



Report to: General Committee

Report Date: March 5, 2012

SUBJECT: 2012 Celebrate Markham Grants Allocation
PREPARED BY: Andrea Tang, Manager of Financial Planning

RECOMMENDATION:

- 1) That the report entitled “2012 Celebrate Markham Grants Allocation” be received; and,
- 2) That the 2012 Allocation of Celebrate Markham Grants as outlined in Appendix A be approved; and further,
- 3) That Staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

To recommend approval of the 2012 Celebrate Markham grants allocation.

BACKGROUND:

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

In November 2011, Staff brought forward the report entitled “Celebrate Markham Grant Program Revision” that outlined options for consideration in changing the process for distribution of funds that would ensure total transparency and fairness for all community stakeholders. As per the resolutions from General Committee, Staff will hold a Council workshop before the summer recess in 2012 that will address the items that were raised at the November 2011 General Committee meeting.

The 2012 Celebrate Markham grant budget is \$250,000. Council had previously approved 2012 Celebrate Markham Grants for the following events: Black History Month at \$3,000, Chinese New Year Celebration \$10,000 and Tony Roman Hockey Tournament \$6,000 and Markham Arts Council \$19,000, leaving an unallocated amount of \$212,000.

OPTIONS/ DISCUSSION:

The remaining proposed 2012 Celebrate Markham Grants allocation of \$212,000 is based on the 2011 approved levels as outlined in Appendix “A”. As well, the report will also address the following:

1. Summary of 2012 grant requests that exceed the 2011 approved grant amount
 2. Summary of the 2012 Seniors grant requests
 3. Summary of new grant requests
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1. Summary of 2012 grant requests that exceed the 2011 approved grant amount

To-date, Markham has received the following grant requests that exceed the 2011 approved grant amounts:

- a) Markham Village Music Festival (2012 request \$12,500 vs. 2011 approved grant \$10,000 - increase of \$2,500) - The increase of \$2,500 is due to costs for signage and barricades for road redirection as a result of the road reconstruction on Main Street Markham;
- b) South Asian Heritage Celebration (2012 request \$4,500 vs. 2011 approved grant \$3,000 – increase of \$1,500);
- c) Markham Jazz Festival (2012 request \$12,500 vs. 2011 approved grant \$10,000 – increase of \$2,500);
- d) Markham Concert Band (2012 request \$6,300 vs. 2011 approved grant \$4,500 – increase of \$1,800) - The increase of \$1,800 is mainly due to 1 additional concert to be held in 2012 (8 concerts in 2012 vs. 7 in 2011) and additional marketing and promotion costs;
- e) Markham Rotary Ribfest (2012 request \$15,000 vs. 2011 approved grant \$7,500 – increase of \$7,500) - The increase of \$7,500 is to cover costs associated with electrical connections, generators, waste collection and security;
- f) Markham Federation of Filipino Canadians (2012 request \$3,000 vs. 2011 approved grant \$2,500 – increase of \$500)

2. 2012 Seniors Grant requests

In 2011, the Seniors grant budget was \$25,000, of which \$3,000 was provided to the Markham Tamil Seniors Association Canada. In addition, Council approved allocating \$5,000 from the Seniors grant budget to the Seniors Advisory Committee.

It is recommended that the 2012 budget for the Seniors grant remains at the 2011 approved level of \$25,000. To-date, four Seniors groups have applied for grants. In accordance to the Seniors Grants criteria, grants will not exceed 50% of annual revenue generated by the Seniors group to a maximum of \$3,000.

As such, the proposed allocations to the Seniors groups are as follows:

- a) Ontario Senior Club of 2001 at \$3,000 (revenues \$8,900 - 50% of revenues at \$4,450 to the maximum of \$3,000)
- b) Markham South Asian Seniors Centre at \$3,000 (revenues \$7,000 – 50% of revenues at \$3,500 to the maximum of \$3,000)
- c) Middlefield Seniors Wellness Club at \$2,152 (revenues \$4,304 – 50% of revenues at \$2,152)
- d) Thornhill Seniors Club at \$3,000 (revenues \$225,875 – 50% of revenues at \$112,938 to the maximum of \$3,000)

It is proposed to continue funding the Markham Tamil Seniors Association Canada up to a maximum of \$3,000 dependant on the annual revenue generated by the group and the Senior Advisory Committee in the amount of \$5,000 from the Seniors Grants. After the proposed allocations to the above Seniors groups, there is an unallocated amount of \$5,848 in the Seniors Grants.

3. New grant requests

To date, Markham has received the following new requests for consideration under the Celebrate Markham Grant:

a) Centre Stage and Markham's Got Talent (\$3,000)

The organization "Markham Getting Together" is a youth operated non-profit organization. The grant request will be used to fund the operational costs for the shows Centre Stage and Markham's Got Talent. Last year, Markham provided \$1,000 to the organization under the Council promotion budget under the administration of the Clerks department.

b) World Music & Dance Festival (Markham BIA \$5,000 and Unionville BIA \$6,000)

The purpose of the event is to bring Markham's diverse community together and showcase the ethnic talent in Markham. The grant funding will be used to pay performers, marketing & advertising (to be done collaboratively between Markham BIA and Unionville BIA), staging and lighting costs.

c) Main Street Markham Farmer's Market (Markham BIA \$5,000)

Farmer's market provides an opportunity for local farmers to sell their products directly to the public. The grant funding will be used towards marketing, advertising, signage, purchase of tents & tables, live entertainment and costs associated with the baking & chilli contests.

d) Festival of Lights (Markham BIA \$10,000)

The grant request is required in order to maintain and enhance this event. The grant funding will be used to pay for local live entertainers, sound & staging costs, duty officers, security guards and advertising.

e) Main Street Markham Auto Classic (Markham BIA \$5,000)

The grant request is required in order to maintain and enhance this event. The grant funding will be used to pay for local live entertainers, sound & staging costs, duty officers, security guards and advertising.

f) Unionville Canada Day Celebration (\$10,000)

The grant request is to organize a Canada Day Celebration at the Unionville Millennium Bandstand with a concert of the Kindred Spirits Orchestra featuring Canadian music and various activities for children. The grant funding will be used for marketing and advertising.

FINANCIAL CONSIDERATIONS:

The 2012 Celebrate Markham budget remains at the 2011 level in the amount of \$250,000. Council previously approved Celebrate Markham grants to the following events: Black

History Month at \$3,000, Chinese New Year Celebration \$10,000 and Tony Roman Hockey Tournament \$6,000 and Markham Arts Council \$19,000, leaving an unallocated amount of \$212,000.

Appendix "A" outlines the Celebrate Markham Grants allocations with details on the event, date of event, the 2011 allocation, 2011 actual and the 2012 proposed grant amount.

The unallocated Seniors grant amount of \$5,848 will be considered and granted in accordance to the Senior Grant Criteria.

Staff will hold a Council workshop before the summer recess that will address the items that were raised at the November General Committee meeting.

RECOMMENDED BY:

01/03/2012

X 

Joel Lustig
Treasurer

X 

Kimberley Kitchingham
Acting Commissioner, Corporate Services

ATTACHMENTS:

Appendix A – 2012 Celebrate Markham Grants Allocation

2012 Celebrate Markham Grants Allocation

Appendix A

	Celebrate Markham Events	Event Date	2011 Allocation	2011 Actual	2012 Proposed Allocation	2012 Applications Received To-Date
	2012 Celebrate Markham Budget				\$250,000	
	2012 Approved Events					
1	Tony Roman Hockey Tournament	January	6,000	6,000	6,000	
2	Chinese New Year Celebration	January	10,000	10,000	10,000	
3	Black History Month	February	3,000	3,000	3,000	
4	Markham Arts Council	Year-round	19,000	19,000	19,000	
	Remaining 2012 Budget Available				\$212,000	
5	Canada Day Celebrations	July	50,000	50,000	50,000	
6	Markham Village Music Festival	June	10,000	10,000	10,000	12,500
7	Unionville Festival	June	10,000	10,000	10,000	
8	South Asian Heritage Celebration	May	3,000	3,000	3,000	4,500
9	Seniors Clubs	Year-round	20,000	3,000	20,000	
10	Senior Advisory Committee	Year-round	5,000	265	5,000	
11	Doors Open Markham	August	9,500	9,500	9,500	
12	Markham Santa Clause Parade	December	16,500	16,500	16,500	
13	Milliken Mills Children's Festival	September	13,500	13,500	13,500	
14	Senior's Hall of Fame	May	2,000	2,000	2,000	
15	Tourism Markham	Year-round	5,000	5,000	5,000	
16	Taste of Asia Festival	June	15,000	15,000	15,000	15,000
17	Markham Jazz Festival	August	10,000	10,000	10,000	12,500
18	Markham Concert Band	August	4,500	4,500	4,500	6,300
19	The Thursday Night Summer Music Series - Unionville Bandstand	July	2,500	2,500	2,500	2,500
20	Night-it-up	July	5,000	5,000	5,000	
21	Markham Rotary Ribfest	July	7,500	7,500	7,500	15,000
22	Markham Federation of Filipino Canadians	June	2,500	2,500	2,500	3,000
23	Senior's Extravaganza	October	3,500		3,500	
24	Thornhill Festival	September	10,000	10,000	10,000	
25	Unionville Old Tyme Christmas Parade	December	6,500	6,500	6,500	
26	Remington Markham International Sedan Chair Challenge 2012					15,000
27	Centre Stage and Markham's Got Talent					3,000
28	World Music & Dance Festival (Markham BIA)	July				5,000
29	World Music & Dance Festival (Unionville BIA)	July				6,000
30	Main Street Markham Farmer's Market (Markham BIA)	May - Sept.				5,000
31	Festival of Lights (Markham BIA)	November				10,000
32	Auto Classic (Markham BIA)	September				5,000
33	Unionville Canada Day Celebration	July				10,000
	Other					
	<i>Unallocated</i>		500		500	
	Markham Lawn Bowling					
	Total Celebrate Markham		250,000	224,265	250,000	