

Celebrate Markham Grant: Program Review

Presentation to General Committee
January 9th 2015



Building Markham's Future Together

Overview



- To seek General Committee's approval of the proposed process for undertaking a review of the current Celebrate Markham Grant Program.
- This presentation will outline the review process to be completed in 2015, for implementation in 2016.

Background



- ‘Celebrate Markham’ program created in 2005
- Updated application form and guidelines created in 2010
- 2014 funding envelope of \$250,000
- Currently the need for review based on:
 - increased demand from community organizations for limited funds
 - changing demographics and urbanization
 - sustainability of the program over the long term.

Council Directions in 2014



Interim allocations made to Markham Arts Council, Kindred Spirits Orchestra and the Ontario Band Association

- **Markham Arts Council:**
 - June 2014 - \$19,000 advance of 2015 Celebrate Markham Grant plus additional \$5,000
 - October 2014 - \$23,000 grant plus \$15,000 per quarter for 2015 until staff report back on grant program
- **Kindred Spirits Orchestra:**
 - October 2014 - \$23,000 grant plus \$15,000 per quarter for 2015 until staff report back on grant program
- **Ontario Band Association:**
 - One time grant of \$1,877

Areas for Improvement



- Increased dependency on annual grants as sustained funding source by community groups
- Limited opportunity for new groups to access grants
- Need for clearer goals/eligibility criteria/deadlines
- Need for criteria to set annual funding envelope
- Opportunities for improved oversight/monitoring
- Need for improved communications and promotion
- Best practice to review programs regularly to ensure they are meeting expectations.

Purpose of the Review

- To develop a fair, inclusive, and financially sustainable grant program that reflects Council's vision for Markham as a community that supports the arts, community participation/engagement, and attracts visitors/tourists.



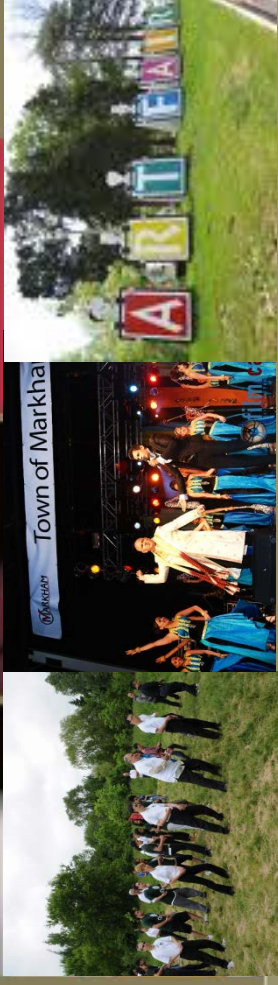
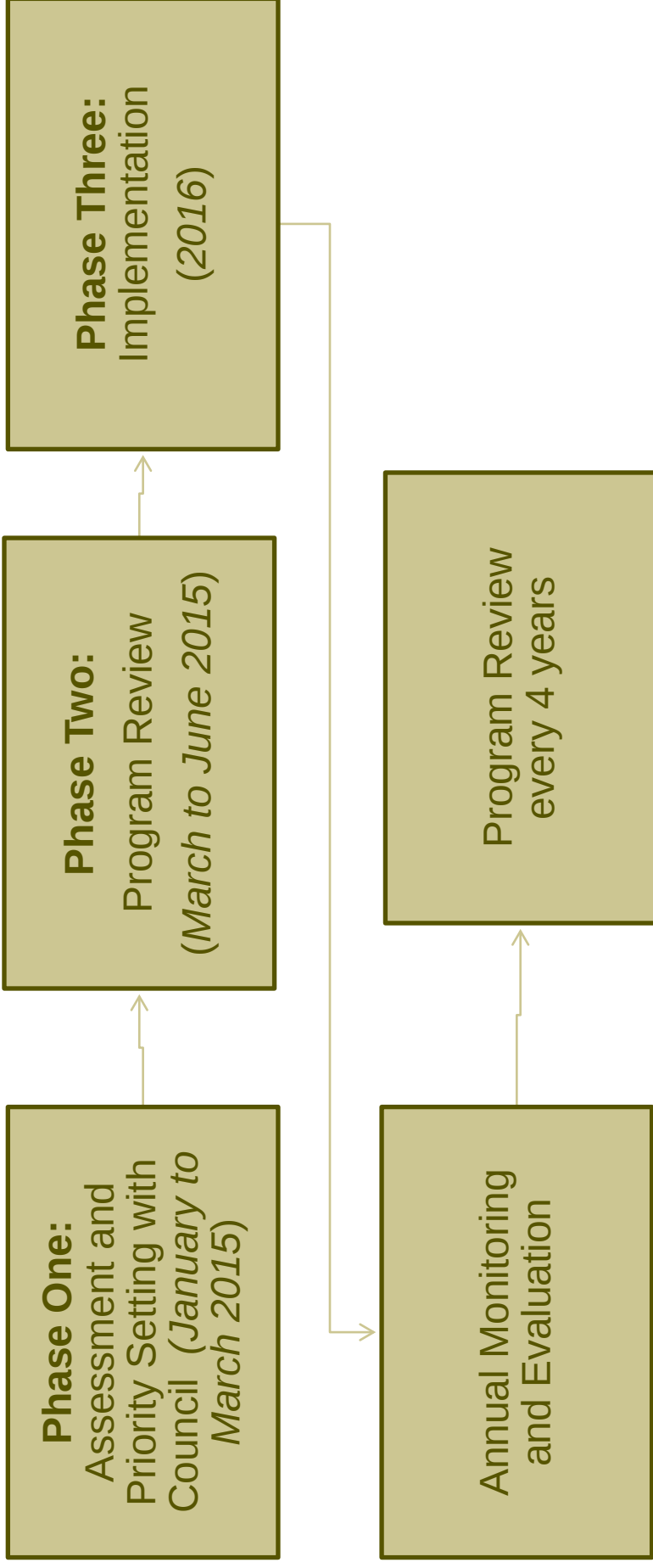
Key Outcomes

- Council approves a **renewed grant program** to achieve their shared vision that supports the needs of a growing City over the long term in a sustainable manner.
- Program supports the following areas: **Culture, Events/Tourism, Community Development, Inclusion, Seniors and Youth.**
- **New systems** in place to support the program: *criteria/governance/reporting/monitoring.*



Scope

Program Review Phases:



Phase One



Assessment and Priority Setting with Council *January to March 2015*

- Interviews with Councillors/stakeholders/staff by external facilitator/advisors
- Best Practice/critical success factor review
- Workshop with Council (to confirm shared vision) February
- Evaluation of existing program

Phase Two

Program Development

March to May 2015

- Staff team to develop program based on Council vision and recommendations from external advisors/facilitators
- Report to General Committee – May 2015
 - *Deliverables: Eligibility criteria/grant policy/funding model/formula/governance model/application process and timing*



Phase Three

Implementation

- Implementation Plan – May/June
- Outreach/Communications - September to December
- Grant Applications open – December (TBD)
- First round of grants approved in 2016 Budget

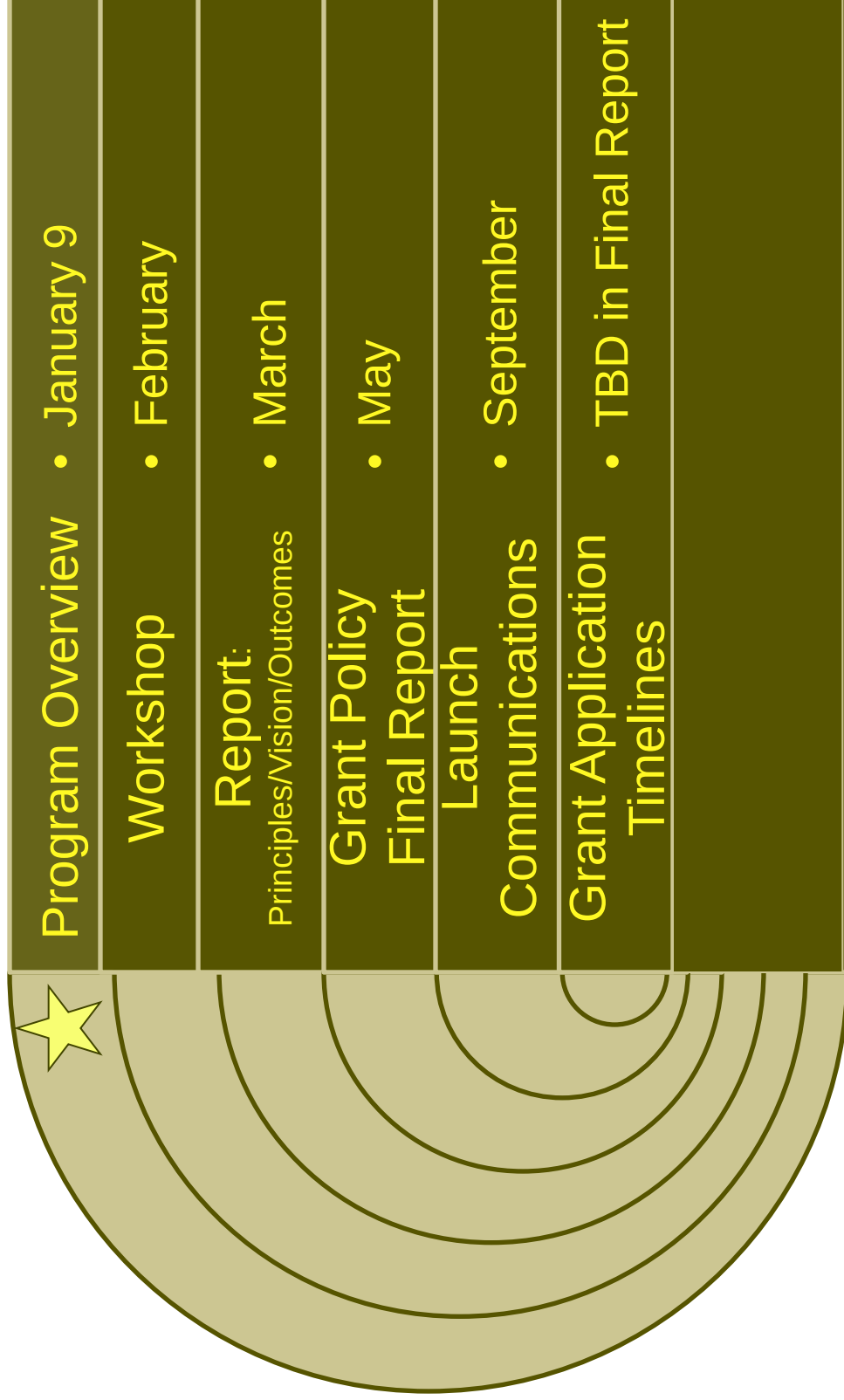


Monitoring and Evaluation



- Report back after one year of operation with continuous improvement focus
- Annual reviews
- Review policy every 4 years

Reporting Timeline



Grants Review Team

- Executive Sponsor: Brenda Librecz
- Project Lead: Moe Hosseini-Ara
- Project Manager: Mavis Urquhart
- Representatives from Finance, Corporate Communications, Recreation, Culture and Environmental Services, Clerks, Human Resources



2015 Financial Impacts



- 2015 Budget implications of the 2014 Council directions are potentially additional \$60,000 up to the second quarter of 2015.
- December 2014: Council approved grants totaling \$ 17,000 for the following groups: Chinese New Year, Black History Month, and Tamil New Year.
- Budget Sub-committee will need to review 2015 requests for the remaining 'Celebrate Markham' grant applications and determine:
 - ***the total amount of the Celebrate Markham Grants for 2015 for all groups (budget envelope);***
 - ***determine the allocation amounts per group for the remaining groups***
 - ***determine annual allocation for Markham Arts Council and Kindred Spirits.***

Recommendations

1. That the presentation be received; and ,
2. That Council approve the process outlined in the presentation to undertake a program review of the Celebrate Markham Grant Program for implementation in 2016;
3. That General Committee approve that a Council workshop be held in February to establish *vision/principles/outcomes/funding envelope formula.*





QUESTIONS