

Appendix 1

Siu, Veronica

From: Lustig, Joel
Sent: Tuesday, October 27, 2009 11:01 AM
To: Siu, Veronica
Cc: Taylor, Andy; Cribbett, Barb; Tang, Andrea
Subject: FW: 2009 Thornhill Festival

-----Original Message-----

From: Robb Stitt [mailto:erstitt@sympatico.ca]
Sent: October 27, 2009 9:47 AM
To: Burke, Valerie
Cc: Heath, Jack; Lustig, Joel
Subject: 2009 Thornhill Festival

Valerie:

As you are aware, the 2009 Thornhill Village Festival is experiencing financial difficulty. The loss of anticipated revenue from previous sponsors and reduced gate attendance due to the Jewish holiday on September 19th impacted our revenues. Even though we were very cautious on expenses, our expenses are still greater than expected. We would therefore like to apply for additional money from the Celebrate Markham fund in order to ease the shortfall which we have at this time. We are also taking other measures to deal with this financial problem in hopes that we can pay all the invoices that require immediate payment. The Organizing Committee of the 2009 Thornhill Village Festival would greatly appreciate consideration to this request for an additional \$500 to assist us through this difficult challenge. Thank you for consideration to this request.

Robb Stitt
Co-Chair
2009 Thornhill
Village Festival

SPECIAL SUMMARY

THORNHILL VILLAGE FESTIVAL

Appendix 2
as of Oct 30, 2009

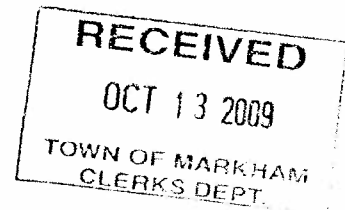
ITEM		2007 Actual (1 day)	2008 Actual (1 day)	2009 Budget (2 days)	2009 Act to date (2 days)
REVENUE	Entrance Gates	16,245	19,474	7,500	7,929
	Crafts	11,815	6,355	3,600	4,125
	Community Groups & Artists	2,537	2,000	200	575
	Food Vendors	0	4,925	2,000	3,000
	Commercial Vendors	5,100	2,960	100	200
	Corp Sponsors	4,650	5,950	2,500	2,500
	Grants Mun & Prov	8,500	9,500	10,500	9,500
	Thorassic Park	0	30	0	0
	Kidstown	626	0	500	604
	Musicfest	0	0	3,700	1,376
	Religious Groups	0	0	0	0
	Fun Run	0	0	0	0
	TOTAL INCOME	49,473	51,194	30,600	29,809
	Revenue still expected to come				850
ANTICIPATED TOT INCOME					30,659
EXPENSES	Operations	14,687	14,222	10,000	6,257
	Parade	10,121	7,375	0	0
	Publicity	5,620	4,435	4,500	4,625
	Buttons	1,613	1,908	1,100	1,076
	Music	318	3,250	2,000	2,000
	Street Events/Demos	2,200	3,000	1,200	4,245
	Kidstown	2,017	4,215	4,400	1,215
	Entertainment	8,498	4,220	4,300	6,475
	Community Groups/Artists	84	200	100	0
	Craft Dealers	463	276	100	152
	Office Misc	318	63	100	0
	Fun Run	0	0	0	0
	Chairman	326	627	500	476
	Bank Charges	191	96	150	42
	Musicfest (2009)	0	0	0	4,794
	TOTAL EXPENSE	46,457	43,887	28,450	31,359
	Expenses not yet paid			**	6,287
NET	PROFIT/LOSS	3,016	7,307	2,150	<6,987>

**** Details**

Added Police Admin fee	362
Washrooms - Sep 19	2,237
Washrooms - Sep 26	730
*** Vaughan charges	2,958

*** being challenged by SPOHT

Appendix 3



To: Town of Markham Clerks Office

Re: Celebrate Markham Funding Request

Event: Unionville Olde Tyme Christmas Parade

Friday December 4th, 2009

Funding Amount Requested: \$16,500

See attached letter and 2008 & 2009 budgets



**Unionville Olde Tyme Christmas Parade 2009
Town of Markham Grant Request**

9 October, 2009

To the Celebrate Markham Grants Committee
c/o Clerks' Department – Town of Markham

The Unionville BIA is already organizing for the 2009 Unionville Olde Tyme Christmas Parade event, being held on Friday, December 4th at 7pm. This event runs annually on the first Friday of December and is done in the evening to create an olde fashioned candlelight setting which celebrates the rich cultural heritage of Main Street Unionville. The parade is a community run event, put together by the community and for the community to enjoy and celebrate. Participants include local schools, local not-for-profit organizations, local sports teams, and different Town of Markham department representatives, our Mayor and local politicians. The event is solely run by volunteers from the Unionville BIA, local not-for profit organizations, local service groups and other volunteers from the community. Since the Main Street Markham Santa Claus Parade receives a \$16,500 grant from the Celebrate Markham funding, we are requesting the same amount to operate the Unionville Olde Tyme Christmas Parade.

Please take this letter to be a request for the Town of Markham to partner with us, through the Celebrate Markham Grants, as we have been advised to do so by Regional Councillor Joe Virgilio and Council. This year the Unionville Old Tyme Christmas Parade Committee is requesting support in the amount of \$16,500, which is the same as the support granted to the Main Street Markham Parade.

On behalf of the Unionville Old Tyme Christmas Parade Committee 2009, I thank you for your consideration and continuing support for this important celebration for the whole Town of Markham.

Amount requested: \$16,500
Unionville Olde Tyme Christmas Parade
29th annual being held on Friday, December 4, 2009

Regards



Tracy MacKinnon
Unionville Festivals & Events Chair 2009
Unionville BIA
PO BOX 64711
Unionville, ON, L3R 0M9
unionvillebia@bellnet.ca
905 477 0117

UNIONVILLE OLDE TYME CHRISTMAS PARADE - ACTUAL BUDGET 2008

REVENUE

		In-kind
Unionville BIA	\$ 15,072.78	\$ 5,000.00
Parade Sponsorship	\$ 750.00	
In-Kind Revenue		
Volunteer Hours - 855 hours @ \$15 per hour		\$ 12,825.00
Graphic Services & Printing		\$ 3,000.00
Coordinator Fees		\$ 5,000.00
Entertainment - Fee Reductions		\$ 2,000.00
Unionville Villagers Association		\$ 2,500.00
Advertising & Promotions		\$ 4,500.00
Total In-kind		\$ 34,825.00
TOTAL REVENUE	\$ 15,822.78	

EXPENSES

Program Expenses

Coordinator Fees		\$ 5,000.00
Entertainment - Characters & Bands	\$ 6,023.00	
Entertainment - Fee Reductions		\$ 2,000.00
Police, Security	\$ 2,202.00	
Decorations & Signage	\$ 1,547.12	
Volunteer Hours - 855 Hours @ \$15/hour		\$ 12,825.00
UVA - Candlelight & Santa Sleigh		\$ 2,500.00

Marketing / Promotion

Printing & Miscellaneous	\$ 783.16	
Graphics Services & Printing		\$ 3,000.00
Advertising & Promotions	\$ 5,267.50	\$ 9,500.00

Total In-kind		\$ 34,825.00
TOTAL EXPENSES	\$ 15,822.78	

UNIONVILLE OLDE TYME CHRISTMAS PARADE - PROJECTED BUDGET 2009

REVENUE

In-kind

Town of Markham	\$16,500.00	
Unionville BIA	\$8,750.00	\$ 5,000.00
Parade Sponsorship	\$1,000.00	
Program Advertising	\$500.00	

In-Kind Revenue

Volunteer Hours - 975 hours @ \$15 per hour	\$ 14,625.00
Unionville Villagers Association	\$ 2,500.00
Graphic Services & Printing	\$ 3,000.00
Coordinator Fees	\$ 7,000.00
Entertainment - Fee Reductions	\$ 3,000.00
Advertising & Promotions	\$ 4,500.00

Total In-kind

\$ 39,625.00

TOTAL REVENUE

\$26,750.00

EXPENSES

Program Expenses

Coordinator Fees	\$ 7,000.00
Entertainment - Characters & Bands	\$8,000.00
Entertainment - Fee Reductions	\$ 3,000.00
Police, Security	\$3,000.00
Decorations & Signage	\$2,000.00
Volunteer Hours - 855 Hours @ \$15/hour	\$ 14,625.00
Bandstand Activities & Tree Lighting	\$3,000.00
UVA - Candlelight & Santa Sleigh	\$ 2,500.00

Marketing / Promotion

Printing & Miscellaneous	\$1,000.00	
Graphics Services & Printing	\$1,000.00	\$ 3,000.00
Advertising & Promotions	\$8,750.00	\$ 9,500.00

Total In-kind

\$ 39,625.00

TOTAL EXPENSES

\$26,750.00

Updated statements
distributed on Nov. 5, 2009

**UNIONVILLE OLDE TYME CHRISTMAS PARADE 2008
STATEMENT OF OPERATIONS FOR OLDE TYME CHRISTMAS EVENT**

REVENUES:

In-kind

Cash revenue

Unionville BIA	\$ 15,072.78	\$ 5,000.00
Parade Sponsorship	\$ 750.00	

In-Kind Revenue

Volunteer Hours - 855 hours @ \$15 per hour	\$ 12,825.00	
Graphic Services & Printing	\$ 3,000.00	
Coordinator Fees	\$ 5,000.00	
Entertainment - Fee Reductions	\$ 2,000.00	
Unionville Villagers Association	\$ 2,500.00	
Advertising & Promotions	\$ 4,500.00	
Total In-kind revenues	\$ 34,825.00	

TOTAL REVENUES **\$ 15,822.78**

EXPENSES:

Cash Expenses

Entertainment - Characters & Bands	\$ 6,023.00	
Police, Security	\$ 2,202.00	
Decorations & Signage	\$ 1,547.12	

In-Kind Expenses

Coordinator Fees	\$ 5,000.00	
Entertainment - Fee Reductions	\$ 2,000.00	
Volunteer Hours - 855 Hours @ \$15/hour	\$ 12,825.00	
UVA - Candlelight & Santa Sleigh	\$ 2,500.00	

Marketing / Promotion

Printing & Miscellaneous	\$ 783.16	
Graphics Services & Printing	\$ 3,000.00	
Advertising & Promotions	\$ 5,267.50	\$ 9,500.00
Total In-kind expenses		\$ 34,825.00

TOTAL EXPENSES **\$ 15,822.78**

Excess (deficit) of Revenues over Expenses **\$ -** **REVENUE**

UNIONVILLE OLDE TYME CHRISTMAS PARADE - PROJECTED BUDGET 2009

REVENUE

In-kind

Town of Markham	?	
Community Sponsorship	\$5,000.00	
Unionville BIA	\$8,750.00	\$ 5,000.00
Parade Sponsorship	\$1,000.00	
Program Advertising	\$500.00	
In-Kind Revenue		
Volunteer Hours - 975 hours @ \$15 per hour		\$ 14,625.00
Unionville Villagers Association		\$ 2,500.00
Graphic Services & Printing		\$ 3,000.00
Coordinator Fees		\$ 7,000.00
Entertainment - Fee Reductions		\$ 3,000.00
Advertising & Promotions		\$ 4,500.00
Total In-kind		\$ 39,625.00
TOTAL REVENUE	\$15,250.00	

EXPENSES

Program Expenses

Coordinator Fees		\$ 7,000.00
Entertainment - Characters & Bands	\$6,000.00	
Entertainment - Fee Reductions		\$ 3,000.00
Police, Security	\$3,000.00	
Decorations & Signage	\$2,000.00	
Volunteer Hours - 855 Hours @ \$15/hour		\$ 14,625.00
Bandstand Activities & Tree Lighting		
UVA - Candlelight & Santa Sleigh		\$ 2,500.00

Marketing / Promotion

Printing & Miscellaneous	\$1,000.00	
Graphics Services & Printing	\$1,000.00	\$ 3,000.00
Advertising & Promotions	\$8,750.00	\$ 9,500.00

Total In-kind		\$ 39,625.00
TOTAL EXPENSES	\$21,750.00	

Town of Markham
Amended Grants and Sponsorships Guidelines

GRANTS & SPONSORSHIPS GUIDELINES:

The Grants/Sponsorships Guidelines are broken down into three categories: Celebrate Markham, Table Sponsorships, and Council Promotion.

Celebrate Markham

The Celebrate Markham category consists of not-for-profit festivals/events that promote and recognize Markham as a great place to work, live and play.

In the past, the following events fall within the “Celebrate Markham” category:

- Black History Month
- Canada Day Celebrations
- Character Community
- Chinese New Year Celebration
- Doors Open Markham
- Markham Arts Council
- Markham Festival
- Markham Jazz Festival
- Markham Rotary Club Santa Claus Parade
- Milliken Mills Children’s Festival
- Senior Citizen’s Light Tour
- Senior’s Extravaganza
- Senior’s Hall of Fame
- Taste of Asia
- Thornhill Festival
- Unionville Festival
- Volunteer Appreciation Event

The level of funding for the entire Celebrate Markham category of events will be set during the Business Planning/Budgeting process. Funding amounts for individual Celebrate Markham events are to be set through the recommendations of the Grants Sub-Committee each year. The Grants Sub-Committee will meet after the Budget is approved by Council to determine these allocations. For the few Celebrate Markham events that occur early in the year (Black History Month, Chinese New Year), the funding levels are to be determined during the Budget process.

Before final funding is authorized, the following information for each event should be submitted to the Town prior to the date of the event:

1. budget for the event (including details of what the Town funding will be spent on)
2. previous year’s financial statements

3. details of how the most recent event was received and a proposal for the upcoming year (including how the Town was represented)

For each of the Celebrate Markham events that the Town contributes money towards, there must be acknowledgement of the Town grant on all promotional material. At the event itself, Town signage must be present (to be provided by the Town).

Staff will handle the administration of all Celebrate Markham events. Any additional requests for funding over the prescribed budgeted levels will require Council approval.

Table Sponsorships & Council Promotion

While a single organization can submit multiple requests, the maximum funding in any one year cannot exceed \$4,000.

A Grant/Sponsorship made by the Town does not automatically translate into implied funding in subsequent years.

If overspending occurs in any category, the Town's Expenditure Control Policy will take effect.

Table Sponsorship

Table Sponsorships are classified as fundraising galas/dinners/receptions that promote or celebrate positive aspects of the Markham community. As the Town sponsors many of the same events every year, it is recommended that a list of tables be approved during the Budget process.

Table Sponsorships have an upset limit of \$3,000 per organization. During the Budget process, the list of Table Sponsorship events supported in the current year will be submitted for approval for the following year. However, inclusion in the budget does not automatically translate into a sponsorship guarantee. An appropriate number of councillors/senior staff must be able to attend the event before funding is given final approval. If the appropriate attendance cannot be met, the Town can elect not to follow through with the sponsorship. As a result, the administration of Table Sponsorships should continue reside in the Mayor's Office.

Requests not on the approved Budget list may be accommodated during the year assuming there are sufficient funds available within the annual budget envelope. A report will be presented to Council for each of these events.

Eligibility Requirements for Table Sponsorships

- The entity requesting the funding must declare their not-for-profit status
- The funding must be used to serve a recreational, cultural or economic benefit to the community
- The benefits of the program and/or special event must accrue to Town residents or business community

- Funding will not be provided to any political party/event

Council Promotion

This category encompasses all other requests for grant funding such as Travelling Teams, Advertising and Major Temporary Support. Funding is to be capped at \$1,000 per request (with the exception of Advertising at a maximum of \$250) and will be administered through the Clerk's department. Staff will approve and monitor all requests that meet guidelines and are within the approved budget envelope and individual funding limits. Staff will prepare status reports to Committee on all requests received and approved. Any request over \$1,000 is to be approved by Council.

The following additional guidelines apply to these distinct areas:

Events - Grant requests sponsored or supported by a Member of Council, or senior Town staff, that do not fall into the Celebrate Markham category. A Member of Council is to be involved with the event.

Travelling Teams - Community Groups/teams/athletes competing at a national or international level and the support is capped at a maximum of 50% of the cost of the wearing apparel to a maximum amount of \$1,000. Funding is restricted to individuals residing in Markham or organizations that have a minimum 75% membership from Markham.

Advertising - Requests for Financial assistance toward the cost of advertising in a community newspaper, yearbook, event program and miscellaneous funding. The advertisement must identify that it is from the Mayor and Members of Council. Funding for this category is to be capped at \$250 per request.

Major Temporary Support - items with extraordinary justification, bridge financing or other unforeseen circumstances. There should be no budget allocation for Major Temporary Support and any funding would have to come from any operating surplus or reserves.

Council Promotion/Grants Eligibility Requirements

- The entity requesting the funding must declare their not-for-profit status
- The entity's programs must address a community need or provide a direct benefit to the Town (not applicable to Travelling Teams and Advertising)
- The funding must be used to serve a recreational, cultural or economic benefit to the community (not applicable to Travelling Teams and Advertising)
- The benefits of the program and/or special event must accrue to Town residents or business community (not applicable to Travelling Teams and Advertising)
- Funding will not be provided for:
 - groups/organizations/events that are primarily of a religious nature
 - any organization outside the Town of Markham (including national or similar organizations) unless that organization can demonstrate a direct benefit to the Town
 - groups which are part of a national or similar organization unless the grant funds will be utilized within the Community
 - services that fall within the criteria of United Way funding
 - issues that fall within the domain of existing Federal, Provincial, and Regional funding (i.e. education, social/health services, international aid)
 - any political party/event

Council Promotion/Grants Submission Requirements

Before Approval:

- each organization requesting financial assistance must apply in writing to the Clerk's department
- The organization must have an identifiable and accountable system of controls and lines of authority
- The organization must submit a budget and previous year's financial statements
- The group/organization must have a clearly defined set of goals and objectives for the program/activity and should specify how they will be achieved
- The organization should be able to identify the "outcomes" or the impact to service users and/or the community of the proposed program/activity and demonstrate how proposed outcomes are consistent with the Town's goals and priorities
- The organization must have a demonstrative system to monitor and review actual results to see if they are in compliance with the goals and objectives identified in the application
- The organization must demonstrate the ability and determination that it has explored other sources of financial support from the private sector, other funders, and other levels of government
- The organization must notify the Town of any conflict of interest situations or other contentious situations that may require the organization to seek legal counsel or may be the subject of media attention

After Approval:

- All groups or organizations receiving a Town grant must acknowledge the funding on all promotional material. If an event is scheduled, Town signage must be present (to be provided by the Town)
- The organization should be prepared to submit a brief report identifying how the program/activity met its goals and objectives and to provide a financial accounting of funding
- The organization shall make available for audit by the Town in a reasonable time, the organization's books of accounts and supporting documentation for at least three years to show the receipt and disbursement of funds
- The organization should be available for an on-site meeting during the funding year, if requested
- The organization must not dispose of any surplus Town funds without prior approval of the Town, nor direct funding towards other programs
- The organization must return to the Town any funds as a direct result of the termination of all or part of the program/activity for which Town funding has been awarded