



Staff Report for Committee of the Whole Meeting

Date of Meeting: January 21, 2019

Report Number: SRCS.19.05

Department: Community Services
Division: Recreation and Culture Services

Subject: **SRCS.19.05 – 2019 Community and Cultural Grant Program**

Purpose:

This report is to present Staff's analysis of the 2019 Community and Cultural Grant Program applications and recommendations for approval by Council.

Recommendation(s):

- a) That the Community and Cultural Grant applications listed in Appendix "A" be received; and
- b) That Community and Cultural Grants totaling \$64,985 be provided to the following organizations and individual artists:
 - Home on the Hill Supportive Housing - \$4,000
 - Richmond Hill Minor Softball Association - \$2,775
 - St. John Ambulance, York Region - \$2,000
 - York Region Senior Tamils' Centre - \$1,400
 - Chorus York - \$2,500
 - Elgin West Seniors Association - \$1,500
 - International Music Education Centre (IMEC) Canada – 3,000
 - Iranian Canadian Teens Club - \$2,000
 - Joanna Grace - \$2,000
 - Kindred Spirits Orchestra - \$2,500
 - Lilita Tannis - \$1,030
 - Mark Pezzelato - \$3,000
 - New Step for You – Arts Entertainment and Recreation - \$3,000
 - Opera York - \$5,000
 - Richmond Hill Concert Band - \$4,630
 - Richmond Hill Philharmonic Orchestra - \$5,000
 - Robin Hess - \$2,500
 - Shadowpath Theatre Productions - \$4,600
 - The Curtain Club - \$5,000
 - Vania Chan - \$5,000

Page 2

- York Region Chamber Music - \$2,550; and
- c) That effective the 2020 grant cycle, staff be delegated the authority to allocate the grant funds in accordance with the Community and Cultural Grant Program Guidelines and report back to Council annually with the highlights of the projects that were supported.

Contact Person:

Karin Ash, Manager Cultural Services, 905 508-7012 extension 225
Darlene Joslin, Director of Recreation and Culture, extension 2423

Report Approval:

Submitted by: Ilmar Simanovskis, Commissioner of Community Services

Approved by: Neil Garbe, Chief Administrative Officer

All reports are electronically reviewed and/or approved by the Division Director, Treasurer (as required), Town Solicitor (as required), Commissioner, and Chief Administrative Officer. Details of the reports approval are attached.

Page 3

Background:

In February 2015, Council approved the new Community and Cultural Grant Program with an annual funding allocation of \$65,000. The purpose of the program is to provide project funding to community and cultural organizations and individual artists whose projects support a more vibrant Richmond Hill through the delivery of programs, services or activities.

The Community and Cultural Grant Program is administered through the Community Services Department, Recreation and Culture Division. Once an in depth review of the applications is completed, a report is presented to Council for approval of the funding allocations.

The program has two distinct project funding streams, one for the cultural sector and one for the community organizations sector. It is designed to support incorporated not-for-profit organizations and non-incorporated collectives that operate on a not-for-profit basis as well as individual artists. The maximum grant per project is 50% of the project budget up to a maximum of \$5,000. The eligibility criteria are outlined in the Community and Cultural Grant Program Guidelines, attached as Appendix “B”.

2019 marks the fourth round of funding for this annual program. From 2016 to 2018, 66 applicants have received funding. Based on a review of the final reports received to date it is estimated that the funds leveraged the following:

- 214 public engagement activities
- 37,952 direct participants in funded projects
- 1675 volunteers engaged in funded projects
- 27,609 volunteer hours

The grant program has been well received by the applicants and the community. The program has supported the growth and development of local organizations and individual artists and has benefitted Richmond Hill in terms of economic impact, community responsiveness and enhancement of the Town’s image and quality of life for Richmond Hill residents. It has allowed for the creation of impactful programs, services and activities that may otherwise have not been accomplished due to financial constraints. The investments made through the program have created new partnerships between organizations, innovative programs for the community and have provided new opportunities to showcase the excellence in the arts community in Richmond Hill.

2019 COMMUNITY AND CULTURAL GRANT PROGRAM

The deadline to submit applications for the 2019 Community and Cultural Grant Program was November 2, 2018. Prior to the deadline, the applications were made available to the public for an eleven week period and an information session was held on September 25, 2018. All community and cultural organizations as well as the general public were notified through direct mail, email, social media channels, and Bulletin Board ads in the Liberal. A total of 29 applications were received with a

Page 4

combined request of \$129,340 of which \$118,471 is considered eligible based on the criteria outlined in the program guidelines and of which \$64,985 is being recommended for contributions to 21 applicants.

ANALYSIS AND RECOMMENDATIONS

Applications submitted under the Community Projects stream were reviewed by a Community Projects Review Team, which is comprised of staff. Applications submitted under the Cultural Projects stream were reviewed by a Cultural Project Review Team, which was comprised of staff and three citizen members. Each review team assessed the applications based on the criteria outlined in the Community and Cultural Grant Program Guidelines.

A summary of the 2019 application requests, analysis and recommendations is attached as Appendix “A”.

The Community and Cultural Grant Program Guidelines document is attached as Appendix “B”.

Upon approval of this report and funding allocations, staff will follow up with applicants to inform them of the decisions related to their applications. Staff will follow up with the approved recipients throughout the period of their specific project and will ensure final project reports are submitted in a timely manner as per the expectations outlined in the application process.

Approval Process for Future Grant Cycles

Each year Council approves the budget allocation for the Community and Cultural Grant Program which is currently \$65,000. Once budget is approved staff implement the application and analysis process based on the approval process and guidelines that were approved by Council in February 2015. Staff undertake an in-depth analysis of each application and assess the proposals based on this approved criteria and present funding recommendations to Council for approval. Notification to the organizations and/or artists are not made until Councils final approval.

Now that this program has been in place for a number of years, staff undertook a benchmark analysis with the municipalities of Ajax and Barrie, who were the best practice templates staff used when recommending the initial program guidelines. To streamline the process, both of these municipalities undertake an application process similar to Richmond Hill. A staff team, with representatives from the community, reviews each application and follows up where necessary. This internal committee awards the funding to each applicable project and oversees implementation.

This best practice is recommended for Richmond Hill's program where Council delegate the funding allocation to staff rather than requiring annual Council approval. It is

Page 5

proposed that effective for the 2020 grant program, staff will manage the funding allocations and work with each organization and/or artist to implement their project in the community. In Q-2 of each year, a report will be presented to Council highlighting the projects implemented.

Financial/Staffing/Other Implications:

The Community and Cultural Program Grant Budget is \$65,000. Based on review of the 29 applications received, the Community and Cultural Project Review Teams are recommending 21 of the 29 applications receive funding in the total amount of \$64,985. Effective for the 2020 grant program, staff will implement this grant project in accordance with the budget as approved by Council in the annual operating budget process.

Relationship to the Strategic Plan:

The Community and Cultural Grant Program aligns with the Goal 1 of the Strategic Plan “Creating Better Choice” by removing “barriers to effective participation for all people in the community”, and encouraging “more participation in Town-wide and community events”; Goal 2 of the Strategic Plan “Better Choice in Richmond Hill” by promoting “opportunities for people to volunteer and share their talents with the community” and Goal 3 of the Strategic Plan, “A More Vibrant Richmond Hill”, supporting activities that allow people to “celebrate natural and cultural diversity, foster creativity, exchange ideas and appreciate the arts”.

This Community and Cultural Grant program also aligns with Goal 1, recommendation 5 of the Cultural Plan, specifically, “To replace the Mayor's Endowment Fund for the Arts with a permanent Richmond Hill Cultural Funding Program”.

Conclusion:

This report recommends the approval of 21 applications for a total funding amount of \$64,985.

The Richmond Hill Community and Cultural Grant Program continues to be successful. It clearly demonstrates the Town's commitment to supporting the innovative and creative projects delivered by the community and cultural organizations and artists. The program supports the not-for-profit sector in building capacity and enhancing the vibrancy of the community. The program will continue to consider applications for projects that have a significant benefit to Richmond Hill in terms of economic impact, community responsiveness and enhancement of the Town's image and quality of life for Richmond Hill residents.

Page 6

The recommended change to delegate the approval process to staff will assist in streamlining the application process and will provide the approval committee within Recreation & Culture Division the opportunity to respond to the applications in a timely fashion. The annual report to Council will focus on the benefits each project make to the community, opposed to a funding approval process.

Attachments:

- Appendix A - 2019 Community and Cultural Grant Application Recommendations
- Appendix B - Community and Cultural Grant Program Guidelines

Page 7

Report Approval Details

Document Title:	SRCS.19.05 - 2019 Community and Cultural Grant Program.docx
Attachments:	- Appendix A CCGP Applications 2019.xlsx - Appendix B Grant Guidelines Final 2019.pdf
Final Approval Date:	Jan 9, 2019

This report and all of its attachments were approved and signed as outlined below:

Darlene Joslin - Jan 7, 2019 - 4:25 PM

Ilmar Simanovskis - Jan 8, 2019 - 9:56 AM

Neil Garbe - Jan 9, 2019 - 10:47 AM