



Report to: General Committee

Report Date: April 21, 2008

SUBJECT: 2008 Celebrate Markham Grants Allocation by the Grants Sub-Committee
PREPARED BY: Andrea Tang, Manager of Financial Planning

RECOMMENDATION:

That the report dated April 21, 2008 entitled "2008 Celebrate Markham Grants Allocation by the Grants Sub-Committee" be received;

And that the Grants Sub-Committee is recommending the 2008 Allocation of Celebrate Markham Grants as outlined in Appendix 2 be approved;

And that the Grants Sub-Committee recommends that any costs relating to the Character Community Initiative be removed from the 2008 Celebrate Markham Grants budget and absorbed in the 2008 Operating Budget.

And that funding for the Character Community Initiative be considered during the 2009 Budget discussions, if required:

And that Staff be authorized and directed to do all things necessary to give effect to this resolution.

FINANCIAL CONSIDERATIONS:

Appendix 1 outlines the Grant Sub-Committee's recommended changes to Celebrate Markham grants, in narrative form, including the addition of two new grants to the Seniors Clubs and Opera York for 2008.

Appendix 2 outlines the Grant Sub-Committee's changes to Celebrate Markham grants in numerical form. The first three columns of Appendix 2 highlight the 2007 actuals, 2007 budget and variance.

The last two columns show the Grants Sub-Committee's recommended 2008 allocation and the increase or decrease compared to 2007 budget.

In total, the 2007 Celebrate Markham budget was \$219,250 (detailed allocation of the budget shown in the second column "2007 Approved Budget" of Appendix 2). The 2008 approved Budget included an increase of \$15,000 to the Celebrate Markham Budget to the total of \$234,250 (\$219,250 + \$15,000).

As outlined in Appendix 2, the total allocated amount to the Celebrate Markham events in 2008 is \$229,000, leaving an unallocated amount of \$5,250 for potential future discretionary events that come to Council in 2008 (budget \$234,250 - \$229,000).

The unallocated amount of \$5,250 will be granted in accordance to the approved Grants and Sponsorships Guidelines (Appendix 3).

PURPOSE:

To recommend approval of the 2008 allocation of Celebrate Markham grants to the General Committee.

BACKGROUND:

Celebrate Markham grants are funds provided to community groups/organizations that enhance and promote the Town, and are committed to building the community by celebrating the artistic and cultural uniqueness of Markham.

Three Grants Sub-Committee meetings were held on November 14, 2007, January 21, 2008 and March 7, 2008.

OPTIONS/ DISCUSSION:

Below outlines the changes in allocations and new events/organizations recommended by the Grants Sub-Committee for inclusion in the 2008 Celebrate Markham budget.

Increases

Details of the increases to events/organizations are outlined in Appendix 1.

Decreases

The committee recommended that any costs relating to the Character Community Initiative be removed from the 2008 Celebrate Markham Grants budget and absorbed in the 2008 Operating Budget. The 2007 Celebrate Markham budget allocation for Character Community was \$20,000. It was agreed that the CAO, Legal, HR & Strategic Initiatives Commission staff would be advised of this change.

Other decreases are highlighted in Appendix 1.

New Grants added to 2008 Celebrate Markham

The committee recommended two new grants be provided to the Seniors Clubs (pending criteria development) and Opera York of which more details are also outlined in Appendix 1. Staff agreed to contact the City of Vaughan with a request for their criteria.

Other Items discussed by the Grants Sub-Committee

- York Regional Police Military Tattoo – The Committee decided this is not a Celebrate Markham event and recommended that this be brought forward for consideration under Council Promotion. Details of the York Regional Police sponsorship program are outlined in Appendix 4.
- Lindsay Lights – The Lindsay brothers create a sophisticated annual Christmas light display which is computer controlled and consists of more than 80,000 lights (of which 70,000 lights are LED). There is a request for a grant from the Town in the amount of \$2,650 for financial assistance in the hiring of paid-duty officers to assist in traffic control. However, this event itself does not fall within the

approved Grants and Sponsorships Guidelines and is therefore being rejected. Appendix 5 outlines the letter requesting the funding.

Annual Audit

In 2007, the Committee recommended that one audit will be performed each year. For 2008, the committee recommended that an audit be performed on the Senior Citizen's Light Tour.

FINANCIAL TEMPLATE: (external link)

None

ENVIRONMENTAL CONSIDERATIONS:

None

ACCESSIBILITY CONSIDERATIONS:

None

ENGAGE 21ST CONSIDERATIONS:

None

BUSINESS UNITS CONSULTED AND AFFECTED:

None

RECOMMENDED

BY:

Barb Cribbett
Treasurer

Andy Taylor, Commissioner
Corporate Services

ATTACHMENTS:

- Appendix 1 – Summary of Changes - 2008 Celebrate Markham Grants Budget
- Appendix 2 – Celebrate Markham Grants – 2007 Actuals and Proposed 2008 Allocation
- Appendix 3 – Grants and Sponsorships Guidelines
- Appendix 4 – York Regional Police Sponsorship Program
- Appendix 5 – Letter from Martin Lindsay requesting funding for the Lindsay Lights

APPENDIX 1

SUMMARY OF CHANGES -2008 CELEBRATE MARKHAM GRANTS BUDGET

INCREASES

- The Black History Month and Chinese New Year Celebration were both increased by \$500 each as per approval by Council on January 22, 2008.
- The Markham Rotary Club Santa Clause Parade will be increased by \$1,500 (from \$15,000 in 2007 to \$16,500 in 2008).
- Celebrate Markham grants for the Unionville, Markham, Thornhill festivals, the Markham Jazz festival, and the Doors Open Festival will be increased by \$1,000 each (from \$8,500 in 2007 to \$9,500 in 2008 for each event).
- The Milliken Mills Children's Festival will be increased by \$1,000 (from \$12,500 in 2007 to \$13,500 in 2008).
- The Taste of Asia festival's grant will be increased by \$1,500 (from \$13,500 in 2007 to \$15,000 in 2008).
- The Markham Arts Council's grant will be increased by \$1,500 (from \$17,500 in 2007 to \$19,000 in 2008).
- The Tony Roman Hockey Tournament will be increased by \$1,000 (from \$5,000 in 2007 to \$6,000 in 2008).
- In 2007, a startup funding of \$4,750 was provided for the Tourism Markham initiative. Given the success of this initiative last year, the Committee decided to continue the funding and the grant will be increased by \$250 (from \$4,750 in 2007 to \$5,000 in 2008).
- Markham Race Relations Committee was increased by \$2,000 for the 10th Anniversary Many Faces of Markham event as per approval by the General Committee on November 26, 2007.

DECREASES

- The Committee recommended that the Character Community Budget will be funded from the 2008 Operating Budget (decrease from \$20,000 to \$0).
- The Volunteer Appreciation event will be decreased by \$1,000 (from \$9,000 to \$8,000) based on 2007 actual expenditures.
- The York Region Celebration of the Arts will be decreased by \$1,500 (from \$4,000 to \$2,500).

NEW GRANTS ADDED TO 2008 CELEBRATE MARKHAM:

- Total funding in the amount of \$15,000 for the Seniors Club was added to Celebrate Markham of which a maximum of \$3,000 will be provided to the individual Seniors Clubs. Criteria will be developed by Staff prior to funds being allocated to the Seniors Clubs.
- Opera York with the grant amount of \$2,500 was also added to Celebrate Markham. Opera York is a professional performing arts organization with a mission to bring affordable, accessible opera to Markham and the communities in and around the York Region. Opera York also encourages the development of the art form through educational and outreach activities.

**TOWN OF MARKHAM
CELEBRATE MARKHAM GRANTS
Proposed 2008 Allocation**

APPENDIX 2

	A	B	C = B - A	D	E = D - B
	2007 Actual \$	2007 Approved Budget \$	2007 Variance \$ Fav./Unfav.)	2008 Proposed Budget \$	Budget Change \$ incr./decr.)
Account 220-220 7802					
Black History Month	1,000	1,000	0	1,500	500
Chinese New Year Celebration	7,500	7,500	0	8,000	500
Character Community	19,002	20,000	998	0	(20,000)
Senior's Extravaganza	3,500	3,500	0	3,500	0
Canada Day Celebrations	50,000	50,000	0	50,000	0
Markham Rotary Club Santa Clause Parade	15,000	15,000	0	16,500	1,500
Unionville Festival	8,500	8,500	0	9,500	1,000
Markham Festival	8,500	8,500	0	9,500	1,000
Thornhill Festival	8,500	8,500	0	9,500	1,000
Doors Open Markham	8,500	8,500	0	9,500	1,000
Markham Jazz Festival	8,500	8,500	0	9,500	1,000
Milliken Mills Children's Festival	12,500	12,500	0	13,500	1,000
Senior's Hall of Fame	2,521	2,000	(521)	2,000	0
Volunteer Appreciation Event	7,552	9,000	1,448	8,000	(1,000)
Senior Citizen's Light Tour	3,000	3,000	0	3,000	0
Taste of Asia Festival	13,500	13,500	0	15,000	1,500
Allocation for Signage	680	1,000	320	1,000	0
Markham Rotary Ribfest	7,500	7,500	0	7,500	0
Markham Arts Council	17,500	17,500	0	19,000	1,500
York Region Celebration of the Arts	4,000	4,000	0	2,500	(1,500)
Tony Roman Hockey Tournament	5,000	5,000	0	6,000	1,000
Tourism Markham	4,750	4,750	0	5,000	250
Markham Race Relations Committee				2,000	2,000
Seniors Clubs (up to \$3,000 per club)				15,000	15,000
Opera York				2,500	2,500
Total Celebrate Markham	217,004	219,250	2,246	229,000	9,750
			2008 Approved Budget	234,250	
			Total Allocated	(229,000)	
			Total Unallocated	5,250	

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

WAL★MART

presents

MILITARY TATTOO

Saturday, April 19, 2008

Ray Twinney Recreation Complex, Newmarket, Ontario

Show Time: 1930 hrs



*Enjoy an evening
in support of Special Olympics*

Be part of an inspiring event...

On Saturday, April 19, 2008, the York Regional Police will host their first Military Tattoo at the Ray Twinney Recreation Complex in the Town of Newmarket. This cultural event will be the hallmark of festivals in the town for 2008 and will be host to 2,000 spectators. This event will include the participation of the following ensembles:

78th Fraser Highlanders

Combined Flag Parties of the York Regional Ambulance Service, Fire Services, Police Service

Canine Police Team Challenge I

Hamilton Police Services Pipes & Drums

Military Reenactment Society of Canada

Toronto Fire Fighters Pipes & Drums

Toronto Police Service Pipes & Drums

Toronto Scottish Regiment (Queen Elizabeth The Queen Mother's Own)

Toronto Scottish Regiment Pipes & Drums

Waterloo Regional Police Ceremonial Band

York Regional Police Chief's Ceremonial Unit

York Regional Police Male Chorus

York Regional Police Pipes & Drums and Highland Dancers

York Regional Police Public Order Unit

This event honours those who give tirelessly and selflessly for the protection and safety of our communities! Whether here at home or far abroad, our Police and the Canadian Armed Forces provide a sense of safety, security and quality of life for "all" Canadians!

Let us celebrate and honour these heroes among us.

A charitable event in support of Special Olympics Ontario
Registration # 11906 8435 RR0001



Support a "cause" that is doing great work in your community...

Special Olympics is part of a dynamic world wide charitable organization dedicated to promoting a more active and better quality of life for people who have an intellectual disability, through their involvement of sport.

While many people know of our "Games", there is less awareness that Special Olympics spends most of our strives to focus its resources on its "grassroots" athletes and programs.



Over the past 20 years, the Law Enforcement Community, under the banner of the Law Enforcement Torch Run has raised in excess of \$20 million dollars for Special Olympics Ontario.



Be recognized for your community support...

➤ Gold Partner - \$5000 (Limited to 10 companies)

- ✓ Full page recognition in event program
- ✓ Logo recognition event insert and advertising - Era Banner (predicated on timing)
- ✓ Signage at event location
- ✓ Website recognition on YRP and Special Olympics websites
- ✓ 6 complementary VIP tickets to exclusive pre event reception
- ✓ 6 premium seats to 2008 YRP Military Tattoo
- ✓ YRP and Special Olympics "joint" thank you plaque and business receipt
- ✓ A 'Thank You' - Page to Partner Sponsors, and Volunteers in the YRNG: Era-Banner

➤ Silver Partner - \$2500

- ✓ ½ page recognition in event program
- ✓ Logo recognition event insert - Era Banner
- ✓ Signage at event location
- ✓ Website recognition on YRP and Special Olympics websites
- ✓ 4 complementary VIP tickets to exclusive pre event reception
- ✓ 4 premium seats to 2008 YRP Military Tattoo
- ✓ YRP and Special Olympics "joint" thank you memento and business receipt
- ✓ A 'Thank You' - Page to Partner Sponsors, and Volunteers in the YRNG: Era-Banner

➤ Bronze Partner - \$1500

- ✓ ¼ recognition in event program
- ✓ Name printed in event insert sponsor page - Era Banner
- ✓ Name signage at event location
- ✓ Website recognition on YRP and Special Olympics websites
- ✓ 2 complementary VIP tickets to exclusive pre event reception
- ✓ 2 premium seats to 2008 YRP Military Tattoo
- ✓ YRP and Special Olympics "joint" thank you letter and business receipt
- ✓ A 'Thank You' - Page to Partner Sponsors, and Volunteers in the YRNG: Era-Banner

Adopt – An – Athlete Program - \$100.00

Consider a tax deductible donation to Special Olympics and we will send a local Special Olympian to the Military Tattoo. In addition, each Special Olympics athlete will receive a FREE t-shirt with your name/logo on the back (optional) Make your donation online at www.specialolympicsontario.com – Military Tattoo or by mail - Attention: Special Olympics Ontario, 18 Wynford Drive, Toronto, ON, M3C 3S2

Martin Lindsay

lindsaylights@gmail.com
4 Rosea Court, Thornhill,
Ontario, Canada, L3T 2V4
(416) 500-7906

APPENDIX 5

January 21, 2008

Town of Markham
101 Town Centre Boulevard
Markham ON L3R 9W3

Attention: Councilor Valerie Burke
Ward One

Re: Paid-duty Officer Financial Support for "Lindsay Lights" Light Show
(www.lindsaylights.com).

Dear Councilor Burke,

As you are aware, my brother and I create a sophisticated annual Christmas light display, attracting thousands of visitors. The display is computer controlled and consists of more than 80,000 lights. Within the past 5 years, we've passed more than \$42,000 to local charities, collected from visitors of the lights

During the past two Christmas seasons, we took the initiative to hire paid-duty officers to assist my family and volunteers in the many hours spent controlling traffic within and around our Court. This has allowed us to maintain a positive, friendly, safe environment for all visitors and neighbours.

A total of \$2,647.34 was paid out to the officers from our collected donations, in 2007/2008, while \$2530.99 was paid out in 2006/2007, (receipts available upon request). We are asking for your support in seeking favourable consideration from the Town of Markham for reimbursement of these amounts, which would allow us to continue to pass on all collected donations to local charities.

As attested to by the many passionate emails and other communications we receive, our display not only attracts thousands of visitors, but also hundreds of international devotees who watch via the Internet. I continue to be amazed how many people speak of how the display brings warmth to their hearts and brightens the spirits the many children and seniors who look forward to the show every year. I submit that, our display is putting Markham on the map in a very positive way and that the Town will recognize that this is the case.

Thank you in advance for your support.

Sincerely,

Martin Lindsay.