

# REPORT

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

Committee

**REPORT FROM:** Heather Kaufmann

Community Development Supervisor

**DATE:** February 26, 2019

**REPORT NO.:** RP-2019-0012

**RE:** Municipal Assistance Program Requests

### **RECOMMENDATION:**

THAT Report RP-2019-0012 dated February 26, 2019 regarding requests for municipal assistance be received:

AND FURTHER THAT funding in the amount of \$1,793.62 for the Aynsley Saxe Beautiful Tomorrow Project be derived from the Municipal Assistance program as the proposal meets the eligibility criteria;

AND FURTHER THAT funding in the amount of \$7,200.00 for Cancer Assistance Service of Halton Hills Tour the Hills event be derived from the Municipal Assistance program as the proposal meets the eligibility criteria;

AND FURTHER THAT funding in the amount of \$3,339.72 for Georgetown Cruise Nights be derived from the Municipal Assistance program as the proposal meets the eligibility criteria;

AND FURTHER THAT funding in the amount of \$5,000 for Heritage Acton 175th Anniversary Celebrations be derived from the Municipal Assistance program as the proposal meets the eligibility criteria;

AND FURTHER THAT funding in the amount of \$640.32 for the Halton Hills Optimist Club Cross Country Run be;

a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria;

OR

b) declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2019-0012;

AND FURTHER THAT funding in the amount of \$3,296.16 for the Acton Farmers Market on 7 be derived from the Municipal Assistance program as the proposal meets the eligibility criteria;

AND FURTHER THAT funding in the amount of \$4,742.95 for the Head for the Hills Craft Beer Festival be;

a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria;

OR

b) declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2019-0012;

AND FURTHER THAT funding in the amount of \$1,402.47 for the Georgetown Chevrolet Buick GMC be derived from the Municipal Assistance program as the proposal meets the eligibility criteria

AND FURTHER THAT funding in the amount of \$890.45 for the Lion's Club of Georgetown Santa Claus Parade be;

a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria;

OR

b) declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2019-0012;

AND FURTHER THAT funding in the amount of \$578.42 for the Our Kids Network Fall Fun Fair be;

a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria;

OR

declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2019-0012;

AND FURTHER THAT funding in the amount of \$516.50 for Jesse's Journey Isaac's Trek for Treats be:

a) derived from the Municipal Assistance program based on the proposal's own merits as it does not meet the eligibility criteria;

b) declined as the proposal does not meet the eligibility criteria as outlined in Report RP-2019-0012;

### **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 and Corporate 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 Requests:

	Organization	Description Rationale	2017	2018	Amount Requ	uested 2019
1	Aynsley Saxe "The Beautiful Tomorrow Project"	Special Purposes, Projects, or Start- up Costs	N/A	N/A	<b>Requested:</b> \$7,174.49	<b>Eligible:</b> \$1,793.62
	Total		N/A	N/A	\$7,174.49	\$1,793.62
M	eets Criteria	Yes, businesses ar This project engage		•	•	Assistance.
	omments	The Beautiful Tomorrow "Beautiful Tomorrow Aynsley Saxe (Ayns Tomorrow Project" concerns and inspir makes a difference Co-produced and re (SoundhouseStudio Gaudeamus Choir vocals on the track Charrett. The song Church with the Ga recording, editing, r Soundhouse Studio	w", written by sleySaxe.co is to raise avere people of coorded by cocom), the second and a recorded was recorded and and and and and and and and and an	y local (Geo m). The purpose and wareness and all ages to purpose and John Jamies Song will feat song will feat song will feat song will feat song will feat hoir in early nastering will	rgetown) singe pose of "The Boout environme burposeful action ture Halton you who will sing noir director Diaptown at St. Joh March 2019 fir li be finalized in	r-songwriter eautiful ental on that  uth from the background ane Murray- nn's United hal n Toronto at

The song will be available to various local, provincial and national environmental groups for their marketing and promotional purposes which include:

- An online press kit will be available to promote to media (CBC, WaveFM, Georgetown Independent, etc.).
- The video will be available online through Vevo and/or YouTube.
- The song will be performed at the Gaudeamus Choir' Spring Concert (April 27th, 2019) at St. John's United Church in Georgetown.
- The song will be available for purchase as a digital download. CDs will also be available for purchase for the general public.

The special project request is to assist with: song recording, production, mix, master and videography. Other expenses include editing music video, interviews, stock footage for video, St. John's United Church rental expenses.

The total cost of the project is \$7,174.49. 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 \$5,000.00. The Beautiful Tomorrow project is eligible to receive \$1,793.62.

	Organization	Description Rationale	2017	2018	Amount Req	uested 2019
2	Cancer Assistance Services of	Waiver of Fees	N/A	N/A	<b>Requested:</b> \$2,200.00	<b>Eligible:</b> \$2,200.00
	Halton Hills (CASHH) "Tour the Hills"	Special Purposes, Projects, or Start- up Costs	N/A	N/A	\$5,000.00	\$5,000.00
	Total		N/A	N/A	\$7,200.00	\$7,200.00
Ме	ets Criteria	Yes, community ev fundraising is direct			•	
fundraising is directed back to a Town program, so Comments  Cancer Assistance Services of Halton Hills (CAS) their first "Tour the Hills" cycling fundraiser on Su 2019. This fundraising ride will consist of a 100 k which participants can raise funds and ride the confidence of Funds raised will support CASHH in delivering freservices to cancer patients and their families in Hand event proceeds will be contributed to by seel sponsors and rider registration donations in addit assistance.		on Sunday, Se 100 km and 40 the course of t ring free cancer es in Halton Hill y seeking corp	ptember 22, 0 km ride in heir choice. r treatment s. Costs orate			

CASHH is anticipating approximately 500 riders and their supporters from Halton and surrounding communities to attend this event.

Participants will register at Trafalgar Sports Park. There will be 3 pit stops with bio-breaks and food refueling. The ride will finish at Trafalgar Sports Park with a large celebration, BBQ and activities.

The waiver of fees is for the park rental at the Trafalgar Sports Park where the route will start and finish. The additional waiver of fees is for the loan of equipment for the event registration and celebration at the conclusion of the event.

The total cost of the event is \$48,220.00. 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 \$5,000.00. CASHH is eligible to receive \$5,000.00 in the special projects category.

	Organization	Description Rationale	2017	2018	Amount Req	uested 2019
3	Georgetown				Requested:	Eligible:
	Cruise Nights	Waiver of Fees	N/A	N/A	\$2,154.62	\$2,154.62
		Special Purposes, Projects, or Start- up Costs	N/A	N/A	\$2,585.76	\$1,185.10
	Total		N/A	N/A	\$4,740.38	\$3,339.72
M	eets Criteria	Yes, community ev fundraising is direct				
		gathering of car end enjoy the social ath changed organizers The event was pas	etown for 18 years at Nashville North. The event includes a sing of car enthusiasts, show their vehicles to the public and the social atmosphere. Georgetown Cruise Nights has recently ed organizers to continue the legacy.			
		resources. The request is to support the new event organizers with one-time costs and a waiver of fees for facility permit for their new location at the Mold Masters Sportsplex parking lot. The group has a revised mandate and goals for the event. In 2019, the group is striving to enhance the event with additional advertising, volunteer t-shirts and work on becoming a financially stable event where the proceeds are donated to Georgetown Hospital.				
	The total cost of the event is \$4,740.38. 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 \$5,000.00.					

Georgetown Cruise Nights is eligible to receive \$1,185.10 in the Special Projects Category

	Organization	Description Rationale	2017	2018	Amount Req	uested 2019
4	Heritage Acton "175 <sup>th</sup> Anniversary of Acton"	Special Purposes, Projects, or Start- up Costs	N/A	N/A	<b>Requested:</b> \$20,187.13	<b>Eligible:</b> \$5,000.00
	Total		N/A	N/A	\$20,187.13	\$5,000.00
M	eets Criteria	Yes, community ce			•	
С	omments	Heritage Acton is panniversary in Augudistributing the original purchase with the purchase and three special project  Gala Evenin Flags – \$3,9 Calendar Co The total cost of the purposes and Start 25% of the total product is eligible to the purpose and start acton is eligible to the purpose and start actor is eligible to the purpose and start actor.	ust 2019. The inal flag of A proceeds going highlight the comprised of 2 to 2019. The inal flag of also recognized also recogn	e group will acton and a cong to the Acton and a cong to the Acton and a cong to the book will be to former and central and ce	be hosting a Gooffee table bootfee table bootfee table bootfeen Town Hall.  as a historic call write-ups of Hall include historicand current research against the mice.  59.13  nder the Speciups are eligible	ala event, ok to  alendar istoric Acton c data and idents.  that was nat Acton is ddle of three  al Projects, for up to

	Organization	Description Rationale	2017	2018	Amount Requ	uested 2019
5	Halton Hills Optimist Club "Cross Country Run"	Waiver of Fees	\$0.00	N/A	Requested: \$640.32	Eligible: \$0.00
	Total		\$0.00	N/A	\$640.32	\$0.00
M	eets Criteria	No - Service Clubs	are ineligible	le for Munici	nicipal 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:
	<ul> <li>A.9 To support and enhance a variety of arts and cultural opportunities for the enjoyment of the public.</li> <li>A.10 To encourage and promote community volunteerism.</li> <li>C.11 To pursue partnerships across the Town's public and private sectors that enhances the community's economic wellbeing.</li> </ul>
Comments	The Optimist Club of Halton Hills for over 20 years has organized an annual Cross Country run event that takes place every September in partnership with the Halton District School Board. Approximately 700 youth participate over the two day event.
	The event was previously held at Cedarvale Park. The group moved to the Gellert Community Park in order to accommodate the number of attendees and participants in the run. The group is seeking assistance to waive the park permit fee as it would allow the group to improve the recognition and awards for the participants.
	The approval of this request would be at the discretion of the Committee based on its own merit.

# Returning Requests:

	Organization	Description Rationale	2017	2018	Amount Requ	uested 2019
•	7 Acton Farmers Market on 7	Waiver of Fees	N/A	\$1,825.00	<b>Requested:</b> \$2,546.16	<b>Eligible:</b> \$2,546.16
		Marketing and Promotions	N/A	\$0.00	\$750.00	\$750.00
		Special Purposes, Projects, or Start- up Costs	N/A	\$1,000.00	\$0.00	\$0.00
	Total		\$0.00	\$2,825.00	\$3,296.16	\$3,296.16
	Meets Criteria	Yes, businesses ar serves the Commu.	-	•		
	Comments  The Acton Farmer's Market on 7 will offer a weekly market on Thursday evenings from June to October 2019, at Bethel Christia Reform Church parking lot. This will be their third year in operatio				Christian	

The event involves 19 local vendors and includes family activities and entertainment. The organizers would like to enhance the Goat Yoga offered. Fencing will be required to provide a safe additional activity to the Farmers Market.

The waiver of fee is requested to cover the cost of loan of equipment (fencing) and the marquee rental at the Acton Arena and Community Centre.

	Organization	Description Rationale	2017	2018	Amount Req	uested 2019	
8	Head for the Hills Craft Beer Festival	Waiver of Fees	\$2,781.12	\$2,785.59	<b>Requested:</b> \$3,242.95	Eligible: \$0.00	
	i estivai	Marketing and Promotions	\$750.00	\$750.00	\$750.00	\$0.00	
		Green Initiatives	\$750.00	\$750.00	\$750.00	\$0.00	
	Total		\$3,281.12	\$3,285.59	\$4,742.95	\$0.00	
	eets Criteria	does state "Conside support the strategic Plan and following Strategic A.9 To support a opportunities A.10 To encourage C.11 To pursue pasectors that	ervice Clubs are ineligible for Municipal Assistance. The policy ate "Consideration may be given for activities/events that the strategic priorities of Council as contained in the Town's ic Plan and Municipal Assistance Policy." Staff note the g Strategic Plan objectives:  To support and enhance a variety of arts and cultural apportunities for the enjoyment of the public.  To encourage and promote community volunteerism.  To pursue partnerships across the Town's public and private sectors that enhances the community's economic wellbeing.				
C	omments	Organized by four (8 Kinsmen), the Ge experience, taking if festivals of summer beer movement wit region.  Head For The Hills and ciders from acr trucks, local craftsp musicians to help s 2018.  A portion of the procharity that provide	eorgetown Control of the combining of the combining of the control	raft Beer Fe ong the icon the interest desire to he 2015 with m vince, a varie a line-up of le stival spirit.	stival is a beer ic Southern Or and excitemer lp charities through the charities through the charities are than 25 creaty of innovatives ocal country are 5,200 people and south Halton	tasting ntario of the craft bughout the aft beers e food of folk ottended in a local	

and 14, as well as a variety of other local charities already supported by the four service clubs of Georgetown.

This year's Head for the Hills – Georgetown Craft Beer Festival event will be hosted at the Trafalgar Sports Park on Saturday, September 14, 2019 from 11:00 am to 6:00 pm.

In 2018 and multiple previous years, Committee chose to approve the waiver of fees, green initiatives and marketing and promotions proposal for the Head for the Hills Craft Beer Festival based on its own merits

		own ments				
	Organization	Description Rationale	2017	2018	Amount Req	uested 2019
9	Georgetown Chevrolet Buick GMC on behalf	Waiver of Fees	N/A	\$601.91	Requested: \$652.47	<b>Eligible:</b> \$652.47
	of Community Alliance for Reaching	Marketing and Promotions	N/A	\$750.00	\$750.00	\$750.00
	Everyone – "Movie in the Park"	Special Purposes, Projects, or Start- up Costs	N/A	\$2,720.00	\$4,227.50	\$0.00
	Total		N/A	\$4,071.91	\$5,629.97	\$1,402.47
M	eets Criteria	Yes – Businesses a	are eligible f	or Municipal	Assistance.	•
Meets Criteria  Yes – Businesses are eligible for Municipal Assistance.  Movie Under the Stars will take place on Saturday, August 10, 20 The group is asking for assistance in covering the costs of their performance for the Gellert Community Park, loan of equipment, marketing/promotional costs and additional costs related to movie production and licensing.  This is an annual event that in the past years has drawn approximately 500 spectators from the community at large. All fur raised during this event are in support of the Halton Hills Youth Centres. Proceeds from this specific event go back to the Town or Halton Hills to support one of the pillars of youth.				f their permit to movie e. All funds outh		
		The total cost of the Purposes and Start 25% of the total progeorgetown Chevroprojects category.	Up Costs coject costs u	ategory group to a maxin	ups are eligible num of \$5,000.	for up to 00.

The Special Projects, Purposes and Start Up Costs category is only approved one time for each group unless there are new changes to the event; therefore the event is not eligible for this category as there

have been no significant changes to the scope of the event.

	Organization	Description Rationale	2017	2018	Amount Red 2019	quested
10	Lions Club of Georgetown – "Santa Claus Parade"	Marketing and Promotions	\$750.00	\$750.00	Requested \$750.00	\$0.00
	Total	Waiver of Fees	\$129.87 \$879.87	\$136.36 \$886.36	\$140.45 \$890.45	\$0.00 \$0.00
Mee	ets Criteria	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:  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.				
Con	nments	The Georgetown Lio Saturday, November covering the costs of their event.  In the past years, the drawn between 8,00 community at large.  In 2018 and multiple waiver of fee proposimerits.	e Georgetown 0 and 10,000 previous year	ney are look deorgetown Lions Santa spectators a	ing for assista Fairgrounds to a Claus Parac and participan ee chose to a	de has the oprove the

	Organization	Description Rationale	2017	2018	Amount Req 2019	uested
11	Our Kids Network – Fall Fun Fair	Waiver of Fees	\$466.69	\$480.69	Requested: \$578.42	<b>Eligible:</b> \$0.00
	Total		\$466.69	\$480.69	\$578.42	\$0.00
Meets Criteria  No - Our Kids Network is supported by other levels educational institutions that are not eligible for Mun The policy does state "Consideration may be given for activities/events that support the strategic priorit contained in the Town's Strategic Plan and Municip Policy."			Municipal Ass given to organi oriorities of Co	istance. zations uncil as		

Staff note that although the request does not meet the current Municipal Assistance Program criteria, the initiative does support the Town's Strategic Plan objectives/action items:

A.2. To attract and retain a suitable range of health and social services.

#### Comments

Our Kids Network (OKN) Halton is a multi-sector collaboration that is guided by its protocol partners and is committed to the healthy development and well-being of children, youth and families. Locally, the Acton HUB of OKN further focuses on the specific needs identified within the Acton community. Partners include the Town of Halton Hills Recreation & Parks, both Halton school boards, Links2Care, Community Living North Halton, Halton Children's Aid Society and the Region of Halton.

The Acton Early Years Fun Fair will engage families and parents of kindergarten children that will be entering schools in Acton and will provide them with information regarding access to community resources and supports available. The educational component will be coupled with fun family activities and food. The event attracted approximately 200 community members in previous years. The event will be held at Prospect Park on Wednesday, August 28<sup>th</sup>, 2019.

This collaborating group has come together with no specific resources allocated to efforts supporting children and families in these crucial early years. The event will run solely on donation/in-kind support from local businesses and OKN partners. This initiative fulfills the following key criteria of the existing Municipal Assistance Program:

- Provides affordable and accessible activities
- Demonstrates collaboration and civic pride
- New or complimentary to existing services
- Fosters a healthy, safe and active community

In 2018 and multiple previous years, Committee chose to approve the waiver of fee proposal for the Fall Fun Fair based on its own merits.

	Organization	Description Rationale	2017	2018	Amount Req	uested 2019
11	Jesse's Journey – "Isaac's Trek for Treats	Waiver of Fees	N/A	\$283.35	Requested: \$516.50	Eligible: \$0.00
	Total		N/A	\$283.35	\$516.50	\$0.00
Meets Criteria  No - Community events are eligible for municipal assista fundraising is directed back to a Town program, service of the community events are eligible for municipal assistation.						

Comments	Jesse's Journey is hosting their third annual Isaac's Trek for Treats event in support of Duchenne Muscular Dystrophy research. This annual event, which draws approximately 180 people, has run solely as an outside event for the past two years and as a result has consistently battled with difficult autumn weather.
	For 2019, the event organizer would like to provide an indoor space for participants to view their silent auction. The additional rental space of the multi-purpose room at the Acton Community Centre will require an increase of costs, to an already limited budget.
	In 2018 and multiple previous years, Committee chose to approve the waiver of fee proposal for the Fall Fun Fair based on its own merits.

### 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
Acton Horticultural Society	Acton Plant Sale	\$952.92
Georgetown Horticultural Society	Georgetown Plant Sale	\$1,139.80
Acton BIA	Canada Day and Leathertown	\$4,386.35
Georgetown BIA	Georgetown Farmer's Market and	\$2,050.00
	Classic Car Show	
Halton-Peel Highland Games	44 <sup>th</sup> Annual Georgetown Highland	\$9,908.34
Association	Games	
Glen Williams Town Hall Inc.	Canada Day in the Glen	\$3,088.75
Acton Fire Fighters Association	Canada Day Fireworks	\$929.30
Acton Agricultural Society	Acton Fall Fair	\$17,126.14
Georgetown Agricultural Society	Georgetown Fall Fair	\$16,508.73
Acton Fire Fighters Association	Acton Santa Claus Parade	\$392.12
Light up the Hills	Light up the Hills – Ignition Night	\$6,759.58

# **Community Partnership Program Policy**

Staff have worked with Community Organizations that utilize the current Municipal Assistance Program to gain the best understanding of the benefits of the program on their events and programs. Feedback from the Council Workshops and the Community Organizations will be consolidated into proposed revisions to the policy for Committee's consideration. Staff will be providing an update in later in 2019.

### **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 2019 budget (Appendix A) does not contain funds to support all requests in this Report. All anticipated returning requests for 2019 have been received though new requests may be received throughout the year. The program is over budget by \$24,220.95 or 23%. Staff will report back in the fall of 2019 once the actuals are finalized to address any funding shortfall from the Tax Rate Stabilization Fund. In past years, the funding shortfall at year end has been lower due to reconciliation of applicants' costs being less than budgeted, or a reduction in submissions in all categories (e.g. special projects). However, due to increasing program requests and rates for Town services (waiver of fees), annual costs have risen and the budget has not been increased since 2013. The program has been over budget for the past 3 years, based on applications approved by Council.

### **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,

Eein Cheur

Warren Hamis

Drent Warshall

Kevin Okimi – Manager of Parks and Open Space

Warren Harris, Commissioner of Recreation and Parks

Brent Marshall, Chief Administrative Officer