



TOWN OF  
**HALTON HILLS**  
*Working Together Working for You!*

## MEMORANDUM

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**TO:** Mayor Bonnette and Members of Council

**FROM:** Erin Burger, Community Development Supervisor – Event and Neighbourhood Support

**DATE:** May 24, 2022

**MEMO NO.:** RP-2022-0007

**SUBJECT:** 2022 Community Partnership Program (CPP)

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### PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to provide Members of Council an overview of the 2022 Community Partnership Program (CPP).

### KEY POINTS:

The following are key points for consideration with respect to this report:

- 2022 is the first year of administering the new Community Partnership Program (CPP) that was approved by Council through Report RP-2021-0013, dated May 25, 2021
- For the 2022 partnership year, 27 applications were received, including projects specific to special events, active living, culture, nature and social services.
- Council approved CPP operational budget provides for \$77,900.00 in funds. A total of \$77,874.59 is recommended through 18 CPP partnerships for 2022 to support eligible projects that will benefit community residents in a variety of way.

### BACKGROUND:

#### About the Community Partnership Program (CPP)

Through Report RP-2021-0013, dated May 25, 2021, Council approved the Community Partnership Program (CPP) to provide municipal grants to eligible registered community groups in place of the Municipal Assistance Policy.

The Community Partnership Program (CPP) established guidelines for the allocation of municipal funds and resources for community-based activities, events, and initiatives that support the strategic priorities of the Town (Council and Departments). The CPP Guidelines which detail Partnership Priorities, Funding Streams, Key Criteria, Eligibility and Ineligibility, Application Requirements, Application Review and Terms and Conditions can be found in Appendix A (attached to this report). The program elements and administration of the CPP aligns with the Region's Community Investment Fund (HRCIF) as far as review, award and reporting.

The Community Partnership Program (CPP) was developed to ensure that approved grants support activities, events, and initiatives that achieve impact within one of the following priorities for partnership:

1. Active Living
  - Support recreation for all
  - Focus on active recreation, sport, active transportation, healthy lifestyles
  - Make improvements to parks and facility
2. Community Wellbeing
  - Improve and encourage inclusion, community health and wellbeing
  - Support families, youth, seniors, diversity, equity, inclusion, and accessibility
  - Promote and create quality opportunities for civic participation and volunteerism
3. Community and Neighbourhood Engagement
  - Create community gatherings and celebrate rural character, culture, agriculture, and local history.
  - Build connected and more engaged neighbourhoods
  - Focus on outdoor activities and connecting residents to nature

Support is granted for activities, events, and initiatives that align with the above priorities and key criteria, through waiver of municipal fees (facility rental permit, road occupancy permit, loan of municipally owned equipment) or provision of funds for specified uses.

## **COMMENTS:**

### Overview of the 2022 CPP Intake

2022 is the first year of administering the Community Partnership Program (CPP). Application in-take for the CPP is accepted once per year with the application process having been open from January 19, 2022, through to the deadline March 11, 2022.

The launch of the CPP was communicated to the public in January 2022 through a Town media release, "The Current" newsletter, emails to 128 community organizations, a dedicated Town website page and social media posts on the various platforms.

Community Development staff held two virtual CPP information sessions for interested applicants in which 37 individuals participated. Additionally, community groups and organizations were encouraged to discuss activities, events or initiatives with Community Development staff prior to submitting their application, through an individual consultation call. Staff completed 33 consultations calls.

A total of 27 proposals were received through the 2022 Community Partnership Program intake. Proposals were evaluated through the following steps:

- Organizations and community groups submitted proposals for their activities, events and initiatives through an online application process. These proposals include detailed budgets including projected in-kind support, revenue, and expenses (with copies of quotes) as well as organizational financial statements.
- Proposals were checked by community development staff for completeness and eligibility and then shared with the CPP selection committee. This selection committee was comprised of a nine-person interdisciplinary staff team.
- Proposals were assessed by the CPP selection committee using the key criteria outlined in the CPP guidelines including activities, events or initiatives having broad and long-lasting benefit for Halton Hills residents, demonstrating an innovative approach, leveraging other sources of funding, ensuring efficient/effective use of municipal resources and self-sufficiency over the long term
- For some proposals additional information was requested to supplement and validate the CPP's selection committee assessment

#### 2022 Community Partnership Program allocations

The vetting of applications and recommendations considered other Town funding programs to avoid duplication of other existing and/or planned Town supports and to confirm the distribution of Town investments is coordinated and appropriate to the objectives of each funding program (e.g., climate change investment, arts related funding, Community Improvement Plan).

Funding recommendations were developed within the limits of the operational budget by the CPP selection committee and approved by the Commissioner of Recreation and Parks under delegation of authority provided through Report No. ADMIN-2022-0019.

The following table provides an overview of the 18 grants to be allocated for 2022 activities, events, and initiatives that contribute to and strengthen Active living, community and neighbourhood engagement and community wellbeing.

<b>2022 Community Partnership Program Allocations</b>		<b>Amount (\$)</b>
<b>Acton BIA</b> - For waiver of municipal fees to support the delivery of the "Farmers Market", "Leathertown", "Trick or Treat", and "Canada Day" events		\$2,235.86

<b>Acton Agricultural Society</b> - For waiver of municipal fees to support the delivery of the "Fall Fair" event	\$15,102.72
<b>Acton Firefighters Association</b> - For waiver of municipal fees to support the delivery of the "Canada Day Fireworks" and "Santa Claus Parade" events	\$650.67
<b>Community Alliance Reaching Everyone (CARE)</b> - For waiver of municipal fees to support the delivery of the "Movie Under the Stars" event	\$723.29
<b>Cancer Assistance Services Halton Hills (CASHh)</b> - For waiver of municipal fees to support the delivery of the "Tour the Hills" event and for the development of a promotional video to grow and sustain the "Tour the Hills" event by engaging local commercial support, increase community participation and promote CASHh as a community charity	\$3,680.79
<b>Georgetown Agricultural Society</b> - For waiver of municipal fees to support the delivery of the "Fall Fair" event	\$ 17,051.53
<b>Georgetown BIA</b> - For waiver of municipal fees to support the delivery of the "Farmers Market", "Bike it to the Market", "Rock n' Roll Classics", "Masquerade on Main/Mill" and "Holiday Magic" events	\$1,610.61
<b>Georgetown Choral Society</b> – For investment in the revitalizing of the choir's brand, volunteer recruitment and rebuilding of their membership through the development of new creative themes, recruitment tools and refresh of their website.	\$3,000.00
<b>Georgetown Cruise Night</b> - For waiver of municipal fees to support the delivery of the "Georgetown Cruise Night" events	\$2,651.84
<b>Georgetown Kinsman</b> - For waiver of municipal fees to support the delivery of Christmas Tree Sales	\$699.48
<b>Glen Williams Town Hall</b> - For waiver of municipal fees to support the delivery of the "Canada Day" event	\$2,653.93
<b>Halton Hills Pickleball Association</b> - For implementation of a player development program through enhanced coach training, as well as improving their organizational effectiveness through enhancements to their website to create a more functional and user-friendly system for all members	\$4,974.00
<b>Head For the Hills</b> - For waiver of municipal fees to support the delivery of the "Head for the Hills Beer Festival" event	\$4,493.96
<b>Highland Games</b> - For waiver of municipal fees to support the delivery of the "Highland Games" event	\$9,964.87
<b>Light up the Hills</b> - For waiver of municipal fees to support the delivery of the "Light up the Hills" event	\$5,500.00
<b>Lions Club of Georgetown</b> - For waiver of municipal fees to support the delivery of the "Santa Claus Parade" event	\$280.22
<b>Literacy North Halton</b> – For the remodel of Volunteer Tutor Training Program including expanded recruitment information sessions (online and in person), modular training curricula and the construction of a secure tutor portal and website.	\$2,000.00
<b>Optimist Club of Halton Hills</b> - For waiver of municipal fees to support the delivery of the Cross-Country Run	\$600.82
<b>Total (\$)</b>	<b>\$77,874.59</b>

Although allocations have been made for 18 activities, events, and initiatives some requests from organizations were not recommended as applications did not demonstrate;

- That the potential funding was critical to their ability to carry out the activity/event/initiative
- That the proposed use of resources was efficient realistic and aligned with project activities. This included requests for ineligible core operating expenses and direct staffing costs
- How funds would be used specifically for Halton Hills residents or would serve a large number of individuals
- That there would be long-lasting results or opportunity to scale and become self-sufficient.

In addition, some awarded allocations were adjusted from the requested application amounts as some portions of requests were ineligible, to allow available funds to be maximized across several activities, events, and initiatives, or because application did not align with the program's key criteria.

Council approved budget for the Community Partnership Program in 2022 is \$77,900. The total grant funding being awarded in 2022, is projected to be on budget at a cost of \$77,874.59. The Town Treasurer and Director of Finance has been consulted and has provided approval.

### Next Steps with the CPP

As this was the first year in administering the new CPP program additional refinements will be put in place for the 2023 intake including streamlining of the application selection committee processes.

The guidelines of the CPP combined with group support and assistance from community development staff is intended to move groups towards independence and sustainable operation so that an organization or initiative is not perpetually funded, and funding freed up to support other opportunities. The terms outlined in the CPP indicate funding may be reduced over five years and then no longer available for any specific activity, event, or initiative.

Throughout the 2022 intake consultations with groups there was a great deal of conversation and in some cases angst about groups having to build some of these municipal waivers of fees into their overall business plans.

As such Town staff identified that additional work is required in the administration of the Community Partnership Program (CPP) and in other areas of work associated with community development. Specific action items had been previously identified in the Community Development Action plan received by Council through Report No. ADMIN-2022-0019 that will be expedited to ensure collaboration with groups and hopefully

address anticipated challenges. Specific Community Development Action Plan action items include:

- Alter the registered community group program to be in line with current trends and practices. This would include the creation of a group support framework, so staff can provide the necessary tools and resources to community groups so that they may build capacity to operate successfully.
- Work with community groups and individuals to understand facility needs for community use and establish corresponding parameters. This would research and alignment of the Town's special event facility fees with those of surrounding municipalities, to ensure both consistency and reasonable pricing.

Staff will continue to work in partnership with community groups and individuals to address the issues identified and report back to Council to advise of any required changes to the Community Partnership Program.

## **CONCLUSION:**

The Community Partnership Program has been developed to ensure that approved grants support activities, events, and initiatives that achieve impact within one of the partnership priorities areas of Active Living, Community Wellbeing or Community and Neighbourhood Engagement. Successful and unsuccessful applicants have been informed of the selection committee's decision.

Reviewed and approved by,

Mandy Keller, Senior Manager of Community Development

Joseph Vandermeer, Deputy Treasurer & Senior Manager of Accounting and Taxation  
& Acting Treasurer

Warren Harris, Commissioner of Recreation and Parks

Chris Mills, Chief Administrative Officer