

Celebrate Markham Grant Program Review

Facilitation Questions from Stakeholder meetings

- September 8 and 9, 2015

Question 1:

In your opinion, does the proposed vision of the Celebrate Markham Grant program accurately reflect the spirit of the program?

Celebrate Markham's Proposed 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 increases tourism.*

Question 2:

Are you generally supportive of the four proposed Celebrate Markham's principles? If not, what would you change?

Celebrate Markham's Proposed Grant Program Principles:

- Provide cultural, recreational, community building and/or tourism benefits to Markham residents and businesses
- Promote inclusivity, cross cultural collaboration, and align with the Everyone's Welcome Diversity Action Plan
- Support the goals/outcomes of the City's Strategic Plan
- Increase participation of a diversity of groups and organizations in Markham events

Question 3:

Do you feel that the proposed funding streams outlined below are reflective of the proposed vision for the Celebrate Markham Program?

1. *Cultural Events and Programs* - that enable Markham residents to participate in activities, events in the arts, heritage and culture

2. *Major Community Events, Festivals & Sports Events*

- **Major Community Events & Festivals** – major, community-based festivals and events that contribute to the vitality of local economies
- **Sports Events** – that enable sports groups to host national, international and regional sport events to raise Markham's identity as a sport destination and bring recognition as an active City

3. *Seniors' Programs* – that support Seniors' clubs that deliver social, cultural, physical, recreational and educational activities to Markham senior citizens

Question 4:

As a part of the process for evaluating grant applications, the revised program proposes two levels of eligibility criteria –

- 1) General program eligibility requirements; and
- 2) More specific criteria for the individual funding stream for which applicants will be applying.

Do you have any concerns with the proposed program funding criteria?

Question 5:

Do you agree that the proposed application review and reporting processes for Celebrate Markham balance the needs of applicants while ensuring accountability and meeting the public's expectations that funds be distributed in a transparent and fair manner?

Question 6:

The overall Celebrate Markham budget is currently set at \$370,000 per year (pending Council Approval). Should the budget be based upon a funding formula calculated on a per capita basis (e.g. \$1.00/capita)?