



REPORT

REPORT TO: Chair and Members of the Community and Corporate Affairs Committee

REPORT FROM: Heather Kaufmann, Community Development Supervisor

DATE: April 9, 2018

REPORT NO.: RP-2018-0016

RE: Municipal Assistance Program Requests

RECOMMENDATION:

THAT Report RP-2018-0016 dated April 9, 2018 regarding requests for Municipal Assistance be received;

AND FURTHER THAT funding in the amount of \$3,285.59 for the Lion's Club of Georgetown Head for the Hills Craft Beer Festival be;

1a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria as outlined in Report RP-2018-0016;

OR

1b) declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2018-0016;

AND FURTHER THAT funding in the amount of \$886.36 for the Lion's Club of Georgetown Santa Claus Parade be;

2a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria as outlined in Report RP-2018-0016;

OR

2b) declined for the as the proposal does not meet the eligibility criteria as outlined in Report RP-2018- 0016;

AND FURTHER THAT funding in the amount of \$4,575.00 for the Willow Park Ecology Centre – 20th Anniversary Celebration be derived from the Municipal Assistance

program as outlined in Report RP-2018-0016.

BACKGROUND:

In September of 2008, Council adopted a revised Municipal Assistance Program Policy CL-2008-0001. The Policy reflects the values and benefits of the municipality working in collaboration with community partners to provide opportunities and services that promote and enhance a healthy, safe and active community. Seven categories of assistance have been established for the Community Affairs Committee of Council to evaluate requests for municipal assistance from community members, organizations, and businesses based on the principles contained in the policy.

COMMENTS:

	Organization	Description Rationale	2016	2017	Amount Requested 2018	
1	Lion's Club of Georgetown – "Head for the Hills Craft Beer Festival"	Waiver of Fees	\$1,740.44	\$1,781.12	Requested: \$1,785.59	Eligible: \$0.00
		Marketing and Promotion	\$750.00	\$750.00	\$750.00	\$0.00
		Green Initiatives	\$750.00	\$750.00	\$750.00	\$0.00
	Total		\$3,240.44	\$3,281.12	\$3,285.59	\$0.00
Meets Criteria		<p>No – Service Clubs are ineligible for Municipal Assistance. The policy does state "Consideration may be given for activities/events that support the strategic priorities of Council as contained in the Town's Strategic Plan and Municipal Assistance Policy." Staff note the following Strategic Plan objectives:</p> <ul style="list-style-type: none"> A.9 To support and enhance a variety of arts and cultural opportunities for the enjoyment of the public. A.10 To encourage and promote community volunteerism. C.11 To pursue partnerships across the Town's public and private sectors that enhance the community's economic wellbeing. 				
Comments		<p>Organized by four Georgetown service clubs (Rotary, Lions, Kiwanis & Kinsmen), the Georgetown Craft Beer Festival is a beer-tasting experience, taking its place among the iconic Southern Ontario festivals of summer, combining the interest and excitement of the craft beer movement with a genuine desire to help charities throughout the region.</p> <p>Head For The Hills launched in 2015 with more than 25 craft beers and ciders from across the province, a variety of innovative food trucks, local craftspeople, and a line-up of local country and folk musicians to help spread the festival spirit. Over 3,000 people attended in 2017 and 100% of surveyed attendees said they would return, claiming it was the best craft beer festival they had been to.</p> <p>A portion of the proceeds goes to Food4Kids North Halton, a local charity that provides healthy food to at-risk kids between the ages of 5 and 14, as</p>				

	<p>well as a variety of other local charities already supported by the four service clubs of Georgetown.</p> <p>This year's Head for the Hills – Georgetown Craft Beer Festival event will be hosted at the Trafalgar Sports Park on Saturday, September 15th, 2018 from 11:00 am to 6:00 pm.</p> <p>As in previous years, the approval of this request would be at the discretion of the Committee based on its own merit and in light of the policy review currently underway.</p>
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	Organization	Description Rationale	2016	2017	Amount Requested 2018	
2	Lions Club of Georgetown – Santa Claus Parade	Marketing and Promotions	N/A	\$750.00	Requested	Eligible
		Waiver of Fees	\$123.69	\$129.87	\$750.00	\$0.00
	Total		\$123.69	\$879.87	\$136.36	\$0.00
Meets Criteria		<p>No – Service Clubs are ineligible for Municipal Assistance. The policy does state “Consideration may be given for activities/events that support the strategic priorities of Council as contained in the Town’s Strategic Plan and Municipal Assistance Policy.” Staff note the following Strategic Plan objectives:</p> <p style="padding-left: 40px;">A.9 To support and enhance a variety of arts and cultural opportunities for the enjoyment of the public.</p> <p style="padding-left: 40px;">A.10 To encourage and promote community volunteerism.</p> <p style="padding-left: 40px;">C.11 To pursue partnerships across the Town’s public and private sectors that enhance the community’s economic wellbeing.</p>				
Comments		<p>The Georgetown Lions Santa Claus Parade will take place on Saturday, November 17, 2018. They are looking for assistance in covering the costs of renting the Georgetown Fairgrounds to prepare for the event.</p> <p>In the past years, the Georgetown Lions Santa Claus Parade has drawn between 8,000 and 10,000 spectators and participants from the community at large.</p> <p>The Lions Club of Georgetown is again asking for municipal assistance in the marketing and promotions category to help promote their event due to increased costs associated with insurance and police, as they did last year.</p> <p>As in previous years, the approval of this request would be at the discretion of the Committee based on its own merit and in light of the policy review currently underway.</p>				

	Organization	Description Rationale	2016	2017	Amount Requested 2018	
3	Willow Park Ecology Centre – “20 th Anniversary Community Celebration”	Special Projects	\$7,055.00	N/A	Requested \$4,472.00	Eligible \$4,472.00
		Waiver of Fees	N/A	N/A	\$103.00	\$103.00
	Total		\$7,055.00	N/A	\$4,575.00	4,575.00
Meets Criteria		Yes, maximum program allowance is 25% of the total project up to \$5,000.00				
Comments		<p>Willow Park Ecology Centre is celebrating their 20th anniversary this year and as part of these celebrations the Centre is looking for new and exciting ways to engage people in the community and help them to develop a deep commitment to the environment so that thriving natural systems are valued, actively protected, and enhanced for the long-term health of both people and the environment.</p> <p>The event will take place on July 14th, 2018. There will be a full day of informal environmental education and fun nature-based recreational activities in the great outdoors. It will include celebrations, special guests, wildlife, family activities and crafts. Key offerings include:</p> <ul style="list-style-type: none"> • Meditation Nature Walk – lead by Chantal Garneau • Live wildlife presentation – Wild Ontario or Sensational Snakes • Educational talks – Credit Valley Conservation naturalization garden demo, how to garden with native species of plants, a tree, or other native plant give away so they apply what they learn immediately. • Planting of “20 trees for 20 years of WPEC” with assistance through the WPEC Student volunteer mentorship program • Creating a historic photo display - past usage of the ravine area • Children’s games, crafts and nature exploration - 2018 “Butterflies Matter” campaign theme • Launch of new park feature - newly designed biodiversity-themed interpretive signs • Recognition of high school students and teachers in park’s successes • 20th Anniversary Photo Contest <p>As part of the celebrations Willow Park Ecology Centre will be adding key features to the park in partnership with community groups, schools and businesses. These will include five signs about the Ecosystem and benches in need of repair. Waiver of Fees for loan of equipment includes extra garbage and recycling bins, parking signs, road barricade and pylons.</p> <p>The goal of the event is to expose people to outdoor learning activities, bring them to the confluence of the two rivers to enjoy, see and learn about local ecology, with fun and engaging recreational activities and nature crafts. It will also help to promote the outdoor education programs for grades K-8.</p>				

	The Town of Halton Hills has a partnership agreement with the Willow Park in the amount of \$12,350.00 annually. The funds provided through the partnership agreement are for operations, volunteer management and programs. This project is beyond the current programs offered at Willow Park. Project costs relating to the Special Purpose, Projects and Start Up Costs for the 20 th Anniversary are \$19,889.00, therefore they are eligible \$4,575.00.
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Other Program Requests for Information Only:

In February of 2015, Council authorized staff to administer returning Municipal Assistance Program requests that are in compliance with the Municipal Assistance Program Policy CL-2008-0001 and i) less than \$500 in total or ii) no greater than ten (10) per cent of the previous year's approved program request. As per this change in procedure, staff has approved the following returning requests.

Organization	Event	Amount Approved
Georgetown Agricultural Society	Georgetown Fall Fair	\$16,071.58
Acton Agricultural Society	Acton Fall Fair	\$15,327.12
Jesse's Journey	Isaac's Trek for Treats	\$283.35
Acton Fire Fighters Association	Acton Santa Claus Parade	\$1,142.12
Light Up the Hills	Ignition Event	\$5,695.55

RELATIONSHIP TO STRATEGIC PLAN:

- A.2** To attract and retain a suitable range of health and social services.
- A.3.** To provide a broad range of educational, recreational and cultural services that meet the needs of our residents.
- A.9** To support and enhance a variety of arts and cultural opportunities for the enjoyment of residents.
- A.10** To encourage and promote community volunteerism.

FINANCIAL IMPACT:

The Municipal Assistance Program 2018 budget (Appendix A) does contain funds to support all requests in this Report. Should all previously approved applications be re-submitted for consideration in 2018, the total program would be over budget by \$439.87.

CONSULTATION:

Organizations requesting assistance were provided with information and support from Recreation and Parks Department staff. Where appropriate, staff in other Departments were consulted.

PUBLIC ENGAGEMENT:

No public engagement was required at this time.

SUSTAINABILITY IMPLICATIONS:

The Town is committed to implementing our Community Sustainability Strategy, Imagine Halton Hills. Doing so will lead to a higher quality of life.

The recommendation outlined in this report advances the Strategy's implementation.

This report supports the cultural vibrancy and social well-being pillar(s) of Sustainability and in summary the alignment of this report with the Community Sustainability Strategy is Good.

COMMUNICATIONS:

Upon authorization, staff will notify all applicants in writing with the outcome of Committee's decision and assist applicants with the processing of their requests.

CONCLUSION:

The Town of Halton Hills appreciates and recognizes the value and benefits of working in collaboration with agencies, governments, businesses, groups and individuals as demonstrated in the Corporate Strategic Plan and the Municipal Assistance Policy.

As a result, Council for the Town of Halton Hills established a municipal assistance program budget and criteria for determining eligibility for receiving municipal support. All proposals received are reviewed and evaluated for eligibility. Staff request Committee's evaluation of the Municipal Assistance Program proposals received for this review period.

Reviewed and Approved by,

A handwritten signature in black ink, appearing to read "Kevin Okimi".

Kevin Okimi, Manager of Parks and Open Space

A handwritten signature in black ink, appearing to read "Warren Harris".

Warren Harris, Commissioner of Recreation and Parks

A handwritten signature in black ink, appearing to read "Brent Marshall".

Brent Marshall, CAO