



MEMORANDUM

TO: Mayor Lawlor and Members of Council

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

DATE: March 26, 2024

MEMO NO.: RP-2024-004

SUBJECT: 2024 Community Grant Program Allocations

PURPOSE OF THE MEMORANDUM:

The purpose of this memorandum is to provide Members of Council with an overview of the 2024 Community Grant Program (CGP) allocations.

BACKGROUND:

The intent of the CGP is to assist groups (through approved grants) with their activities, events, and initiatives. Community groups and organizations must demonstrate through the CGP 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.

Support is granted for activities, events, and initiatives that align with the key criteria, through a 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 the purchase of equipment, marketing and promotions or resources to assist with organizational effectiveness).

The CGP evaluation process ensures collaboration across all Town funding programs, to avoid duplication of Town supports, and to ensure the distribution of Town investments is coordinated and appropriate to the objectives of each funding program.

COMMENTS:

The launch of the 2024 CGP application intake began in February 2024 with a deadline to apply by March 15th, 2024. 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 groups and organizations were encouraged to discuss their activity, event, or initiative with Community Development staff prior to submitting their proposal, through an individual consultation call.

A total of 16 applications were received through the 2024 CGP intake, of which 12 have been approved for grant allocation. Additionally, the pre-established 3-year agreements with organizations that host annual special events, are included within the 2024 allocations.

Funding recommendations were developed within the limits of the operational budget by the CGP 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 2024 allocations:

2024 Community Grant Program Allocations	Amount (\$)
Acton Agricultural Society - For waiver of municipal fees to support the delivery of the "Fall Fair" event.	\$13,654.02
Acton BIA - For waiver of municipal fees to support the delivery of the "Outdoor Market", "Canada Day", "Leathertown" and "Trick or Treat" events.	\$2,218.91
Acton Firefighters Association - For waiver of municipal fees to support the delivery of the "Canada Day Fireworks" and "Santa Claus Parade" events.	\$533.33
Cancer Assistance Halton Hills - For waiver of municipal fees to support the delivery of the "Tour the Hills" event.	\$1,939.61
Community Living North Halton – For support of the delivery of their outdoor living program.	\$2,500.00
Georgetown Agricultural Society - For waiver of municipal fees to support the delivery of the "Fall Fair" event.	\$13,429.61
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.	\$2,819.00
Georgetown Cruise Night - For waiver of municipal fees to support the delivery of the "Georgetown Cruise Night" events.	\$2,449.44
Georgetown Highland Games - For waiver of municipal fees to support the delivery of the "Highland Games" event.	\$9,832.84
Georgetown Horticultural Society – For waiver of municipal fees to support the delivery of the "Georgetown Horticultural Society Annual Plant Sale" and support related promotions.	\$1,265.00
Georgetown Kinsmen - For waiver of municipal fees to support the delivery of Christmas tree sales.	\$431.10
Georgetown 'Out of the Cold' – For support of the delivery of their "Out of the Cold" program.	\$2,500.00
Glen Williams Town Hall - For waiver of municipal fees to support the delivery of the "Canada Day" and "Christmas Market" events.	\$2,180.63

Halton Butterfly Way Project – For support of the creation of a native plant garden at Lucy Maud Montgomery Garden.	\$2,376.29
Halton Environmental Network – For support in improving accessibility at the Acton Community Garden.	\$2,492.09
Halton Hills Concert Band – For support of the delivery of the “With Glowing Hearts” and “80 th Anniversary of D-Day and Battle of Normandy” concerts.	\$1,500.00
Halton Hills ECO Film Fest – For support of the delivery of the ECO Films program.	\$300.00
Halton Women’s Place – For waiver of municipal fees and to support the delivery of the “Safe Haven” presentation.	\$743.03
Head For the Hills - For waiver of municipal fees to support the delivery of the “Head for the Hills Beverage Festival” event.	\$3,941.62
Light up the Hills - For waiver of municipal fees to support the delivery of the “Light up the Hills Ignition” event.	\$1,695.55
Lions Club of Georgetown - For waiver of municipal fees to support the delivery of the “Santa Claus Parade” event.	\$225.60
Optimist Club of Halton Hills - For waiver of municipal fees to support the delivery of the “Cross-Country Run.”	\$275.04
Terry Fox Foundation (Acton Branch) – For waiver of municipal fees to support the delivery of the “Acton Terry Fox Run.”	\$202.97
Terry Fox Foundation (Georgetown Branch) – For waiver of municipal fees to support the delivery of the “Georgetown Terry Fox Run.”	\$447.99
Women’s Centre of Halton – For waiver of municipal fees and support to deliver weekly self-defense classes.	\$2,500.00
Total	\$72,453.67

It should be noted that although most proposals were recommended for support through the 2024 CGP, there were 4 proposals submitted that were not endorsed for support, as their request:

- Did not have broad community impact; and/or
- Did not demonstrate financial need, and that potential funding was critical to their ability to carry out the activity/event/initiative; and/or
- Was a repeat application for a completed project supported through the 2023 CGP; and/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 and/or will be supported through another Town funding program.

Council approved the 2024 CGP budget for \$77,900. The funding being awarded at this time is projected to be under budget, at a total of \$72,453.67. Therefore, there is a

surplus of \$5,446.33 remaining, which staff are confident would support additional quality initiatives in our community for 2024.

Staff will keep the CGP intake open until the end of year or until the outstanding funds are allocated to additional 2024 projects, events or activities that fit within the CGP priority area. Any further applications will be reviewed and vetted by the CGP selection committee prior to approval. Staff will have further conversations with local community and neighbourhood groups to ensure their awareness of the ongoing intake for 2024.

CONCLUSION:

The Town of Halton Hills is committed to supporting collaboration with all groups and organizations through a community development model and the Community Grant 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,

Paul Damaso, Commissioner of Recreation & Parks

Chris Mills, Chief Administrative Officer