

## Celebrate Markham

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

**\*Changes to the Criteria are shown in italics or ~~strikeout~~**

#### 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, ~~without restrictions or limitations.~~

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 1

(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;
- ~~Applicants may apply to only one category, once a year;~~
- *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.