



REPORT

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

REPORT FROM: Heather Kaufmann, Community Development Supervisor

DATE: June 6, 2018

REPORT NO.: RP-2018-0020

RE: Municipal Assistance Request

RECOMMENDATION:

THAT Report RP-2018-0020 dated June 6, 2018 regarding a request for Municipal Assistance be received;

AND FURTHER THAT funding in the amount of \$4,071.91 for the Movie Under the Stars Event be derived from the Municipal Assistance Program as the proposal meets the eligibility criteria as outlined in Report RP-2018-0020;

AND FURTHER THAT funding for Municipal Assistance Program requests outlined in Report RP-2018-0020, totaling \$4,511.78, that are in excess of the Council approved Municipal Assistance Program budget be funded through the Tax Rate Stabilization Reserve.

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:

New Request:

	Organization	Description Rationale	2016	2017	Amount Requested 2018	
	Movie Under the Stars – CARE (Community Alliance for Reaching Everyone) in association with Georgetown Chevrolet Buick GMC	Marketing and Promotions	N/A	N/A	Requested \$750.00	Eligible \$750.00
		Waiver of Fees	N/A	N/A	\$601.91	\$601.91
		Special Projects and Start Up Fees	N/A	N/A	\$2,720.00	\$2,720.00
	Total				\$4,071.91	\$4,071.91
Meets Criteria		Yes – Businesses and community groups are eligible for Municipal Assistance.				
Comments		<p>Movie Under the Stars will take place on Saturday, August 18, 2018. They are requesting assistance in covering the costs of their permit for the Gellert Community Park, loan of equipment, marketing/promotional costs and additional costs related to movie production and licensing.</p> <p>In the past years, the Movie Under the Stars event has drawn approximately 500 spectators from the community at large. As the event is intending to become an annual event, it is being treated as a Special Project / Start Up for 2018. It is intended that moving forward, this will be an annual event and staff will work with the organizers on plans for future years.</p> <p>All funds raised during this event are in support of the Halton Hills Youth Centres. Proceeds from this specific event go back to the Town of Halton Hills to support one of the pillars of youth. This event will support the pillar of food security by providing funds that support the cooking nights and healthy snack program.</p> <p>The total cost of the event is \$10,880.00. Under the Special Projects, Purposes and Start Up Costs category groups are eligible for up to 25% of the total project costs up to a maximum of \$5,000. Therefore if approved CARE/Georgetown Chevrolet would receive \$2,720.00 in the special projects category in addition to the Waiver of Fees and Marketing and Promotion funding.</p>				

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 not contain funds to support all requests in this Report. Should all previously approved applications be re-submitted for consideration in 2018, the substantial program requests would be over budget by \$4,511.78. Staff are requesting Council's direction that the amount over budget be funded from the Tax Rate Stabilization Reserve, as it has in the past.

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