



Report to: General Committee

Date Report Authored: March 15, 2016

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**SUBJECT:** Celebrate Markham Grant Program – April 1, 2016 - March 31, 2017 - Funding Approvals

**PREPARED BY:** Mavis Urquhart, Manager, Policy, Planning & Project Delivery  
Moe Hosseini-Ara, Director, Culture

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**RECOMMENDATIONS:**

- 1) THAT the report titled, “Celebrate Markham Grant Program – April 1, 2016 - March 31, 2017 Funding Approvals” be received; and,
- 2) THAT Council approve the recommendations of the Interdepartmental Staff Review Committee to fund 34 Celebrate Markham applicants, totaling \$137,500, as identified in Attachments 1, 2, 3 and 4; and,
- 3) THAT the following Celebrate Markham grants be approved for the **Cultural Events and Programs Category** (as per Attachment 1):
  - i) Markham Federation of Filipino Canadians be awarded \$3,500 for Independence Day Celebration;
  - ii) Vedic Cultural Centre Organization be awarded \$2,500 for South Asian Heritage Month Celebration at the Vedic Centre;
  - iii) Unionville Theatre Company be awarded \$4,500 for 2017 Live Theatre Production at Flato Theatre, subject to providing an Outcome/Financial report on the Celebrate Markham grant provided in the previous funding cycle from January 1 to March 31, 2016 for the 2016 Little Mermaid production;
  - iv) Unionville Village Conservancy & Stiver Mill Farmers' Market be awarded \$4,500 for Stiver Mill Farmers' Market;
  - v) Unionville Presents Thursday Nights at the Bandstand be awarded \$5,000 for Summer Live/Free Concert Series - Thursday Night Unionville Millennium Bandstand;
  - vi) Cherish Integrated Services be awarded \$4,000 for Cherish's One and Only Artfest;
  - vii) Markham Concert Band be awarded \$4,000 for Unionville Concert Sundays;
  - viii) The Society for Thornhill Preservation be awarded \$5,000 for the Thornhill Wheatsheaf Festival;
  - ix) Sing Fai Sports Club be awarded \$2,500 for opening ceremonies at the Sing Fai Asian Community Games;
  - x) Markham Fair & East York Agricultural Society be awarded \$4,500 for Markham Fair Harvest Moon Festival.
- 4) THAT the following Celebrate Markham grants be approved for the **Major Community Festivals Category** (as per Attachment 2):
  - i) Markham Jazz Festival be awarded \$10,000 for Markham Jazz Festival;
  - ii) Markham Rotary Club Foundation be awarded \$5,000 for Markham RibFest;

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- iii) Markham Village Music Festival be awarded \$10,000 for Markham Village Music Festival on Main Street and Morgan Park;
  - iv) Power Unit Youth Organization be awarded \$10,000 for Night It Up!;
  - v) Federation of Chinese Canadians in Markham be awarded \$10,000 for Taste of Asia Festival, subject to providing an Outcome/Financial report on the Celebrate Markham grant provided in the 1<sup>st</sup> funding cycle under the new Program for the 2016 Lunar New Year event;
  - vi) Unionville Festival be awarded \$10,000 for the Unionville Festival 2016.
- 5) THAT the following Celebrate Markham grants be approved for the **Seniors' Clubs Category** (as per Appendix 3):
- i) Middlefield Seniors' Wellness Club be awarded \$2,000 for Middlefield Seniors';
  - ii) Angus Glen Older Adults be awarded \$3,000 for Club Sound Equipment;
  - iii) Markham Sunglow Seniors be awarded \$1,000 for Seniors Healthy Life;
  - iv) Markham XiangHe Club be awarded \$1,000 for Happy and Healthy Seniors;
  - v) Boxgrove Seniors be awarded \$1,000 for Enhancing the Life of Seniors;
  - vi) Paradise Senior Association of Markham be awarded \$1,000 for Seniors' Social Activities - Victoria Park Square;
  - vii) Markham United Senior and Family Association be awarded \$1,000 for Physical and Emotional Wellness Program;
  - viii) Seniors' Enrichment Centre be awarded \$1,000 for Celebrating SEC;
  - ix) Armadale Punjabi Seniors be awarded \$1,000 for Summer Mela;
  - x) Seniors' Association be awarded \$1,000 for Seniors Winter Activities Ward 6;
  - xi) Canada One Network be awarded \$2,000 for Canada One Seniors; and
  - xii) Markham Tamil Seniors be awarded \$1,000 for Meetings at Armadale CC.
- 6) THAT the following Celebrate Markham grants be approved for the **Sport Events Category** (as per Appendix 4):
- i) Pickleball Association of Ontario (PAO) be awarded \$2,000 for PAO annual Provincial Championship;
  - ii) MUMBA Basketball be awarded \$5,000 for MUMBA Basketball Ontario Provincial Cup;
  - iii) Markham District Baseball Association be awarded \$5,000 for Ontario Baseball Association Provincial Championships;
  - iv) Markham Speed Skating Club be awarded \$2,000 for Angus Glen CC Regional Race Meet;
  - v) Table Tennis Canada be awarded \$10,000 for 2016 International Table Tennis Federation North American Olympic Qualification Tournament.
- 7) THAT Tourism Markham/Information Markham be awarded \$2,500 for website design/content and be aligned with the "Destination Markham" Strategic Initiative by 2017;

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- 8) THAT subject to approval by Council, this Staff report showing recommended applications be posted on the Celebrate Markham website for applicant's and the public's information, along with Council's resolution;
  - 9) THAT an additional Celebrate Markham application intake be held in April/May 2016 to address transition to the new system for the period October 1, 2016 to March 31, 2017;
  - 10) THAT the remaining funds be held until the end of 2016 and be used to assist with transitioning to the revised Celebrate Markham Program, including funding grants resulting from the additional application intake to be held in April/May 2016 and to improve processing applications as noted in recommendation 11 below;
  - 11) THAT Staff investigate the use 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 using remaining 2016 Program funds, or funds identified as part of the 2017 budget process;
  - 12) THAT Staff be authorized and directed to do all things necessary to give effect to this resolution.

**PURPOSE:**

To recommend grants for Celebrate Markham Program for events to be held between April 1, 2016 and March 31, 2017. 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. The first funding cycle took place in Fall 2015, for projects delivered between January 1 and March 31, 2016. At that time, Council considered grant applications in the following categories: Major Community Festivals; Cultural Events and Programs; and Seniors' Clubs. No Sports Event applications were received. Grants totaling \$21,500 were approved and funding was awarded by Council. Cheques have been issued to all successful applicants for the first funding cycle. Remaining funding for the 2<sup>nd</sup> cycle is \$234,500.

This Staff report contains recommendations for funding successful applicants for projects that take place during the second funding cycle for events delivered between April 1, 2016 and March 31, 2017. The current funding cycle closed on January 7, 2016.

**OPTIONS/ DISCUSSION:**

A total of 43 applications were received for this funding cycle and based upon evaluation as per Council approved eligibility requirements and program criteria, 34 applications are being recommended for funding (see Attachment 6 Celebrate Markham Program Criteria). All applications received were evaluated by an Interdepartmental Staff Review Committee, including staff from Economic Development, Human Resources, Recreation, Culture and Communications and Community Engagement. Applications were evaluated against the Council-approved Program Criteria and key elements, including:

- Organizational Readiness

- Project Merit
- Community Impact
- Partners and Inclusivity
- Waste Planning (Zero Waste Event)
- Workplan
- Project Budget

The following chart provides an overview summary of all applications for the 1<sup>st</sup> and 2<sup>nd</sup> funding cycles:

| <b>Celebrate Markham Applications 2015-2016</b> |   |  |  |  |
|---|---|--|--|--|
| <b>Fund Category</b>                            | <b># of Applications Received<br/>1<sup>st</sup> Cycle<br/>(New Applicants)</b> | <b># of Applications Approved<br/>1<sup>st</sup> Cycle</b> | <b># of Applications Received<br/>2nd Cycle<br/>(New Applicants)</b> | <b># of Applications Recommended<br/>2nd Cycle</b> |
| <b>Cultural Events and Programs</b>             | 5(3)  | 4  | 12(5)  | 11   |
| <b>Major Community Events (New Applicants)</b>  | 4(2)  | 1  | 10(3)  | 6  |
| <b>Seniors' Clubs (New Applicants)</b>          | 4(2)  | 4  | 12(7)  | 12   |
| <b>Sports Events</b>                            | 0   | 0  | 9(7)   | 5  |
| <b>Total (New Applicants)</b>                   | <b>13(7)</b>  | <b>9</b>   | <b>43(22)</b>  | <b>34</b>  |

Application summaries are provided in Attachments 1 to 4, along with the Staff Review Committee's recommendations. The Committee is recommending that 34 applicants be approved, totaling \$137,500 in grants for this funding cycle. The Financial Consideration section of this staff report includes a chart that shows: the amount of funding recommended for the 2<sup>nd</sup> funding cycle; funds previously approved by Council for the first funding cycle; and remaining Celebrate Markham funds based upon the Staff Committee recommendations. Attachment 5, contains detailed charts showing the amounts approved for each funding category and the recommended recipients.

### **Application Review**

#### **i) More than 1 Application Submitted**

Two Celebrate Markham grant applications were received from the Federation of Chinese Canadians in Markham (Taste of Asia and 3 on 3 Hoopfest) for this funding cycle. A grant of \$2,500 was awarded to FCCM in the 1<sup>st</sup> funding cycle of the new Program for their 2016 Lunar New Year event. FCCM also previously received funding (\$15,000), for the Taste of Asia event held in 2015.

Only one grant can be approved per organization per funding cycle and based on evaluation of the applications submitted, the Staff Review Committee is recommending approval of the Taste of Asia application. 3 on 3 Hoopfest did not qualify for a grant under the Sports Event category as it did not meet the Program criteria and is not a provincially sanctioned event. As with all grant awards under the restructured Celebrate Markham Program, an Outcome/Financial report back on the Lunar New Year event is a prerequisite for release of funds for the Taste of Asia grant.

**ii) Tourism Markham**

The Tourism Markham grant application could not be evaluated appropriately as it did not fit within the Program criteria (funding was requested for development/maintenance of the existing website). Although the Staff Review Committee is recommending funding in the amount of \$2,500 for 2016/2017, it is further recommended that tourism-related information be transitioned into Markham's own portal environment, managed by the City with related Markham branding, and expanded to include information on tourism on Markham's mobile app as part of the Destination Markham Strategy.

**Transition to New Celebrate Markham Program**

Few grant applications received by the City were for events to be delivered in the first 3 months of 2017. It appears that applicants may not have been aware of the revised application timeframes. Further, there is a need to continue to raise awareness of the Program to ensure the Program objective of inclusion is met. (The next application intake is mid-September 2016, for events held between April 1, 2017 and March 31, 2018). To ensure those applicants with events planned during the first 3 months of 2017 are able to access grants for their celebrations and events, Staff is recommending to:

- add another application intake in April/May 2016 for existing groups that didn't apply;
- contact applicants that previously held events to inform them of the added opportunity to apply and to raise awareness and better promote the new timelines of the revised program;
- Promote the second intake date to ensure fair access to resources.

Given the increased volume of applications under the new system, Staff recommends investigating use of software, as well as development an improved website to better manage processing of Celebrate Markham applications. This could improve efficiency, enable better tracking of applications and provide easy access to financial and other information for reporting purposes. Remaining 2016 Program funds could be used for this purpose, or, alternatively, funds could be identified as part of the 2017 budget process.

**Benefits of the Restructured Program**

The restructured Celebrate Markham Program has resulted in numerous positive outcomes which include:

- Significant increase and variety of applications (29 new applicants);
- Allowing new and developing organizations to apply for grants;
- Increasing the number of events and programs held in Markham;
- Potential for encouraging a higher standard of applications over time through education and Program improvement;
- New Sports Event applications being received which have the potential to raise the City of Markham's identity as a sport destination and bring recognition as an active City;
- Organizations becoming more engaged and aware of City goals and plans and aligning their own plans and outcomes to these goals;
- Staff making connections with new organizations for the benefit of the City improving and increasing community engagement/development;

**Future Considerations**

2017 marks the 150<sup>th</sup> anniversary of Canada's Confederation. One of the key elements of the Canada 150 Program is "Celebrating & Bringing Canadians Together". To support this, 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 therefore staff will be recommending that funding support for Canada 150 be promoted through the Celebrate Markham Fund in 2017.

### **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. Including the applications from the first funding cycle, a total of 43 applications have been recommended for funding out of the 56 applications received under the revised Celebrate Markham Program to date. Interest in the Program excelled following public communications and The Funder's Forum Program, which was held last December at the Museum, to raise awareness about funding opportunities from various funding organizations, including Celebrate Markham.

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 place. Going forward, the Staff Review Committee will incorporate the feedback received and improvements identified through the pilot project for the 2017/2018 funding cycle. Criteria and applications will be adjusted and presented to Council as part of the year end report on Celebrate Markham in Q4 2016.

### **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 2017/2018 will be open on September 17, 2016. The deadline for the next funding cycle is November 17, 2016. As discussed in this Staff report, it is recommended there be an additional application intake this April/May for the current year allocation 2016/17 as a transition to a new system.**

### **FINANCIAL CONSIDERATIONS:**

A total budget of \$256,000 was allocated for Celebrate Markham community applications delivered in January 1, 2016 to March 31, 2017. Of that, \$21,500 was awarded in the 1<sup>st</sup> funding cycle. A total of \$137,500 is being recommended for distribution to applicants in this current funding cycle, for a total of \$159,000 in grants distributed to the community. The remaining funds (\$97,000) are recommended to be used to assist with transitioning to the new Celebrate Markham Program to the end of 2016. This includes funding grants that would result from an additional application intake held in April/May 2016 for organizations that may have misunderstood the application process under the revised program. This additional intake only covers applications for events and initiatives to be held from October 2016 to March 2017.

The chart below illustrates the fund distribution for the total of \$256,000:

**Summary Table for Celebrate Markham Grant Allocations**

| Grant Category               | Total Funding Envelope<br>(A) | Funding Approved<br>1st Funding Cycle<br>(B) | Funding Recommended<br>2nd Funding Cycle<br>(C) | Total Funding App'd/Recommended<br>(1 <sup>st</sup> and 2 <sup>nd</sup> Funding Cycles)<br>D=B +C | Remaining budget Available<br>E=A-D |
|------------------------------|-------------------------------|--|---|---|-------------------------------------|
| Cultural Events and Programs | \$76,000                      | \$14,000                                     | \$ 42,500                                       | \$56,500  | \$19,500                            |
| Major Community Festivals    | \$100,000                     | \$2,500                                      | \$ 55,000                                       | \$57,500  | \$42,500                            |
| Seniors' Clubs               | \$40,000                      | \$5,000                                      | \$ 16,000                                       | \$21,000  | \$19,000                            |
| Sports Events                | \$40,000                      | \$0  | \$ 24,000                                       | \$24,000  | \$16,000                            |
| <b>TOTAL</b>                 | <b>\$256,000</b>              | <b>\$21,500</b>                              | <b>\$137,500</b>                                | <b>\$159,000</b>  | <b>\$97,000</b>                     |

Although there is a surplus remaining for this pilot year of the revised Celebrate Markham Grant Program, Staff do not recommend altering the overall budget, the amount allocated to the each funding cycle, or the caps assigned to each funding category. One of the outcomes set out by Council at the beginning of the Program review was to increase the amount of funding available for new/additional organizations and to provide more opportunities for events, programs, festivals and sporting activities to take place in Markham. Based upon the community response to date, the number of applicants seeking funding support will continue to increase as the Program develops and matures. Also, given the importance of Canada 150 there will be an opportunity to provide support in 2017 for the many events and festivals planned in celebration of Canada's Confederation.

For this initial year, remaining funds should be used to: facilitate a smooth transition to the revised Program and timelines; enable applicants with events planned during the first 3 months of 2017 to access grants as they may not have been aware of the new, revised applications timelines; and to reach out to new groups learning of the Program.

In addition to the \$256,000 identified for community applications, there is \$84,000 allocated to City supported events and initiatives, as well as \$30,000 being held for Kindred Spirits Orchestra (KSO) and an additional \$30,000 held for Markham Arts Council (MAC) as shown below:

| <b>Celebrate Markham Allocations</b>         |                  |
|--|------------------|
| <b>Community Applications</b>                | \$256,000        |
| <b>City-Supported Events and initiatives</b> | \$84,000         |
| <b>*Kindred Spirits Orchestra</b>            | \$30,000         |
| <b>*Markham Arts Council</b>                 | \$30,000         |
| <b>GRAND TOTAL</b>                           | <b>\$400,000</b> |

\*There will be further reports forthcoming with recommendations for MAC and KSO funding allocations.

## **HUMAN RESOURCES CONSIDERATIONS**

Not applicable.

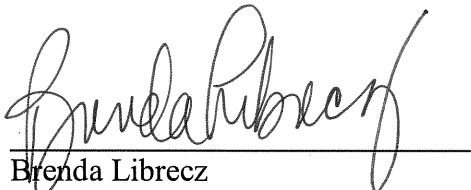
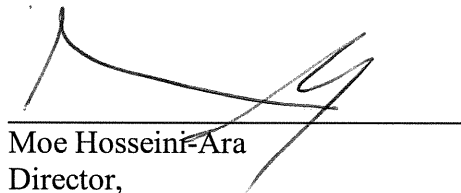
## **ALIGNMENT WITH STRATEGIC PRIORITIES:**

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:**

Corporate Communication and Community Engagement, Economic Development, Recreation and Human Resources Departments.

## **RECOMMENDED BY:**

  
Brenda Librecz  
Commissioner,  
Community & Fire Services  
Moe Hosseini-Ara  
Director,  
Culture

## **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



# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

### CULTURAL EVENTS AND PROGRAMS

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>1. Applicant:</b> Markham Federation of Filipino Canadians   |                   |   |
| <b>Project Title:</b> Philippine Independence Day Celebration   |                   | <b>Date of Application:</b> January 3, 2016 |
| <b>Location:</b> Markham Civic Centre   |                   | <b>File No.</b> CE 2016-06                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$2,500   | \$5,000           | \$3,500                                     |
| <b>Project Description and Funding Recommendation:</b> Funding is requested for holding Philippine Independence Day Celebrations in June 2016 at the City of Markham to share pride with other ethnic cultural communities in the Filipino heritage. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>2. Applicant:</b> Vedic Cultural Centre Organization   |                   |   |
| <b>Project Title:</b> South Asian Heritage Month Celebration @ the Vedic Centre   |                   | <b>Date of Application:</b> January 5, 2016 |
| <b>Location:</b> Vedic Cultural Centre  |                   | <b>File No.</b> CE 2016-07                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$3,000   | \$4,000           | \$2,500                                     |
| <b>Project Description and Funding Recommendation:</b> Grant is requested to be used to help promote South Asian Heritage Month celebrations in May 2016, to educate, show, relate, display and script about culture and heritage. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: CULTURAL EVENTS AND PROGRAMS   |                          |   |
|--|--------------------------|---|
| <b>3. Applicant:</b> Moksha Canada Foundation  |                          |   |
| <b>Project Title:</b> Indo.- Can. Community Food Expo  |                          | <b>Date of Application:</b> January 6, 2016 |
| <b>Location:</b> Armadale Community Centre   |                          | <b>File No.</b> CE 2016-08                  |
| <b>2015 Allocation/Other City Funding</b>  | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$2,000 – 1 <sup>st</sup> Funding Cycle of new Program for Moksha Fest   | \$5,000                  | None  |
| <b>Project Description and Funding Recommendation:</b> A Food Expo is proposed with Indo-Canadian traditional foods. The goal is to promote healthy eating and showcase cuisine and culture. <b>Funding Recommendation:</b> This application is not recommended as insufficient information was provided for review. |                          |   |

| Category: CULTURAL EVENTS AND PROGRAMS   |                          |   |
|--|--------------------------|---|
| <b>4. Applicant:</b> Unionville Theatre Company  |                          |   |
| <b>Project Title:</b> 2017 Live Theatre Production at Flato Theatre  |                          | <b>Date of Application:</b> January 6, 2016 |
| <b>Location:</b> Flato Markham Theatre   |                          | <b>File No.</b> CE 2016-09                  |
| <b>2015 Allocation/Other City Funding</b>  | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$5,000 – 1 <sup>st</sup> Funding Cycle of new Program for Little Mermaid Production   | \$5,000                  | \$4,500                                     |
| <b>Project Description and Funding Recommendation:</b> This request is for funding for an annual theatre show to support, promote, and inspire the talent of Markham youth and children through theatre and arts. <b>Funding Recommendation:</b> This application is recommended for funding. Outcome/financial reporting on grant provided in the 1 <sup>st</sup> funding cycle is a prerequisite for this grant award according to Celebrate Markham Program Criteria. |                          |   |

# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>5. Applicant:</b> Tourism Markham/Information Markham  |                   |   |
| <b>Project Title:</b> Tourism Markham   |                   | <b>Date of Application:</b> January 6, 2016 |
| <b>Location:</b> City of Markham website  |                   | <b>File No.</b> CE 2016-10                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$5,000   | \$5,000           | <b>\$2,500</b>                              |
| <b>Project Description and Funding Recommendation:</b> Tourism Markham is requesting funds for their website which is an on-line resource for Markham residences and businesses. It could not be evaluated as it does not fit within the Program framework and criteria. <b>Funding Recommendation:</b> <i>This application is recommended for reduced funding and that it be considered with the Destination Markham Corporate Initiative and the project transition to the City Portal.</i> |                   |   |

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>6. Applicant:</b> Unionville Village Conservancy & Stiver Mill Farmers' Market   |                   |   |
| <b>Project Title:</b> Stiver Mill Farmers' Market   |                   | <b>Date of Application:</b> January 6, 2016 |
| <b>Location:</b> Stiver Mill  |                   | <b>File No.</b> CE 2016-11                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$5,000           | <b>\$4,500</b>                              |
| <b>Project Description and Funding Recommendation:</b> Grant request is for the Farmers' Markham held in Unionville on Sundays from June until Thanksgiving. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: CULTURAL EVENTS AND PROGRAMS   |                   |   |
|--|-------------------|---|
| <b>7. Applicant:</b> Unionville Presents Thursday Nights at the Bandstand  |                   |   |
| <b>Project Title:</b> Summer Live/Free Concert Series - Thursday Night Unionville Millennium Bandstand   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Unionville Millennium Bandstand   |                   | <b>File No.</b> CE 2016-12                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$4,300  | \$5,000           | \$5,000                                     |
| <b>Project Description and Funding Recommendation:</b> Funding is requested to support summer-long live music series for community building and tourism benefits. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>8. Applicant:</b> Cherish Integrated Services  |                   |   |
| <b>Project Title:</b> Cherish's One and Only Artfest  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Pan Am Centre  |                   | <b>File No.</b> CE 2016-13                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$5,000           | \$4,000                                     |
| <b>Project Description and Funding Recommendation:</b> CIS is seeking a grant to raise community interest in handicrafts, artwork, and handmade items produced by the Special Needs Community. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>9. Applicant:</b> Markham Concert Band   |                   |   |
| <b>Project Title:</b> Unionville Concert Sundays  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Millennium Bandstand   |                   | <b>File No.</b> CE 2016-14                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$4,500   | \$5,000           | <b>\$4,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> This request is for Sunday evening concerts from June to August at the Unionville Millennium Bandstand. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: CULTURAL EVENTS AND PROGRAMS   |                   |   |
|--|-------------------|---|
| <b>10. Applicant:</b> The Society for Thornhill Preservation   |                   |   |
| <b>Project Title:</b> Thornhill Village Wheatsheaf Festival  |                   | <b>Date of Application:</b> January 8, 2016 |
| <b>Location:</b> Thornhill (Markham side)  |                   | <b>File No.</b> CE 2016-15                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$10,000   | \$5,000           | <b>\$5,000</b>                              |
| <b>Project Descriptions 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 walk/gallery. <b>Funding Recommendation:</b> <i>This application is recommended for funding</i> |                   |   |

# ATTACHMENT 1

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: CULTURAL EVENTS AND PROGRAMS  |                   |   |
|---|-------------------|---|
| <b>11. Applicant:</b> Sing Fai Sports Club  |                   |   |
| <b>Project Title:</b> Sing Fai Asian Community Games  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Pan Am Centre  |                   | <b>File No.</b> CE 2016-16                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$5,000           | \$2,500                                     |
| <b>Project Description and Funding Recommendation:</b> This grant is requested for opening and closing ceremonies at an annual multi-cultural, multi-sport event hosted by Asian communities which is open to all. <b>Funding Recommendation:</b> <i>This application is recommended.</i> |                   |   |

| Category: CULTURAL EVENTS AND PROGRAMS   |                   |   |
|--|-------------------|---|
| <b>12. Applicant:</b> Markham Fair & E. York Agricultural Society  |                   |   |
| <b>Project Title:</b> Markham Fair Harvest Moon Festival   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Fairgrounds   |                   | <b>File No.</b> CE 2016-17                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$0  | \$10,000          | \$4,500                                     |
| <b>Project Description and Funding Recommendation:</b> This funding request is to be used to increase attendance for the annual Fair and this new event will celebrate and promote agriculture will be held on August 16, 2016. <b>Funding Recommendation:</b> <i>This application is recommended.</i> |                   |   |

# ATTACHMENT 2

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

### MAJOR COMMUNITY FESTIVALS

| Category: MAJOR COMMUNITY FESTIVALS  |                   |   |
|--|-------------------|---|
| <b>1. Applicant:</b> Markham Jazz Festival   |                   |   |
| <b>Project Title:</b> Markham Jazz Festival  |                   | <b>Date of Application:</b> December 15, 2015 |
| <b>Location:</b> Unionville  |                   | <b>File No.</b> MCF 2015-05                   |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended                 |
| \$11,800   | \$10,000          | \$10,000                                      |
| <b>Project Description and Funding Recommendation:</b> This is a 3+ day festival featuring approximately 25-30 jazz/blues professionals on 3 main stages, street performances and more. Application indicates it attracts 24,000 persons. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>2. Applicant:</b> Markham Rotary Club Foundation   |                   |   |
| <b>Project Title:</b> Markham RibFest 2016  |                   | <b>Date of Application:</b> January 4, 2016 |
| <b>Location:</b> Markham Civic Centre   |                   | <b>File No.</b> MCF 2016-06                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$5,000   | \$5,000           | \$5,000                                     |
| <b>Project Description and Funding Recommendation:</b> This is a 3-day event which features local music groups, performance groups and school musicians and attracts an estimated 30,000 persons. <b>Funding Recommendation:</b> <i>This application is recommended for funding. As the purpose of this event is to raise funds for donations for charities, the surplus revenue equivalent to the Celebrate Markham grant should be donated to the York Region United Way.</i> |                   |   |

# ATTACHMENT 2

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

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>3. Applicant:</b> Markham Village Music Festival on Main Street and Morgan Park  |                   |   |
| <b>Project Title:</b> Markham Village Music Festival  |                   | <b>Date of Application:</b> January 5, 2016 |
| <b>Location:</b> Markham Village  |                   | <b>File No.</b> MCF 2016-07                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$11,800  | \$10,000          | \$10,000                                    |
| <b>Project Description and Funding Recommendation:</b> This is an annual street festival attracting about 30,000 persons, held over 2.5 days. It features music, dance, performances plus wide selections of hand-made crafts, ethnic food and more. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: MAJOR COMMUNITY FESTIVALS  |                   |   |
|--|-------------------|---|
| <b>4. Applicant:</b> Moksha Canada Foundation  |                   |   |
| <b>Project Title:</b> Moksha Event   |                   | <b>Date of Application:</b> January 6, 2016 |
| <b>Location:</b> Milne Park  |                   | <b>File No.</b> MCF 2016-08                 |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$2,000 1 <sup>st</sup> Funding cycle - Dec. 2015 (Moksha Fest)  | \$10,000          | None  |
| <b>Project Description and Funding Recommendation:</b> This is a multi-arts and culture festival. It is a 1 day event offering traditional and contemporary music, drumming, performances and folklore. It is anticipated to attract 10,000 persons. <b>Funding Recommendation:</b> <i>This application is not recommended for funding. The location of the event is not available for the proposed event (Milne Dam) and it does not meet the Major Community Festivals funding criteria.</i> |                   |   |



# ATTACHMENT 2

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

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>5. Applicant:</b> Federation of Kerala Associations of North America (FOKANA)  |                   |   |
| <b>Project Title:</b> 17th NA Convention - FOKANA   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Hilton Suites, Markham   |                   | <b>File No.</b> MCF 2016-10                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$10,000          | None  |
| <b>Project Description and Funding Recommendation:</b> This is a convention which attracts about 11,000 persons from Canada and the USA. It is held over 4 days and is for Malayee (Indian) arts, culture and heritage. <b>Funding Recommendation:</b> <i>This application is not recommended as it is a convention not a festival.</i> |                   |   |

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>6. Applicant:</b> Social Services Network of York Region   |                   |   |
| <b>Project Title:</b> South Asian Utsav. Community Summer Festival  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Fairgrounds  |                   | <b>File No.</b> MCF 2016-11                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$10,000          | None  |
| <b>Project Descriptions and Funding Recommendation:</b> This is proposed as a South Asian heritage culture and traditional summer festival with a talent show including performing arts, S. Asian stalls and sales exhibits. It is a 2 day event which is expected to attract 1,000 persons according to the application. <b>Funding Recommendation:</b> <i>This application is not recommended. It mainly is to promote displays/exhibition and it does not meet the Major Community Festivals funding criteria.</i> |                   |   |

# ATTACHMENT 2

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

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>7. Applicant:</b> Power Unit Youth Organization  |                   |   |
| <b>Project Title:</b> Night It Up!  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Civic Centre Parking Lot   |                   | <b>File No.</b> MCF 2016-13                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$5,000   | \$10,000          | \$10,000                                    |
| <b>Project Description and Funding Recommendation:</b> This event was modelled on cultural and traditional night markets in Asia. It includes a wide variety of food from different cultures. It is organized by local youth and includes +150 vendor booths. The application indicated that it will attract about 120,000 persons. <b>Funding Recommendation:</b> <i>This application is recommended. As the purpose of this event is to raise funds for donations for charities, the surplus revenue equivalent to the Celebrate Markham grant should be donated to the York Region United Way.</i> |                   |   |

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>8. Applicant:</b> Federation of Chinese Canadians in Markham (Application #1 of 2 applications)  |                   |   |
| <b>Project Title:</b> Taste of Asia Festival  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Kennedy Road and Steeles Avenue East   |                   | <b>File No.</b> MCF 2016-14                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$5,000, plus \$2,500 1 <sup>st</sup> Funding cycle of new Program (2016 Lunar New Year)  | \$10,000          | \$10,000                                    |
| <b>Project Description and Funding Recommendation:</b> This event will attract 150,000 persons according to the application and will take place over 2 days. It focuses on promoting Markham's diverse cultures through arts, including music, dance and demonstrations, food and activities. <b>Funding Recommendation:</b> <i>Two applications were submitted by FCCM. Only 1 application can be approved. The other application, 3 on 3 Hoopfest (Sports Event Category) does not meet Celebrate Markham Fund criteria and is not recommended. This application is recommended subject to Outcome/Financial report on their grant which was approved in Fall 2015 (Lunar New Year), prior release of this grant.</i> |                   |   |

# ATTACHMENT 2

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

| Category: MAJOR COMMUNITY FESTIVALS   |                   |   |
|---|-------------------|---|
| <b>9. Applicant:</b> York Hispanic Arts Council   |                   |   |
| <b>Project Title:</b> Markham Latin Music Festival  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Main Street Markham  |                   | <b>File No.</b> MCF 2016-15                 |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$10,000          | None  |
| <b>Project Description and Funding Recommendation:</b> this is a Latin Music Festival on the same weekend as the Markham Village Music Festival. It is proposed to take place one day during the festival. <b>Funding Recommendation:</b> <i>This application is not recommended. It does not meet criteria for a Major Community Festival.</i> |                   |   |

| Category: MAJOR COMMUNITY FESTIVALS   |                   |  |
|---|-------------------|--|
| <b>10. Applicant:</b> Unionville Festival   |                   |  |
| <b>Project Title:</b> Unionville Festival 2016  |                   | <b>Date of Application:</b> January 11, 2016 |
| <b>Location:</b> Main Street Markham  |                   | <b>File No.</b> MCF 2016-16                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended                |
| \$10,000  | \$10,000          | \$10,000                                     |
| <b>Project Description and Funding Recommendation:</b> This is an annual community festival that presents a wide variety of live music and theatre performance with a combination of local and international artists. It is anticipated to attract approximately 40,000 persons. <b>Funding Recommendation:</b> <i>This application is recommended.</i> |                   |  |

# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

### SENIORS' CLUBS

|  |                          |   |
|--|--------------------------|---|
| <b>Category: SENIORS' CLUBS</b> Middlefield Seniors' Wellness Club   |                          |   |
| <b>1. Applicant:</b> Middlefield Seniors' Wellness Club  |                          |   |
| <b>Project Title:</b> Middlefield Seniors' Wellness Club for Tamil Seniors in Markham  |                          | <b>Date of Application:</b> December 21, 2015 |
| <b>Location:</b> 525 Highglen Ave., Unit 306, Markham  |                          | <b>File No.</b> SE 2015 - 05                  |
| <b>2015 Allocation/Other City Funding</b>  | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>          |
| \$3,000  | \$3,000                  | <b>\$2,000</b>                                |
| <b>Project Description and Funding Recommendation:</b> Funding for social, cultural, recreational and educational activities April 1, 2016 to March 31, 2017. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                          |   |

|  |                          |   |
|--|--------------------------|---|
| <b>Category: SENIORS' CLUBS</b>  |                          |   |
| <b>2. Applicant:</b> Angus Glen Older Adults Club (AGOAC)  |                          |   |
| <b>Project Title:</b> Sound equipment  |                          | <b>Date of Application:</b> January 4, 2016 |
| <b>Location:</b> Angus Glen CC/Crosby Community Centre   |                          | <b>File No.</b> SE 2016-06                  |
| <b>2015 Allocation/Other City Funding</b>  | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$2,842  | \$3,000                  | <b>\$3,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> Grant request to replace outdated or insufficient sound equipment to support and expand the AGOACs activities. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                          |   |

# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: SENIORS' CLUBS   |   |                               |
|--|---|-------------------------------|
| <b>3. Applicant:</b> Markham Sunglow Seniors   |   |                               |
| <b>Project Title:</b> Healthy Life 2016  | <b>Date of Application:</b> January 4, 2016 |                               |
| <b>Location:</b> Ray Street Pk./New Kennedy Sq./Unionville Meadows Public School   | <b>File No.</b> SE 2016-07                  |                               |
| 2015 Allocation/Other City Funding   | Funding Requested                           | 2016/2017 Funding Recommended |
| \$0  | \$3,000                                     | \$1,000                       |
| <b>Project Description and Funding Recommendation:</b> Funding is requested for regular weekly gatherings, performances to celebrate Asian Heritage Month, Canada Day, Mid-autumn Festival and Christmas Holiday plus community clean up. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |   |                               |

| Category: SENIORS' CLUBS   |   |                               |
|--|---|-------------------------------|
| <b>4. Applicant:</b> Markham XiangHe Club  |   |                               |
| <b>Project Title:</b> Happy and Healthy Chinese Seniors  | <b>Date of Application:</b> January 5, 2016 |                               |
| <b>Location:</b> Berczy Park   | <b>File No.</b> SE 2016-08                  |                               |
| 2015 Allocation/Other City Funding   | Funding Requested                           | 2016/2017 Funding Recommended |
| \$0  | \$3,000                                     | \$1,000                       |
| <b>Project Description and Funding Recommendation:</b> Funding support is requested to assist the club with its current initiatives to engage more seniors in the community and improve their health and social-well being through 7 ongoing programs and 11 community events. <i>This application is recommended for funding.</i> |   |                               |

# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: SENIORS' CLUBS  |                   |   |
|---|-------------------|---|
| <b>5. Applicant:</b> Boxgrove Seniors   |                   |   |
| <b>Project Title:</b> Enhancing the Life of Seniors   |                   | <b>Date of Application:</b> January 4, 2016 |
| <b>Location:</b> Boxgrove Community Centre  |                   | <b>File No.</b> SE 2016-09                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$2,311.13  | \$3,000           | <b>\$1,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> This grant would be used to encourage seniors and other residents around Box Grove to participate in religious and cultural festivals - Christmas and Year-end Gala, Navarathri religious celebration, Tamil Heritage Month, senior tours - to make seniors feel a sense of oneness with the community and enjoy fellowship and togetherness. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: SENIORS' CLUBS   |                   |   |
|--|-------------------|---|
| <b>6. Applicant:</b> Paradise Senior Association of Markham  |                   |   |
| <b>Project Title:</b> Seniors' Social Activities - Victoria Park Square  |                   | <b>Date of Application:</b> January 5, 2016 |
| <b>Location:</b> Victoria Square Park  |                   | <b>File No.</b> SE 2016-10                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$0  | \$3,000           | <b>\$1,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> This organization proposes Canada Day celebration to promote belonging, weekly Tai Chi exercise, social dancing, singing to provide social interaction and active living, 3 health seminars for self understanding and adjustment for mental well-being, participation in other community events for community networking and social integration and assimilation. Markham seniors, residents or visitors, especially new immigrants will be involved in the organization and implementation to improve senior self-esteem and make a contribution to the community. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: SENIORS' CLUBS   |                   |   |
|--|-------------------|---|
| <b>7. Applicant:</b> Markham United Senior & family Association  |                   |   |
| <b>Project Title:</b> Physical and Emotional Wellness Program  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham – at church, school gym, park or private home   |                   | <b>File No.</b> SE 2016-11                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$0  | \$3,000           | <b>\$1,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> A physical wellness program (indoor exercise groups/hiking group) combined with an emotional well-being program mutual support group/gardening club/reading club, is proposed. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: SENIORS' CLUBS  |                   |   |
|---|-------------------|---|
| <b>8. Applicant:</b> Seniors' Enrichment Centre (SEC)   |                   |   |
| <b>Project Title:</b> Celebrating SEC   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Milne Park   |                   | <b>File No.</b> SE 2016-12                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$2,630           | <b>\$1,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> This funding request is to support SECs ongoing weekly program which includes meditation, yoga, and light exercises, socializing, mental activities and discussions. Celebrations are held on holidays. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: SENIORS' CLUBS  |                   |   |
|---|-------------------|---|
| <b>9. Applicant:</b> Armadale Punjabi Seniors   |                   |   |
| <b>Project Title:</b> Summer Mela   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Armadale Public School, James Edward Park  |                   | <b>File No.</b> SE 2016-13                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$3,000           | \$1,000                                     |
| <b>Project Description and Funding Recommendation:</b> This organization has a focus on empowering Punjabi Seniors to maintain and promote health and well-being through information, advocacy and delivery of program and services that are racially sensitive, culturally appropriate and linguistically accessible through ongoing events and activities throughout the year. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: SENIORS' CLUBS  |                   |   |
|---|-------------------|---|
| <b>10. Applicant:</b> Markham Ward 6 Seniors' Association   |                   |   |
| <b>Project Title:</b> Seniors Winter Activities Ward 6 Seniors'   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Local school or community centre   |                   | <b>File No.</b> SE 2016-14                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$3,000           | \$1,000                                     |
| <b>Project Description and Funding Recommendation:</b> The proposed project is for 6 months of consecutive weekly social activities for seniors in winter, particularly those seniors in Ward 6. Grant is to be used to rent a venue at a local school or community centre. Singing, dancing, Tai chi sessions and technology sessions, health lectures, communication sessions and social events and information exchange would be offered. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |



# ATTACHMENT 3

## Celebrate Markham Grant Application Review and Recommendations April - March 2017 Funding Cycle

| Category: SENIORS' CLUBS  |                   |   |
|---|-------------------|---|
| <b>11. Applicant:</b> Canada One Family Network (COFN)  |                   |   |
| <b>Project Title:</b> Canada One Family Seniors   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham – various locations proposed, including COFN Service Centre, community centre, Civic Centre  |                   | <b>File No.</b> SE 2016-15                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$3,000           | <b>\$2,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> Cheers Club (Chinese Elders Ensemble for Recreational Symphony) support would be provided. This group offers senior cultural presentations by seniors including musicals, songs, poetry, dances, etc. Funding would support these activities. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: SENIORS' CLUBS  |                                |   |
|---|--------------------------------|---|
| <b>12. Applicant:</b> Markham Tamil Seniors   |                                |   |
| <b>Project Title:</b> Meetings @Armada CC   |                                | <b>Date of Application:</b> January 8, 2016 |
| <b>Location:</b> Armadale CC  |                                | <b>File No.</b> SE 2016-16                  |
| 2015 Allocation/Other City Funding  | Funding Requested              | 2016/2017 Funding Recommended               |
| \$3,000   | \$6,000 (exceeds fund maximum) | <b>\$1,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> <b>Funding Recommendation:</b> The project proposal is to: expand yoga activities, computer classes, English classes; conduct seminars, participate in social activities; engage with City of Markham in clean up/environmental/cultural charity events; enhance seniors wellness through more physical activities and interactions. <i>This application is recommended for funding.</i> |                                |   |

# ATTACHMENT 4

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

### SPORTS EVENTS

| Category: SPORTS EVENTS   |                   |   |
|---|-------------------|---|
| <b>1. Applicant:</b> Pickleball Association of Ontario  |                   |   |
| <b>Project Title:</b> PAO Annual Provincial Championship  |                   | <b>Date of Application:</b> January 5, 2016 |
| <b>Location:</b> Markham Pan Am Centre  |                   | <b>File No.</b> SE 2016-01                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$10,000          | \$2,000                                     |
| <b>Project Description and Funding Recommendation:</b> This is a funding request by the Pickleball Association of Ontario for the first annual provincial championship hosted in the greater GTA from September 23-25, 2016. It is to be held at the Pan Am Centre. 400 spectators and 200 athletes are anticipated to attend. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

| Category: SPORTS EVENTS   |                   |   |
|---|-------------------|---|
| <b>2. Applicant:</b> Markham Skating Club   |                   |   |
| <b>Project Title:</b> MSC Ice show 2016 "UP UP and AWAY"  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Village Arena  |                   | <b>File No.</b> SE 2016-02                  |
| 2015 Allocation/Other City Funding  | Funding Requested | 2016/2017 Funding Recommended               |
| \$0   | \$5,000           | None  |
| <b>Project Description and Funding Recommendation:</b> The Markham Skating Club is requesting a grant to hold an ice show at the Markham Village Arena. It is a bi-annual event that scheduled for April 8-10, 2016 with an anticipated 2000 spectators and 235 athletes. <b>Funding Recommendation:</b> <i>This application is not recommended for funding. Funding is only for competitive events of provincial level or higher events.</i> |                   |   |

# ATTACHMENT 4

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

| Category: SPORTS EVENTS  |                   |   |
|--|-------------------|---|
| <b>3. Applicant:</b> Ontario Cheerleading Federation   |                   |   |
| <b>Project Title:</b> Cheerleading   |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Pan Am Centre   |                   | <b>File No.</b> SE 2016-03                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$0  | \$6,000           | None  |
| <b>Project Description and Funding Recommendation:</b> Provincial and National Cheerleading events are proposed at the Pan Am Centre. <b>Funding Recommendation:</b> <i>This application is not recommended for funding. Incomplete information. It is recommended that they work with Recreation staff on building capacity for a future event.</i> |                   |   |

| Category: SPORTS EVENTS  |                   |   |
|--|-------------------|---|
| <b>4. Applicant:</b> MUMBA Basketball  |                   |   |
| <b>Project Title:</b> Ontario Provincial Cup - MUMBA Basketball  |                   | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Pan Am Centre   |                   | <b>File No.</b> SE 2016-04                  |
| 2015 Allocation/Other City Funding   | Funding Requested | 2016/2017 Funding Recommended               |
| \$0  | \$10,000          | \$5,000                                     |
| <b>Project Description and Funding Recommendation:</b> This grant is requested to host the Ontario Cup for the Ontario Basketball Association, using the Pan Am Centre. The event will run from April 1, 2016 to April 3, 2106. Estimated number of spectators is 500 and 200 athletes. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                   |   |

# ATTACHMENT 4

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

|  |                          |   |
|--|--------------------------|---|
| <b>Category: SPORTS EVENTS</b>   |                          |   |
| <b>5. Applicant:</b> Markham District Baseball Association   |                          |   |
| <b>Project Title:</b> OBA Provincial Championships   |                          | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> primarily in Milliken Mills Park  |                          | <b>File No.</b> SE 2016-05                  |
| <b>2015 Allocation/Other City Funding</b>  | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$0  | \$10,000                 | <b>\$5,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> Funding is requested to host the Minor Pee Wee provincial championships for AA and A levels in 2016, as sanctioned by Baseball Ontario. The tournament would take place primarily in Milliken Mills Park from September 2-5, 2016. 2000 spectators and 500 athletes are anticipated to attend. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                          |   |

|   |                          |   |
|---|--------------------------|---|
| <b>Category: SPORTS EVENTS</b>  |                          |   |
| <b>6. Applicant:</b> Markham Speed Skating Club (Application #1 of 2 applications)  |                          |   |
| <b>Project Title:</b> Angus Glen CC Regional Race Meet  |                          | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Angus Glen CC  |                          | <b>File No.</b> SE 2016-06                  |
| <b>2015 Allocation/Other City Funding</b>   | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$0   | \$2,000                  | <b>\$2,000</b>                              |
| <b>Project Description and Funding Recommendation:</b> This is a grant request for a province-wide skating competition held by Markham Speed Skating Club on December 3, 2016. 200 spectators and 100-125 athletes are expected to attend. <b>Funding Recommendation:</b> <i>This application is recommended for funding. Two applications were submitted. The second application (Girls Go Fast) is not a provincial or national level event. Only 1 grant is provided per organization in each funding cycle.</i> |                          |   |

# ATTACHMENT 4

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

|   |                          |   |
|---|--------------------------|---|
| <b>Category: SPORTS EVENTS</b>  |                          |   |
| <b>7. Applicant:</b> Markham Speed Skating Club (Application #2 of 2 applications)  |                          |   |
| <b>Project Title:</b> Girls Go Fast   |                          | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Mount Joy Community Centre   |                          | <b>File No.</b> SE 2016-07                  |
| <b>2015 Allocation/Other City Funding</b>   | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| \$0   | \$1,000                  | None  |
| <b>Project Description and Funding Recommendation:</b> This is a request for a grant for the 4 <sup>th</sup> annual all-day sports day to celebrate girls and women from age 8 and up to participate in sport – including speed skating and other office activities and programs. It is proposed on December 19, 2016 with 40 – 50 athletes and 40+ spectators. <b>Funding Recommendation:</b> <i>This application is not recommended for funding. It is not a provincial level or national level competition event. Also, only 1 grant is provided per organization in each funding cycle.</i> |                          |   |

|   |                          |   |
|---|--------------------------|---|
| <b>Category: SPORTS EVENTS</b>  |                          |   |
| <b>8. Applicant:</b> Table Tennis Canada  |                          |   |
| <b>Project Title:</b><br>2016 ITTF North American Olympic Qualification Tournament  |                          | <b>Date of Application:</b> January 7, 2016 |
| <b>Location:</b> Markham Pan Am Centre  |                          | <b>File No.</b> SE 2016-08                  |
| <b>2015 Allocation/Other City Funding</b>   | <b>Funding Requested</b> | <b>2016/2017 Funding Recommended</b>        |
| 0   | \$10,000                 | \$10,000                                    |
| <b>Project Description and Funding Recommendation:</b> This is event is one way of qualifying Canadian Athletes for the Rio 2016 Olympic Games to which Canada can now enter 2 women and 3 men. This is an International event attracting players several countries. It is to be held April 8-10, 2016 at the Markham Pan Am Centre. <b>Funding Recommendation:</b> <i>This application is recommended for funding.</i> |                          |   |

# ATTACHMENT 4

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

| Category: SPORTS EVENTS   |   |                               |
|---|---|-------------------------------|
| <b>9. Applicant:</b> Federation of Chinese Canadians in Markham (FCCM) (Application #2 of 2 applications)   |   |                               |
| <b>Project Title:</b> 3 on 3 Hoopfest (Application #1 of 2 applications – 2 <sup>nd</sup> is Taste of Asia)   | <b>Date of Application:</b> January 7, 2016 |                               |
| <b>Location:</b> Taste of Asia festival site (Kennedy Road and Steeles Ave. East)   | <b>File No.</b> SE 2016-09                  |                               |
| 2015 Allocation/Other City Funding  | Funding Requested                           | 2016/2017 Funding Recommended |
| \$15,000 for Taste of Asia, plus \$2,500 1 <sup>st</sup> Funding cycle of new Program (2016 Lunar New Year)   | \$10,000                                    | None                          |
| <b>Project Description and Funding Recommendation:</b> The Taste of Asia 3 on 3 Hoopfest is a basketball tournament held at the Taste of Asia festival site and is hosted by the sports division of FCCM. It is to take place on June 25, 2016. Over 100 participants from across the GTA are anticipated and 4,000 spectators. <b>Funding Recommendation:</b> <i>Not a sanctioned provincial/national event as per fund criteria and only 1 grant is provided per organization in each funding cycle. Taste of Asia is recommended for funding in this cycle. This application is not recommended for funding.</i> |   |                               |

# ATTACHMENT 5

## Grant Allocations & Totals

| Cultural Events and Programs                                      |  |                              |
|---|--|------------------------------|
| Applicant   | Project Title  | Budget Recommended 2nd Cycle |
| Markham Federation of Filipino Canadians                          | Philippine Independence Day Celebration  | \$3,500                      |
| Vedic Cultural Centre Organization                                | South Asian Heritage Month Celebration @ the Vedic Centre                        | \$2,500                      |
| Moksha Canada Foundation  | Indo.-Can. Community Food Expo   | 0                            |
| Unionville Theatre Company  | 2017 Live Theatre Production at Flato Theatre                                    | \$4,500                      |
| Tourism Markham/Information Markham                               | Tourism Markham  | \$2,500                      |
| Unionville Village Conservancy & Stiver Mill Farmers' Market      | Stiver Mill Farmers' Market  | \$4,500                      |
| Unionville Presents Thursday Nights at the Bandstand              | Summer Live/Free Concert Series - Thursday Night Unionville Millennium Bandstand | \$5,000                      |
| Cherish Integrated Services                                       | Cherish's One and Only Artfest   | \$4,000                      |
| Markham Concert Band  | Unionville Concert Sundays   | \$4,000                      |
| The Society for Thornhill Preservation                            | Thornhill Village Wheatsheaf Festival  | \$5,000                      |
| Sing Fai Sports Club  | Sing Fai Games   | \$2,500                      |
| Markham Fair & E. York Agricultural Society                       | Markham Fair Harvest Moon  | \$4,500                      |
| <b>SUBTOTAL</b>   |  | <b>\$42,500</b>              |
|   |  |                              |
| <b>TOTAL 2016 FUNDING ENVELOPE-Cultural Events &amp; Programs</b> |  | <b>\$76,000</b>              |
| <b>TOTAL FUNDING APPROVED 1st FUNDING CYCLE</b>                   |  | <b>\$14,000</b>              |
| <b>TOTAL FUNDING APPROVED 2nd FUNDING CYCLE</b>                   |  | <b>\$42,500</b>              |
| <b>TOTAL BUDGET REMAINING</b>                                     |  | <b>\$19,500</b>              |

# ATTACHMENT 5

## Grant Allocations & Totals

| <b>Major Community Festivals</b>                                    |  |                                     |
|---|--|-------------------------------------|
| <b>Applicant</b>  | <b>Project Title</b>                         | <b>Budget Recommended 2nd Cycle</b> |
| Markham Jazz Festival   | Markham Jazz Festival                        | \$10,000                            |
| Markham Rotary Club Foundation                                      | Markham RibFest 2016                         | \$5,000                             |
| Markham Village Music Festival                                      | Markham Village Music Festival               | \$10,000                            |
| Moksha Canada Foundation  | Moksha Event                                 | 0                                   |
| Federation of Kerala Associations of North America (FOKANA)         | 17th NA Convention - FOKANA                  | 0                                   |
| Social Services Network of York Region                              | South Asian Utsav. Community Summer Festival | 0                                   |
| Power Unit Youth Organization                                       | Night It Up!                                 | \$10,000                            |
| Federation of Chinese Canadians in Markham (1 of 2) (Taste of Asia) | Taste of Asia Festival                       | \$10,000                            |
| York Hispanic Arts Council  | Markham Latin Music Festival                 | \$0                                 |
| Unionville Festival   | Unionville Festival 2016                     | \$10,000                            |
| <b>SUBTOTAL</b>   |  | <b>\$55,000</b>                     |
|   |  |                                     |
| <b>TOTAL 2016 FUNDING ENVELOPE- Major Community Festivals</b>       |  | <b>\$100,000</b>                    |
| <b>TOTAL FUNDING APPROVED 1st FUNDING CYCLE</b>                     |  | <b>\$2,500</b>                      |
| <b>TOTAL FUNDING APPROVED 2nd FUNDING CYCLE</b>                     |  | <b>\$55,000</b>                     |
| <b>TOTAL BUDGET REMAINING</b>                                       |  | <b>\$42,500</b>                     |



# ATTACHMENT 5

## Grant Allocations & Totals

| <b>Seniors' Clubs</b>                               |   |                                     |
|---|---|-------------------------------------|
| <b>Applicant</b>                                    | <b>Project Title</b>                              | <b>Budget Recommended 2nd Cycle</b> |
| Middlefield Seniors' Wellness Club                  | Middlefield Seniors' Wellness Club                | \$2,000                             |
| Angus Glen Older Adults                             | Sound equipment                                   | \$3,000                             |
| Markham Sunglow Seniors                             | Healthy Life 2016                                 | \$1,000                             |
| Markham XiangHe Club                                | Happy and Healthy Chinese Seniors                 | \$1,000                             |
| Boxgrove Seniors                                    | Enhancing the Life of Seniors                     | \$1,000                             |
| Paradise Senior Association of Markham              | Seniors' Social Activities - Victoria Park Square | \$1,000                             |
| Markham United Senior & family Association          | Physical and Emotional Wellness Program           | \$1,000                             |
| Seniors' Enrichment Centre                          | Celebrating SEC                                   | \$1,000                             |
| Armadae Punjabi Seniors                             | Summer Mela                                       | \$1,000                             |
| Ward 6 Seniors' Association                         | Seniors' Winter Activities Ward 6                 | \$1,000                             |
| Canada One Network                                  | Canada One Seniors                                | \$2,000                             |
| Markham Tamil Seniors                               | Mtgs. @Armadae CC                                 | \$1,000                             |
| <b>SUBTOTAL</b>                                     |   | <b>\$16,000</b>                     |
|   |   |                                     |
| <b>TOTAL 2016 FUNDING ENVELOPE – Seniors' Clubs</b> |   | <b>\$40,000</b>                     |
| <b>TOTAL FUNDING APPROVED 1st FUNDING CYCLE</b>     |   | <b>\$5,000</b>                      |
| <b>TOTAL FUNDING APPROVED 2nd FUNDING CYCLE</b>     |   | <b>\$16,000</b>                     |
| <b>TOTAL BUDGET REMAINING</b>                       |   | <b>\$19,000</b>                     |

# ATTACHMENT 5

## Grant Allocations & Totals

| <b>Sports Events</b>  |   |                                     |
|---|---|-------------------------------------|
| <b>Applicants</b>   | <b>Project Title</b>                                  | <b>Budget Recommended 2nd Cycle</b> |
| Pickleball Association of Ontario   | PAO Annual Provincial Championship                    | \$2,000                             |
| Markham Skating Club  | MSC Ice show 2016 "UP UP and AWAY"                    | 0                                   |
| Ontario Cheerleading  | Cheerleading  | 0                                   |
| MUMBA Basketball  | Ontario Provincial Cup - MUMBA Basketball             | \$5,000                             |
| Markham District Baseball Association   | OBA Provincial Championships                          | \$5,000                             |
| Markham Speed Skating Club (#1 application of 2)                                      | Angus Glen CC Regional Race Meet                      | \$2,000                             |
| Markham Speed Skating Club (#2 application of 2) (see above)                          | Girls Go Fast   | \$0                                 |
| Table Tennis Canada   | 2016 ITTF N.American Olympic Qualification Tournament | \$10,000                            |
| Federation of Chinese Canadians in Markham (#2 of 2 applications) (see Taste of Asia) | 3 on 3 Hoopfest                                       | 0                                   |
| <b>SUBTOTAL</b>   |   | <b>\$24,000</b>                     |
|   |   |                                     |
| <b>TOTAL 2016 FUNDING ENVELOPE - Sports Events</b>                                    |   | <b>\$40,000</b>                     |
| <b>TOTAL FUNDING APPROVED 1st FUNDING CYCLE</b>                                       |   | <b>\$0</b>                          |
| <b>TOTAL FUNDING APPROVED 2nd FUNDING CYCLE</b>                                       |   | <b>\$24,000</b>                     |
| <b>TOTAL BUDGET REMAINING</b>   |   | <b>\$16,000</b>                     |
|   |   |                                     |
|   |   |                                     |

# ATTACHMENT 6

(September 24, 2015 Report)

## **Celebrate Markham Part A: General Criteria - Program Guidelines (All Categories)**

### **PROPOSED ELIGIBILITY CRITERIA**

To make a Celebrate Markham Application:

- Applicants must be a not-for-profit organization, either incorporated or unincorporated;
- Events, activities, and programs must take place in the City of Markham;
- Events, activities and program must not be eligible or funded through other City of Markham funding programs;
- The organization must be supported by a volunteer Board of Directors, Steering Committee or similar body;
- the majority of the organization's Board of Directors must be residents of the City of Markham unless significant community benefits can be demonstrated as part of the application review process;
- Membership in the organization and the organization's activities must be open to the public

Applicants **must** also meet the criteria for the specific category in which they are applying, detailed in Part B (Attachment 2 to this report):

1. Culture Events and Programs
2. Major Community Festivals
3. Sports Events
4. Seniors' Clubs

### **The following entities are ineligible:**

- For-profit organizations;
- Schools, universities, hospitals, daycares, group homes, or any group that has a mandate/activities covered under provincial/federal legislation;
- Political parties and lobby groups;
- Religious groups where services/activities include promotion, or require adherence to a faith (in the event religious services are provided, there must be clear separation between religious and community service functions at event and budget levels);
- National and provincial organizations, unless they have an affiliate club or local chapter within the municipality;
- Grant-making or fundraising organizations;
- Landlord/tenant/condominium corporations;
- Organizations in major deficit or debt positions as a result of financial mismanagement;
- Individuals.

### **ELIGIBLE EXPENSES**

Grants through Celebrate Markham may **NOT** be used for ongoing operating costs. The following table details eligible and ineligible expenses.

# ATTACHMENT 6

(September 24, 2015 Report)

| Celebrate Markham Funding Program  |  |
|--|--|
| Eligible expenses  | Ineligible expenses  |
| <p>Eligible activities and expenses include project-specific costs for the planning, organization and implementation of events, activities and programs, as well as administration costs, as follows:</p> <ul style="list-style-type: none"> <li>• Rental space;</li> <li>• Rental equipment;</li> <li>• General liability insurance;</li> <li>• Event/activity/program management;</li> <li>• Event marketing;</li> <li>• Performer or instructor fees;</li> <li>• Delivery and materials costs;</li> <li>• Interpretation and translation for events and communications;</li> <li>• Up to 20% of the approved expenses in administration costs including: bookkeeping, office supplies and associated auditing costs.</li> </ul> | <p>Ineligible activities and expenses include use of the City grants for:</p> <ul style="list-style-type: none"> <li>• Staff salaries and benefits;</li> <li>• Capital costs / building renovations;</li> <li>• Fundraising, or donations to charitable causes;</li> <li>• AGM's, business meetings;</li> <li>• Consultant Fees;</li> <li>• Loans or interest payments;</li> <li>• Debt repayment or deficit reduction;</li> <li>• Purposes that result in direct, or indirect private benefits to the recipient;</li> <li>• Political or religious activities;</li> <li>• Contests and competitions;</li> <li>• Demonstrations, marches and rallies;</li> <li>• Trade shows and trade fairs; and,</li> <li>• Block parties, picnics and garden shows and barbeques</li> </ul> |

## EVALUATION CRITERIA

Successful applications to the Celebrate Markham program must demonstrate the following:

- That the goals and objectives of their event, activity or program align with the Vision and Guiding Principles of Celebrate Markham;
- That their event/activity/program will benefit the community;
- That they have a plan and the staff, support, volunteers and partners to achieve results;
- That they have sound financial management; and,
- That they have other sources of revenue than the City of Markham

All applicants must demonstrate that their event/activity/program etc. will comply with the policies and bylaws of the City of Markham including Zero Waste event policies.

## APPLICATION POLICIES

- Applications must be complete and submitted by the Celebrate Markham program deadline;
- Applications must be made through the official application process;
- Only 1 grant award will be made per organization for a 12 month funding cycle;
- Event/activity/program must be completed by the date as stated on the application form, otherwise the funding must be returned;
- Recipients must submit a *Project Outcome/Financial report* for approval at the conclusion of the project and within sixty (60) days. New grant applications will not be accepted unless the *Project Outcome/Financial report* is approved and the organization is in good standing with the City of Markham.

## Celebrate Markham

### Part B: Detailed Criteria by Category

#### A. CULTURE EVENTS & PROGRAMS **Culture Events & Programs Guidelines:**

The goal is to support initiatives that enable Markham residents to participate in activities, events that promote engagement through the arts, heritage and culture.

##### **Who can Apply:**

- Groups must have a mandate to provide cultural activities, or customarily provide a cultural activity as part of their services.

##### **Event Eligibility**

- Eligible events may include: community theatre productions, choir or band concerts, exhibits, reading or spoken word series, folk arts and craft guild activities and art exhibitions.

##### **Event Criteria and Assessment**

Applicants to clearly demonstrate the impact the event will have on culture, the community and tourism in the application

##### **Allocation of Culture Events & Programs funding**

- 50% of the Cultural Events & Programs category allocation will be available to:
  - New organizations that have not received funding from Celebrate Markham before;
  - One-time events, activities, initiatives that promote the objectives of the Culture Plan; as determined through the application assessment process.

#### B. MAJOR COMMUNITY FESTIVALS

##### **i) Major Community Festivals Program Guidelines**

The goals are to provide grants for major, community-based festivals and sports events that:

- Have a significant City-wide profile;
- Are capable of attracting visitors from beyond the City of Markham;
- Generate tourism benefits;
- Encourage residents to participate in their community, connect with each other and celebrate the distinct, diverse and dynamic character of the City of Markham;
- Contribute to the vitality of local economies and tourism;
- Raise the profile of the City of Markham as a destination.

##### **Event eligibility:**

- Festivals/events must have a primary theme or focus on arts, heritage or culture;
- These festivals and events would be capable of attracting over 10,000 attendees and generally comprise multiple days;
- Demonstrate sources of revenue other than the City of Markham and an appropriate organizational infrastructure.

# ATTACHMENT 6

(September 24, 2015 Report)

Eligible projects include, but are not restricted to: arts festivals, heritage festivals and cultural celebrations, tourism initiatives, and fairs. To be eligible for support, festivals and special events must be open to the general public.

## **Event criteria and assessment:**

Applicant to clearly demonstrate the impact the events will have on culture, the community and tourism in the application.

### **C. Sports Events**

Sport Tourism is the fastest growing grassroots economic development initiative in Canada today. It represents \$3.6B in annual spending and has been shown as a stabilizing force even during an economic downturn. This grant will provide grant opportunities to sport groups to host national, international and regional sport events in our community that will raise Markham's identity as a sport destination and bring recognition for being an active city and people. The Sport Grant supports the Sport Tourism Strategy that the City of Markham is developing.

The goals of the Sport grant program are to:

- Strengthen sport, economic , and community impacts in alignment with the City of Markham Sport Tourism Strategy;
- Generate economic and tourism impacts in the City of Markham and York Region;
- Help communities, organizations, and volunteers enhance their event hosting capacity to attract larger, more prestigious events;
- Build Markham's international profile and reputation as an exceptional major event host; and,
- Support the high performance development pathway for Markham's athletes based on the Canadian sport for Life (CS4L) framework.

Priority of Sport grants are for:

- Provincial and Championships, Regional Events, and invitational Events that clearly fulfill a hosting void in the City;
- Events that fit within the Train to Train, Train to Compete, and Train to Win stages of the CS4L framework:
  - Consideration may also be given for events in the Active for Life (Masters level) stage, but Masters events are not a primary goal of the Markham sports grants
  - If applying for a Masters event, be sure to clearly demonstrate the impact the event will have on the sport, community and tourism.

### **Who Can Apply?**

Applications may be submitted by a not-for-profit organization that is operating as a:

- Community organization, club or association, who are registered with a Provincial Sport Organization (PSO) or National Sport Organization (NSO)

### **Event Eligibility:**

An application is eligible for funding only if the grant will be used for event costs for hosting a regional, provincial or national sport event. Additionally, the event must:

- Take place in Markham;
- Be sanctioned by an appropriate, recognized organization (PSO, NSO, International Federation (IF), etc.)

# ATTACHMENT 6

(September 24, 2015 Report)

- Be identified as part of the PSO's and/or NSO's Canadian Sport for life implementation plan.

Funding requests for the following are **NOT** eligible:

- Events that are unconfirmed or still in the bidding process;
- Sports festivals or participation focused events;
- York Region Elementary, Middle, and high School Championship events;
- Hosting multi-sport events (i.e. multi-sport Games);
- Sport development/training camps;
- Provincial, national or international conference, congresses, symposiums, Annual General Meetings, Etc.;
- Capital Expenditures, gifting and prize money.

## **Event Criteria and Assessment:**

To clearly demonstrate the impact the event will have on the sport, community and tourism in the application.

- The event has a defined connection with the sport system (PSO sanctioned and CS4L identified) and provides a valuable competitive opportunity within the high performance development pathway for athletes, coaches and officials;
- The event provides a strong contribution to increasing the capacity of the Municipal, Regional, and Provincial sport system and develops skills and experience of volunteers, technical officials and event organizers;
- The event has the potential to generate measurable economic impacts, tourism benefits, and legacies while providing a valuable sport development opportunity for athletes, coaches and officials;
- There is a significant community support demonstrated for the event and potential for audience reach.

## **D. SENIORS' CLUBS**

The goal is to provide annual funding support to seniors' clubs that deliver social, cultural, physical, recreational and educational activities to senior residents in the City of Markham. These activities reduce isolation and promote social interaction; promote physical and mental well-being; support the participation of seniors in their communities and recognize their contributions and strengthen friendships and community connections.

### **Eligibility:**

- Clubs must be not-for-profit organizations that are open to senior residents of Markham and have a 75% residency rate.
- Clubs must have a mandate to deliver programs and services that benefit seniors in Markham.

Eligible activities include the planning, organization, implementation and evaluation of annual events and programs, such as: wellness and active living; bingo; volunteer recognition; celebration of seniors and holiday concerts.