

Celebrate Markham Program Community Feedback & Implementation Plan

October 7, 2105

AGENDA

- **Status Update - Program Review Phases**
- **Direction from Council – June 2015**
- **Community Consultation**
- **Key Changes Following Community Consultations**
- **Next Steps**

Program Phases

- | | |
|----------------|---|
| Phase 1 | Assessment and Priority Setting with Council <i>(Jan. to Mar. 2015)</i> |
| Phase 2 | Program Review & Consultant's Recommendation, Report to Council <i>(Mar. to June 2015)</i> |
| Phase 3 | Community Consultation <i>(July to Sept. 2015)</i> |
| Phase 4 | Report to Council for Program Approval and Implementation <i>(Oct. 2015)</i> |
| Phase 5 | Launch Revised Program <i>(Oct./Nov. 2015)</i> |

Direction from Council

- On June 15, 2015, Council endorsed recommendations in principle and received staff report (Attachment 3)
- Directed staff to conduct community consultations with stakeholders

Community Consultation

- Held two community consultation sessions on September 8 & 9, facilitated by Director of Culture and Consultant
- Consulted with Council as to potential participants/invitees
- Invited over 175 participants including:
 - residents, ratepayer organizations, Council committees and boards, cultural organizations, previous fund recipients, potential future applicants, businesses, BIAs, sports groups, seniors groups, etc.
- Posted series of questions on-line to garner additional feedback (from invitees and general community)
- Over 76 stakeholders attended the two workshops

General Feedback

- Supportive of the Vision, direction and recommendations
- Very supportive of the funding streams and how the program was structured
- Want to see more promotion and communication around the program
- Want to see a good balance between transparency and ensuring the program is inclusive and accessible
- Very supportive of the link between City's strategic documents and program
- Overall supported the \$1/capita funding formula approach to determining overall budget
- Funding caps on categories and for individual groups were endorsed as it was felt that this would allow more groups to participate and be funded

Key Changes Following Community Consultation

Vision:

*Celebrate Markham is a transparent, inclusive, and sustainable grant program that reflects Council's vision for Markham as a City that enhances arts & culture, active living, community engagement and social cohesion through the support of events and programs that bring the community together and **attracts visitors to the City as a vibrant destination.***

Key Changes

Funding Streams

- Requested better distinction between funding streams, specifically Major Community Events and Sports Events
- As a result moving from 3 funding streams to 4 funding streams as follows:
 - Cultural Events & Programs
 - Major Community Festivals
 - Sports Events
 - Seniors' Clubs

Key Changes

Budget, Funding Streams & Caps

As per Council direction, \$370,000 budget is being recommended, broken down as follows:

- **Cultural Events & Programs** = \$76,000 (maximum \$5,000 per applicant)
- **Major Community Festivals** = \$100,000 (maximum \$10,000 per applicant)
- **Sports Events** = \$40,000 (maximum \$10,000 per applicant)
- **Seniors' Clubs** = \$40,000 (maximum \$3,000 per applicant)
- **City led events** = \$84,000
- **Unallocated/Reserve** = \$30,000 (amount pending decisions to be made on Markham Art Council)

Key Changes

Make up of Board of Directors

- Feedback received about board make up - *75% of organization's board of directors must be Markham residents*
- Felt that this was too onerous as it would potentially eliminate desirable organizations with projects that positively benefit the community
- Revised criteria is as follows:

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.

Key Changes

Audit Process and Costs

- Feedback indicated that financial reporting process should not be onerous given the amounts of grant awards and size/nature of organizations seeking grants.
- Staff concur and will work with Finance Department to balance needs of applicants and while ensuring accountability & appropriate use of funds

Key Changes

Application Funding Cycle and Transition

- Some applicants wanted 2 funding cycles per year to meet needs events taking place in first quarter of the year
- Staff considered this approach however the benefit of a single funding cycle is as follows:
 - all applications can be considered and reviewed together at the same time
 - funds can better managed and distributed
 - easier to administer the program and application process
- Have developed suitable solution – initial year timelines/funding cycle may not be optimal however new process to be in place as of 2017 will address issue of Q1 events
- Annual funding cycle April 1 – March 31

PROPOSED FUNDING CYCLE & APPLICATION PROCESS	
Timing	Action
First Application Intake (Funding 2016-2017)	
Oct. 26, 2015	Open applications for events taking place in Q1 2016 (Jan. Feb. Mar.) (applications accepted for <u>4 week period</u>)
Nov. 20, 2015	Applications close for events taking place in Q1 2016 (staff review and evaluate applications)
Dec. 7, 2015	Staff Report to Council recommending events for 1st Quarter
Jan. 2, 2016	Begin releasing funds for Q1 events
Second Application Intake (Funding 2016-2017)	
Oct. 26, 2015	Open applications for events taking place Apr. 1, 2016 to Mar. 31, 2017 (applications accepted for <u>8 week period</u>)
Jan. 2, 2016	Applications close for events taking place Apr. 1, 2016 to Mar. 31, 2017 (staff review and evaluate applications)
March 2016	Staff Report to Council recommending applications
April 2016	Begin releasing funds for events taking place Apr. 1, 2016 to Mar. 31, 2017

PROPOSED FUNDING CYCLE & APPLICATION PROCESS

<i>Timing</i>	<i>Action</i>
New Applications Process (Funding 2017-2018)	
Sept. 17, 2016	Open applications for Celebrate Markham Events to be delivered April 1, 2017 to March 31, 2018(applications accepted for <u>8 week period</u>)
Nov. 17, 2016	Applications close for Celebrate Markham Events to be delivered April 1, 2017 to March 31, 2018
Nov. 2016 – Jan. 2017	Interdepartmental team meet to review 2017/18 applications
Feb. 2017	Report to General Committee recommending applications for 2017/18
Mar. 2017	Begin issuing cheques to applicants for events being delivered April 1, 2017 to March 31, 2018

Key Changes

Additional Feedback

- Leave applications open for a longer period – changed from 6 to 8 weeks (except during first transitional cycle)
- Streamline applications – staff will endeavor to streamline and simplify applications while still maintaining a rigorous process
- 3 Major Festivals – staff will look to providing multi-year funding for 3 Major Festivals in future review once new Program is established

Next Steps

- Council approval of revised recommendations based on community consultations
- Inter-departmental team to finalize application and guidelines
- Develop website on portal to host information about revised program, including process, applications, timelines, FAQ, grants awarded, etc.
- Communicate and promote revised program through all channels, City page, Portal, social media, etc.
- Application open Starting October 26, 2015 as per approved timelines