invoice. <b>Funding Recommendation:</b> <i>This application is not recommended for funding as no event location is provided, projected attendance exceeds any single Markham venue and the applicant is not in good standing with the City.</i>		

Category: MAJOR COMMUNITY FESTIVALS		
<b>4. Applicant: The Canada Maple Dragon Multi-Cultural Society</b>		
<b>Project Title: Museum Multi-Cultural and Royal Family Life Picture Exhibition</b>		<b>Date of Application: May 13, 2016</b>
<b>Location: Scarborough, Ontario</b>		<b>File No. MCF 2016-20</b>
2015/2016 Allocation/Other City Funding	Funding Requested	2016/2017 Funding Recommended
\$0	\$10,000	\$0
<b>Project Description and Funding Recommendation:</b> This is a request to fund rental space for an existing multi-cultural museum exhibit in Scarborough that began in 2015. <b>Funding Recommendation:</b> <i>This application is not recommended for funding as it does not meet the Celebrate Markham Guidelines /Major Community Festivals Criteria.</i>		

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Category: MAJOR COMMUNITY FESTIVALS		
5. Applicant: Unionville Business Improvement Association		
Project Title: Unionville Olde Tyme Christmas Parade		Date of Application: May 30, 2016
Location: Unionville, Ontario		File No. MCF 2016-21
2015 Allocation/Other City Funding	Funding Requested	2016/2017 Funding Recommended
\$6,500 for 2015 Unionville Olde Tyme Christmas Parade	\$10,000	\$6,000
<b>Project Description and Funding Recommendation:</b> This is a request for the Parade and a variety of events during the month of December leading up to the Parade.		
<b>Funding Recommendation:</b> <i>This application is recommended for funding.</i>		