

Celebrate Markham Part 1: Program Criteria (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;
- 75% of the organization's Board of Directors must be residents of the City of Markham;
- 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 4 to this report):

1. Cultural Events & Programs
2. Major Community Festivals and Sports Events
3. 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 3

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

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;
- 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. 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.