



Report to: General Committee

Date Report Authored: December 3, 2015

SUBJECT:	Celebrate Markham Grant Program – Q1 2016 Funding Approvals
PREPARED BY:	Mavis Urquhart, Manager, Policy, Planning & Project Delivery Moe Hosseini-Ara, Director, Culture

RECOMMENDATIONS:

- 1) THAT the report titled, “Celebrate Markham Grant Program – Q1 2016 Funding Approvals” be received; and,
- 2) THAT Council approve the recommendations of the Interdepartmental Staff Review Committee to fund eight (8) Celebrate Markham applicants, totaling \$21,500 as identified in Attachment 1; and,
- 3) THAT the following Celebrate Markham grants be approved for the Cultural Events and Programs Category (as per Appendix 1):
 - i) Unionville Theatre Company be awarded \$5,000 for a theatre production (5 shows);
 - ii) Moksha Canada Foundation be awarded \$2,000 for Moksha Fest;
 - iii) Centre for Tamil Heritage & Culture be awarded \$4,000 for Markham Thai Pongal Vizha Cultural Celebration;
 - iv) Markham African Caribbean Canadian Association be awarded \$3,000 for Black History Month volunteer recognition;
- 4) THAT the following Celebrate Markham grants be approved for the Major Community Festivals Category (as per Appendix 2):
 - i) Federation of Chinese Canadians of Markham be awarded \$2,500 for their 2016 Lunar New Year celebration.
- 5) THAT the following Celebrate Markham grants be approved for the Seniors’ Clubs Category (as per Appendix 3):
 - i) AMICI Association be awarded \$1,000 for 2016 for seniors’ activities;
 - ii) Milliken on the Move Older Adults’ Club be awarded \$3,000 for seniors activities;
 - iii) Dorcas Senior Interest Club be awarded \$1,000 for seniors’ activities.
- 4) THAT subject to approval by Council, this report showing recommended applications be posted on the Celebrate Markham website for applicants and the public’s information, along with Council’s resolution; and,
- 5) 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 in January, February and March 2016. Recommendations are identified in Attachment 1. Attachment 2 contains a chart outlining the total funding for the Celebrate Markham Program as approved by Council, the total funding being recommended for grants in the first funding cycle (January-March 2016), as well as the funding remaining for the second funding cycle (April 2016-March 2017) of the program.

BACKGROUND:

On October 13, 2015, Council adopted a revised Celebrate Markham Grant Program following a comprehensive program review, which included stakeholder consultations. The Program is now in place and this report contains recommendations for grant funding be provided to successful applicants for projects that take place during the first funding cycle of the program. The deadline for the second funding cycle is January 7, 2016, for project delivery between April 1, 2016 and March 31, 2017. A second staff report with recommendations for the second funding cycle will be presented in Q1 of 2016.

OPTIONS/ DISCUSSION:

Application forms were made available to the public for a period of 4 weeks commencing on October 30, 2015. Applications for this first funding cycle closed on November 26, 2015. Applications were made available via the City's portal and for pick up at the Contact Centre. Stakeholders, including those who attended the two community consultation meetings, past Celebrate Markham Grant recipients and the general public were notified through direct email, banners on the City portal home page and advertisements through local media outlets. A total of 13 applications were received for the first funding cycle.

All 13 applications were evaluated by an Interdepartmental Staff Review Committee including staff from Economic Development, Human Resources, Recreation, Culture and Communications and Community Engagement. A total of three meetings were held on December 1, 2 and 3 to complete the evaluation process. 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

All applications are identified in Attachment 1, along with the staff recommendations. Staff are recommending that a total of 8 applicants be approved, totaling \$21,500 in funding. Of the eight (8), four (4) are new applicants. It is anticipated that there will be many more applicants for the second funding cycle as it spans a longer funding period and there would have been more opportunity for groups to find out about the grant program through the City's promotional efforts.

Staff has been promoting Celebrate Markham Program to the public through:

- Implementation of a communications plan which included promotions in local media, e-blasts and banners on the City's portal;
- Establishing a page on the City's portal www.markham.ca/celebratemarkham;
- Promoting the fund to various clubs and organizations;
- Hosting Funders' Forum in partnership with the Ministry of Tourism, Culture & Sport, a program which allowed attendees to learn about Celebrate Markham, along with numerous other grant opportunities as offered by various federal, provincial and private granting agencies.

To encourage the number and quality of applications provided to the City, a grant writing workshop will be offered in the 2016. Having completed the first round of application review and approvals, staff will look for feedback for improvements in both the process and applications. Furthermore, the grant writing workshop will be recommended to applicants that require additional training on completing grant applications and ensuring applicants are aware of the requirements and eligibility criteria for completing Celebrate Markham grant applications. Feedback and improvements will be incorporated into the process and applications for the 2017/2018 funding cycle.

NEXT STEPS:

Upon approval of this report and funding allocations, staff will follow-up with applicants to inform them of the decisions related to their applications. Where appropriate, cheques will be issued to grant recipients two (2) months prior to their event program, or as needed given project timelines and scheduling.

Applications received for the second funding cycle (April 2016-March 2017) will be reviewed following the application deadline (January 7, 2016). Once the applications have been reviewed and evaluated, a report with recommendations will be made to Council for approval.

FINANCIAL CONSIDERATIONS:

A total of \$21,500 is being recommended for distribution to applicants for this initial funding cycle as outlined in Attachment 2, to be funded from the Celebrate Markham Program budget of \$256,000 for non City-led events. The remaining funds of \$234,500 (\$256,000-\$21,500) will be allocated as appropriate to successful applicants applying for funding for the second funding cycle which runs covers a period of 12 months from April 2016 to March 2017.

HUMAN RESOURCES CONSIDERATIONS

Not applicable.

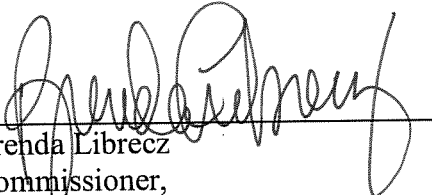
ALIGNMENT WITH STRATEGIC PRIORITIES:


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