



TOWN OF
HALTON HILLS
Working Together Working for You!

MEMORANDUM

TO: Mayor Lawlor and Members of Council

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

DATE: March 10, 2023

MEMO NO.: RP-2023-001

SUBJECT: 2023 Community Partnership Program

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to provide Members of Council with an overview of the 2023 Community Partnership Program (CPP).

BACKGROUND:

A core objective of the Town's community development efforts is to support and strengthen the community's capacity and self-sufficiency to deliver recreation opportunities and engage residents. One important component of this work is the Community Partnership Program (CPP).

About the Community Partnership Program (CPP)

The intent of the CPP is to ensure a fulsome and accountable funding approach, that assists groups through approved grants to support their activities, events, and initiatives. Community groups and organizations must demonstrate through the CPP application process, that the objectives of their activity, event or initiative are of benefit to the community, and support the strategic priorities of the Town. The following criteria is used to evaluate the suitability of the Town grants for proposed activities, events, or initiatives, through the CPP:

- Takes place within the Town of Halton Hills and has broad community benefits for Halton Hills residents.
- Is affordable, accessible, inclusive, and diverse, meaning an activity, event, or initiative that is open and available to all community members or within a defined

neighbourhood area, with or without an admittance fee.

- Demonstrates collective planning, collaboration, and community engagement.
- Demonstrates an innovative approach that has the potential to scale.
- Promotes volunteerism, participation, leadership development, and maximizes community involvement.
- Offers a new activity/event/initiative or complements an existing one, without duplication.
- Facilitates self-sufficiency over the long term.
- Promotes efficient/effective use of municipal resources.
- Demonstrates ability to achieve realistic, measurable, and long-lasting results.
- Leverages other sources of funding, including matching funds and in-kind contributions.

Support is granted for activities, events, and initiatives that align with the above criteria, through waiver of municipal fees (facility rental permit, road occupancy permit, loan of municipally owned equipment) or through financial support that assists with specific project expenses, such as equipment purchases, marketing and promotions or resources to assist with organizational effectiveness.

The Town's relatively small investment to the CPP allows the recipient groups to leverage this support to produce a high level of return on investment for our community. Although the exact value of this is hard to measure, impacts are seen through increased tourism, fulfilling volunteer opportunities and community participation, opportunity for groups to give back to local charities and social service organizations, and optimized use of Town amenities.

There are five key phases that staff undertake annually to administer the CPP, including the development of funding recommendations as follows:

- Ongoing collaboration with community groups throughout the year to identify and confirm potential opportunities that may be supported through the CPP.
- Annual CPP launch in which organizations and community groups submit their proposals through an online process. These proposals include detailed budgets, as well as organizational financial statements.
- Proposal review by Community Development staff for completeness and eligibility.
- Proposal assessment by the CPP selection committee using the key criteria outlined in the CPP guidelines. The selection committee is comprised of an interdisciplinary staff team.
- For some proposals additional information is requested to supplement and validate the CPP's selection committee assessment.

The CPP intake and evaluation process ensures collaboration across all Town funding programs, to avoid duplication of 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).

COMMENTS:

Overview of 2023 CPP Intake and Allocations

The launch of the 2023 CPP application intake began in January 2023 with a deadline to apply by February 17th, 2023. This was communicated to the public through “The Current” newsletter, communication to 140 community organizations, a dedicated Town webpage and social media posts on various platforms.

Community Development staff held two virtual CPP information sessions for interested organizations. Additionally, community groups and organizations were encouraged to discuss activities, events, or initiatives with Community Development staff prior to submitting their proposal, through an individual consultation call.

A total of 15 new proposals were received through the 2023 CPP intake, of which 10 have been approved for grant allocation. Additionally, 12 partnerships were established with organizations that host special events annually as part of the 2022 program. These 12 organizations were given approval for 3 years, to reduce the administration associated with annual submission to the CPP. As such, these approved 3-year agreements are in addition to this year’s new applications, for the overall 2023 allocation of 22 partnerships.

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 2023 allocations:

2023 Community Partnership Program Allocations	Amount (\$)
Acton Agricultural Society - For waiver of municipal fees to support the delivery of the “Fall Fair” event	\$13,740.47
Acton BIA - For waiver of municipal fees to support the delivery of the “Farmer’s Market”, “Leathertown”, “Trick or Treat”, and “Canada Day” events	\$1,829.36
Acton Firefighters Association - For waiver of municipal fees to support the delivery of the “Canada Day Fireworks” and “Santa Claus Parade” events	\$592.12
Armenian Society of Toronto - For waiver of municipal fees to support the delivery of the “100 th anniversary commemoration” event	\$2,500.00
Cancer Assistance Services Halton Hills (CASHh) - For waiver of municipal fees to support the delivery of the “Tour the Hills” event	\$1,885.06
Community Alliance for Reaching Everyone (CARE) - For waiver of municipal fees to support the delivery of the “Movie Under the Stars” event	\$664.16
Friends of the Old Seedhouse Garden – For support of their “20th Anniversary” event, and building community participation/awareness of group efforts	\$1,000.00
Georgetown Agricultural Society - For waiver of municipal fees to support the delivery of the “Fall Fair” event	\$15,052.46

Georgetown BIA - For waiver of municipal fees to support the delivery of the “Farmers Market”, “Bike it to the Market”, “Downtown Palooza”, “Rock n’ Roll Classics”, “Masquerade on Main” and “Holiday Magic” events	\$1,498.44
Georgetown Cruise Night - For waiver of municipal fees to support the delivery of the “Georgetown Cruise Night” events	\$1,988.55
Georgetown Highland Games - For waiver of municipal fees to support the delivery of the “Highland Games” event	\$10,369.40
Georgetown Horticultural Society – For support of the delivery of initiatives (including plant sale), promotions, and building community participation/awareness efforts	\$850.00
Georgetown Kinsmen - For waiver of municipal fees to support the delivery of Christmas tree sales	\$420.57
Georgetown Raiders – For support of the delivery of the mentorship program, promotions, and building community participation/awareness	\$2,500.00
Glen Williams Town Hall - For waiver of municipal fees to support the delivery of the “Canada Day” and “Christmas Market” events, and for the delivery of the digitization program (website and booking system update), promotions and building community participation/awareness	\$4,885.52
Halton Hills ECO Film Fest – For support of the delivery of the ECO Films program, promotions, and building community participation/awareness efforts	\$1,000.00
Head For the Hills - For waiver of municipal fees to support the delivery of the “Head for the Hills Beer Festival” event	\$3,670.30
Light up the Hills - For waiver of municipal fees to support the delivery of the “Light up the Hills” event	\$1,637.74
Lions Club of Georgetown - For waiver of municipal fees to support the delivery of the “Santa Claus Parade” event	\$183.91
Optimist Club of Halton Hills - For waiver of municipal fees to support the delivery of the “Cross-Country Run”	\$268.32
Pregnancy and Infant Loss – For waiver of municipal fees to support the delivery of their annual event	\$49.68
Terry Fox Foundation – For waiver of municipal fees to support the delivery of the “Georgetown Terry Fox Run”	\$741.52
Total	\$67,327.58

It should be noted that although there have been 22 partnerships recommended for the 2023 CPP, there were proposals submitted that were not endorsed for support, as their request:

- Was ineligible; specifically requesting funding of core operational expenses (including staff wages).
- Did not demonstrate financial need, and that potential funding was critical to their ability to carry out the activity/event/initiative; or
- Failed to demonstrate collective planning, collaboration, and community engagement.

In addition, some proposals were awarded adjusted allocations from what they requested, as a portion of their request was ineligible.

Council approved the 2023 CPP budget for \$77,900. The funding being awarded at this time is projected to be under budget, at a total of \$67,327.58. Therefore, there is a surplus of \$10,572.42 remaining which staff are confident would support additional quality initiatives in our community for 2023.

Staff will keep CPP intake open until the end of year or until the outstanding funds are allocated to additional 2023 projects, events or activities that fit within the CPP priority areas, and that have been vetted by the CPP selection committee. Staff will do additional promotions and have further conversations with local community groups to ensure their awareness of the ongoing intake for 2023.

Next Steps

As noted above, the Community Partnership Program is one component of the community development model that is used by the Town to support the various community groups in delivering recreation, initiating projects, and enhancing community engagement. Staff are committed to continuous improvements and have identified additional opportunities through the 2023 CPP intake process.

Staff will undertake an overall review to ensure that community development efforts continue to be effective and efficient in addressing the needs of local community groups, as well as align with Town Council priorities. Staff will provide a report back to Council in late Q2.

CONCLUSION:

The Town of Halton Hills is committed to supporting collaboration with all groups and organizations through a community development model and the Community Partnership Program. Our community is healthier and more vibrant because of these groups and their various activities, events, and initiatives of community importance.

Reviewed and approved by,

Mandy Keller, Senior Manager of Community Development

Paul Damaso, Commissioner of Recreation & Parks

Chris Mills, Chief Administrative Officer