



Report to: Council

Report Date: December 16, 2008

SUBJECT: 2009 Celebrate Markham Grants Pre-approvals
PREPARED BY: Andrea Tang, Manager of Financial Planning

RECOMMENDATION:

That the report dated December 16, 2008 entitled "2009 Celebrate Markham Grants Pre-approvals" be received;

And that the following Celebrate Markham events: Black History Month, Chinese New Year Celebration and the Tony Roman Hockey Tournament be approved at the 2008 approved funding levels totaling \$16,000 in advance of Council approval of the overall 2009 Celebrate Markham Grants allocations;

And that any additional funding allocations to these events will be brought forward to the Grants Sub-Committee in 2009 for consideration;

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

PURPOSE:

To obtain budget pre-approval for the following three Celebrate Markham events at the 2008 approved funding levels: Black History Month (\$2,000), Chinese New Year Celebration (\$8,000) and the Tony Roman Hockey Tournament (\$6,000); totaling \$16,000 in advance of the overall 2009 Celebrate Markham Grants allocation approval.

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.

There are three Celebrate Markham events: Black History Month, Chinese New Year Celebration and the Tony Roman Hockey Tournament that will take place in the first quarter of 2009. It is anticipated that the 2009 Budget will be approved by Council in February 2009; hence the allocations for these events are being requested for budget pre-approvals.

DISCUSSION:

The 2008 Budget for Celebrate Markham grants was approved at \$234,250.

Historically, the final allocation of the Celebrate Markham funding will be reviewed and recommended by the Grants Sub-Committee after Council approval of the overall Budget.

However, events such as the Black History Month, Chinese New Year Celebration and the Tony Roman Hockey Tournament that will take place in the first quarter of 2009.

Therefore, it is recommended that the funding be pre-approved at the 2008 approved funding levels for Black History Month, Chinese New Year Celebration and the Tony Roman Hockey Tournament.

To date, the Town has received the funding request of \$15,000 for the Chinese New Year Celebration (Appendix A).

FINANCIAL CONSIDERATIONS:

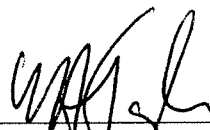
The total amount recommended for pre-budget approval is \$16,000 and allocated the same amount as the 2008 approved funding levels for the following events:

Black History Month	\$2,000
Chinese New Year Celebration	\$8,000
Tony Roman Hockey Tournament	<u>\$6,000</u>
Total	<u>\$16,000</u>

Any additional allocations to these events will be considered and reviewed by the Grants Sub-Committee in conjunction with the overall Celebrate Markham Grants program.

RECOMMENDED**BY:**

Barb Cribbett
Treasurer



Andy Taylor, Commissioner
Corporate Services

ATTACHMENTS:

Appendix A – Request from the Canadian Asian Business Information Network for the Chinese New Year Celebration



November 24, 2008

Councillor Alex Chiu – Ward 8
Town of Markham
Markham Civic Centre
101 Town Centre Boulevard,
Markham, Ontario, Canada
L3R 9W3

Re: Chinese New Year Celebrations at the Markham Civic Centre.

Dear Councillor Alex Chiu,

Another New Year is rapidly approaching and this year will mark the 11th Anniversary of the Chinese New Year celebrations at the Markham Civic Centre. On January 26, 2009 we will begin the Year of the OX and the seventh day of the Chinese New Year is what is known as “Everyone’s Birthday” and is a celebration for all friends and family. “Everyone’s Birthday” is Sunday, February 1st, 2009; on this day we would like to celebrate Chinese New Year at the Markham Civic Centre. The Canadian Asian Business Information Network (CABIN) will again invite the Support Enhance Access Service Centre (SEAS) to co-organize and co-host the Chinese New Year Celebrations and we would like to have the Town of Markham participate as our principal supporter. We sincerely request a Celebrate Markham Grant of \$15,000.00 to hold the 11th Anniversary Chinese New Year Celebrations at the Town of Markham Civic Centre. CABIN will adhere to the Town’s Zero Waste Policies for events. We greatly appreciate your assistance and wish you and yours a very safe and Happy Holiday season. Please find enclosed our financial statements for the 2008 event and our 2009 Budget.

With Best Regards,

Raymond Yue, Vice President

Canadian Asian Business information Network (C.A.B.I.N.)

Projected Expenses Chinese New Year 2009

Appendix A-1

Expense	Costs	Subtotals
1 Press Conference		\$850.00
Banners, name tags, stands and setup	\$250.00	
Receptions with lunch	\$300.00	
Audio System	\$300.00	
1 Poster		\$1,200.00
Size of 24" (H) x 18" (W), in 4 color.,	\$1,200.00	
Paper stock of 100 lb. Glossy		
Includes: Design & Artwork, layout, typesetting, film production		
color proof and printing of 500 pcs.		
1 Advertising		\$1,600.00
<i>Print Advertising:</i> 2 ad versions in 2 newspapers @ 1/4 page in Black and White	\$1,600.00	
Design, artwork and film production. (\$500.00)		
Newspaper ads. (w/. Sponsorship discount) Sing Tao, World Journal		
<i>Radio Commercial.</i> (w./ Media Sponsorship)		\$900.00
Fairchild Radio 30 spots x 30 sec. (\$ 1800) 30% off	\$900.00	
Sponsorship Packages & Contest Information		
1 Sheets		\$300.00
500 packages, 2 contest B/W posters & 50 application forms	\$300.00	
1 Decorations		\$400.00
Stage setup, Banners & Signage	\$400.00	
1 Entertainment		\$3,200.00
Chinese Dance Group	\$350.00	
Thornhill Community Band	\$500.00	
Guzhen	\$200.00	
Opening Ceremony & Lion Dance-eye dotting	\$800.00	
The God of Fortune - Lai-see (\$250.00 Celebrity & \$200.00 Costume)	\$450.00	
Origin Dance Group	\$400.00	
Fortune Teller	\$250.00	
Master of Ceremony (MC)	\$250.00	
Production Costs		
1 Stage rental ,Sound & Lighting and Stage set up	\$2,800.00	\$2,800.00
1 Production Services	\$2,000.00	\$2,000.00
1 Production for Commercial Vo	\$400.00	\$400.00
Lunch 35 Volunteers	\$350.00	\$350.00
1 Stage Pickup and Return	\$200.00	\$200.00
1 MSL Expenese	\$800.00	\$800.00
TOTAL		<u>\$15,000.00</u>

1	Press Conference Banners, name tags, stands and setup, (\$250.00) Receptions with lunch (1) (\$250.00)	\$500.00	\$500.00
1	Poster Size of 24" (H) x 18" (W), in 4 color., Paper stock of 100 lb. Glossy Includes: Design & Artwork, layout, typesetting, film production color proof and printing of 500 pcs.	\$800.00	\$800.00
1	Advertising Print Advertising: 2 ad versions in 2 newspapers @ 1/4 page in Black and White Design, artwork and film production. (\$500.00) Newspaper ads. (w/. Sponsorship discount) Sing Tao, World Journal Radio Commercial. (w./ Media Sponsorship) Fairchild Radio 30 spots x 30 sec. (\$ 1800) 30% off	\$800.00	\$800.00
1	Sponsorship Packages & Contest Information Sheets 500 packages, 2 contest B/W posters & 50 application forms	\$200.00	\$200.00
1	Decorations Stage setup, Banners & Signage	\$400.00	\$400.00
1	Entertainment Chinese Dance Group Thornhill Community Band Guzhen Opening Ceremony & Lion Dance-eye dotting The God of Fortune - Lai-see (\$250.00 Celebrity & \$200.00 Costume) Origin Dance Group Fortune Teller Master of Ceremony (MC)	\$300.00 \$400.00 \$100.00 \$800.00 \$450.00 \$400.00 \$200.00 \$250.00	\$2,900.00
1	Stage rental ,Sound & Lighting and Stage set up	\$2,000.00	\$2,000.00
1	Production Services	\$2,000.00	\$2,000.00
1	Production for Commercial Vo	\$400.00	\$400.00
1	Lunch 35 Volunteers	\$300.00	\$300.00
1	Stage Pickup and Return	\$200.00	\$200.00
	Subtotal		\$11,300.00