



City of Richmond

Report to Committee

To: Parks, Recreation and Cultural Services Committee
Date: March 24, 2023

From: Marie Fenwick
 Director, Arts, Culture and Heritage Services
File: 03-1085-05/2023-Vol 01



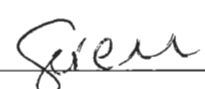
Re: **2023 Neighbourhood Celebration Grants Allocation**

Staff Recommendations

1. That the Neighbourhood Celebration Grants be awarded for the recommended amount of \$78,983.70 as identified in Attachment 2 of the staff report titled, "2023 Neighbourhood Celebration Grants Allocation," dated March 24, 2023, from the Director, Arts, Culture and Heritage Services; and
2. That the grant funds be disbursed accordingly.

CM Fenwick
 Marie Fenwick
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

Att. 2

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Finance Department	<input checked="" type="checkbox"/>	
Community Social Development	<input checked="" type="checkbox"/>	
Parks Services	<input checked="" type="checkbox"/>	
Recreation & Sport Services	<input checked="" type="checkbox"/>	
SENIOR STAFF REPORT REVIEW	INITIALS: 	APPROVED BY CAO 

Staff Report

Origin

The Neighbourhood Celebration Grant Program was originally established in 2017 as part of the Richmond Canada 150 program to help small, Richmond-based non-profit organizations and neighbourhood groups plan and execute community-building events that connect residents with their local streets, parks and green spaces, and each other.

At the regular Council meeting on November 28, 2022, Council endorsed the 2023 Neighbourhood Celebration Grant Program as part of the 2023 City Event Program.

This report supports Council's Strategic Plan 2022-2026 Focus Area #1 Proactive in Stakeholder and Civic Engagement:

Proactive stakeholder and civic engagement to foster understanding and involvement and advance Richmond's interests.

1.4 Leverage a variety of approaches to make civic engagement and participation easy and accessible.

This report supports Council's Strategic Plan 2022-2026 Focus Area #6 A Vibrant, Resilient and Active Community:

Vibrant, resilient and active communities supported by a wide variety of opportunities to get involved, build relationships and access resources.

6.1 Advance a variety of program, services, and community amenities to support diverse needs and interests and activate the community.

6.3 Foster intercultural harmony, community belonging, and social connections.

This report supports the following Strategic Directions set out in the *Richmond Arts Strategy*:

Strategic Direction #2: Promote Inclusivity and Diversity in the Arts

2.1. *Celebrate Richmond's cultural diversity, history, growth and change as a community.*

2.1.5 *Connect with the diverse cultural communities of Richmond (including faith-based communities) to encourage sharing of art, food and music.*

This report supports the following Strategic Directions set out in the *Community Wellness Strategy*:

Focus Area #2: Enhance physical and social connectedness within and among neighbourhoods and communities.

This report supports the following Strategic Directions set out in the *Cultural Harmony Plan*:

Strategic Direction #1: Intercultural Connections

- 1.1 *Continue to recognize and celebrate Richmond's diverse cultures and unique heritage through intercultural celebrations and events.*
- 1.2 *Develop and implement a neighbourhood approach to facilitating positive intercultural exchange and understanding between Richmond's diverse cultural communities, such as community-based dialogues, storytelling, and sharing of art, food, and music.*
- 1.5 *Incorporate criteria into the City Grant program that supports programs and events that facilitate intercultural interaction and promote intercultural understanding.*

Strategic Direction #5: Programs and Services

- 5.4 *Strengthen relationships with various cultural and ethnic communities in order to integrate their arts, cultural and heritage practices into the City's programs and events.*

Analysis

Program Objectives and Eligibility Criteria

The Neighbourhood Celebration Grant Program fosters community belonging and social connections at the grassroots level by providing an opportunity for neighbourhood groups and community organizations to submit proposals for events and initiatives to connect residents of diverse backgrounds through shared experiences.

The Neighbourhood Celebration Grant Program supports a number of the guiding principles of the Council-endorsed City Events Strategy including: building local capacity by investing in community-driven events; providing opportunities for Richmond residents and community groups to collaborate, contribute and participate; and maximizing social benefits to the community by fostering volunteerism and increasing sense of community pride and belonging.

The objectives of the program are to:

- Provide an opportunity for groups of neighbours, school- and faith-based groups and community organizations to receive funding to support initiatives and activities that offer opportunities to connect residents of diverse backgrounds through shared experiences;

- Inspire community event planners to collaborate with community partners, local businesses and Richmond-based artists to animate local neighbourhoods, parks and open spaces and engage community members to make new neighbourhood connections;
- Encourage the development of grassroots events that support priority themes identified in the Cultural Harmony Plan, such as facilitating intercultural interaction and promoting intercultural understanding; and
- Promote environmentally sustainable event practices, ensuring events follow the principles set out in the Richmond Sustainable Event Toolkit.

Eligible applicants include:

- Richmond based neighbourhood groups (application must come from two individuals living in the same neighbourhood but from different households.);
- Not-for-profit community groups;
- Local artists who connect with a local neighbourhood group or community organization;
- Parent Advisory Committees;
- Community Associations; and
- Student Councils.

Individuals, political parties or events related to political activities or lobbying, events or projects that have funding from another City of Richmond grants program, and for-profit organizations and business are ineligible for funding.

Additionally, all applicants must agree to adhere to any relevant requirements through the Online Event Application process. Successful applications must demonstrate capacity and provide a realistic estimate of resources needed and total budget required in the proposal. The event must take place in Richmond between June 1 and December 31, 2023. (Attachment 1 – Neighbourhood Celebration Grant Program Guidelines)

Program Promotions and Applications Received

The launch of the Neighbourhood Celebration Grant Program was announced to the public on January 31, 2023 via the City website, various social media channels, through targeted communications to previous program applicants and in community facilities throughout Richmond.

In total, 76 applications were received by the February 26, 2023 deadline. Applicants included Parent Advisory Councils, student groups, neighbourhood and strata groups, and non-profit community groups and associations. A summary of all submissions can be found in Attachment 2.

Adjudication Process

Of the 76 applications, 67 are recommended for funding and nine were deemed ineligible for funding as they failed to meet the eligibility criteria and/or program mandate.

An adjudication panel made up of City staff reviewed the applications and evaluated each project based on the following five key areas: alignment with program community engagement objectives,

inclusiveness/intercultural connections, capacity, budget and sustainability. A score was then assigned to each project.

The 67 eligible projects requested a cumulative total of \$120,870 in total eligible funding requests.

For each application, the adjudicated score (expressed as a percentage) was multiplied by the project’s eligible funding request. This resulted in a total of \$78,983.70 in recommended funding.

While this amount exceeds the \$75,000 in 2023 funding approved by Council, staff recommend that the additional \$3,983.70 be allocated from the funds remaining from the 2022 Neighbourhood Celebration Grants Program budget to allow for the recommended funding to be distributed.

As detailed in the table below, these funds are available as a result of funds returned by recipients who either chose not to proceed with their proposed events or who did not require their full grant allocation to successfully deliver their event

Event Name	Budget	Council Approval	Disbursement	Returned	Balance
2022 Neighbourhood Grants	\$75,000.00	\$74,947.96	\$72,766.08	\$2,059.53	\$4,293.45

Note: Council approval and disbursements differ as some recipients chose not to proceed with the event.

Next Steps

Pending Council approval of the 2023 Neighbourhood Celebration Grant Program allocation, all applicants will be notified of the status of their application. Staff will provide the necessary resources and guidance to all successful applicants, including referring them to the Richmond Event Approval Coordination Team (REACT) process, if necessary. Applicants whose submissions were deemed to be ineligible this year will be provided with recommendations to inform potential future applications, including connections with community organizations/associations which may offer future partnership opportunities either within or outside of this program.

Applicants who receive funding will be asked to submit a brief final report providing an overview of the event/initiative, including the number of attendees, how the funds were used, and a photograph.

Financial Impact

The 2023 Neighbourhood Celebration Grants Program budget of \$75,000 was approved as part of the City’s 2023 Operating Budget. In addition, this program has an unutilized balance of \$4,293.45 from prior year funding. A total of \$78,983.70 in allocations is being recommended for the 2023 Neighbourhood Celebration Grant program, subject to City Council’s approval.

Conclusion

The distribution of \$78,983.70 through the 2023 Neighbourhood Celebration Grant Program will support Richmond-based non-profits and neighbourhood groups to develop and deliver initiatives and events that connect residents with their local neighbourhoods, parks and green spaces, and each other after three challenging years of navigating the pandemic. These events and initiatives will provide lasting social benefits to the community by enhancing event planning and hosting capacity at the neighbourhood level, encouraging intercultural connections, and contributing to an increased sense of community connectedness and belonging.



Lisa Fedoruk
Program Manager, Events
(604-276-4320)

- Att. 1: Neighbourhood Celebration Grant Program Guidelines
- 2: Applicant Summary: 2023 Neighbourhood Celebration Grant Program

RICHMOND NEIGHBOURHOOD CELEBRATION GRANT PROGRAM

Apply
now!

Receive up to \$2,000 in funding
to create an event that connects
residents and builds community.

www.richmond.ca/celebrationgrant

PRCS – 53



APPLICATIONS MUST BE SUBMITTED BY FEBRUARY 26, 2023.

For more information,
RichmondHasHeart@richmond.ca
www.richmond.ca/celebrationgrant

City of Richmond | 6911 No.3 Road, Richmond, BC V6Y 2C1



OBJECTIVES:

The Neighbourhood Celebration Grant Program is designed to provide funding support for groups of neighbours, not-for-profit organizations, school-based groups, and local artists to create events that connect residents of diverse backgrounds and build community in Richmond.

This year's program will:

- Support participatory activities reflective of the theme of connection.
- Encourage collaboration with residents, community organizations and Richmond-based artists to animate neighbourhoods, local business districts, parks and open spaces and encourage community members to make new neighbourhood connections.

Support free events that facilitate intercultural interaction and promote intercultural understanding.

ELIGIBLE APPLICANTS:

- Richmond-based Neighbourhood Groups (**two individuals** living in Richmond but residing in different households. Both applicants are responsible for managing the grant money).
- Not-for-profit community organizations
- Not-for-profit faith-based groups
- Local artists who connect with a local neighbourhood group or organization
- Parent Advisory Committees
- Community Associations
- Student Councils

INELIGIBLE APPLICANTS:

- Individuals applying without a co-applicant or individuals from the same household
- Political parties or events related to political activities or lobbying

- Events or projects that have funding from another City of Richmond grant program

- For-profit organizations or businesses

ELIGIBLE PROJECT EXPENSES:

- Supplies and materials
- The rental of event infrastructure (e.g. tents, bouncy castles, tables, chairs, etc.)
- Food
- Artist fees
- Sustainability initiatives
- Marketing materials
- Insurance

INELIGIBLE PROJECT EXPENSES:

- Expenses that have already been incurred at the time of the application
- The purchase of event infrastructure (e.g. tents, tables, chairs, etc.)
- The purchase of games/activities that will not be made accessible to the community post-event (e.g. board games, sports equipment, etc.)
- Building construction and repairs
- Proposals which primarily fund or award other groups or individuals
- Political activities
- Travel costs (e.g. bus passes, etc.)
- Ongoing operational expenses for organizations
- Capital projects
- Office administration
- Fundraisers
- Deficit reduction
- Activity outside of Richmond
- Bursaries or scholarships
- Giveaway prizes/"swag" items

ELIGIBILITY & ASSESSMENT CRITERIA:

- 2022 Neighbourhood Celebration Grant recipients who apply must submit their 2022 Final Report by **February 26, 2023 at 11:59PM PST** in order to be considered for funding this year.
- Event takes place in Richmond.
- Event takes place between **June 1 – December 31, 2023**.

- Event demonstrates alignment with the program objectives.
- Event is inclusive, accessible, and demonstrates engagement of community members from diverse backgrounds.
- Event is offered free-of-charge to attendees.
- Event primarily benefits Richmond residents.
- Applicants must show evidence of capacity to host event.
- Project approach shows a realistic estimate of resources needed and total budget required.
- Project demonstrates commitment to incorporate sustainability initiatives.
- Applicants must commit to submitting an additional Online Event Application (if the Grant Administration Team requests that they do so) and complying with any relevant requirements through the Online Event Application process that may be in place at the time of event delivery. Further information regarding the Online Event Application can be found in the "Web Links" section below.

POST-EVENT DELIVERABLES:

- Two photos of the event
- Post-event summary report within four weeks of event completion (includes an expense report)
- Refund cheque to the City of Richmond (for successful 2023 grant applicants who do not spend all their grant funding)

APPLICATION DEADLINE:

- February 26, 2023 at 11:59PM PST

WEB LINKS:

- **Apply online at:** www.richmond.ca/celebrationgrant
- **2022 Neighbourhood Celebration Grant recipients – please submit your 2022 Final Report at:** www.richmond.ca/celebrationgrant
- **Information about the Online Event Application:** <https://www.richmond.ca/parksrec/services/eventapp.htm>



APPLICANT SUMMARY: 2023 NEIGHBOURHOOD CELEBRATION GRANT PROGRAM

All projects were evaluated by the adjudication team based on five key areas (alignment with objectives, encouragement of intercultural connections, capacity, budget and sustainability) and were assigned a percentage ranking. Staff then determined which items in the applicant's detailed budget were eligible costs (B) and this total was multiplied by their rounded score (A) to determine the recommended funding amount (C).

Some projects were deemed ineligible for funding due to not satisfying the grant program's criteria and guidelines (e.g. project fell outside of eligible time period, project does not align sufficiently with grant objectives, etc.)

Approved Applications

Applicant	Project Name	Organization	(A) Adjudicated Score	(B) Eligible Funding	(C) = (A) x (B) Recommended Funding
1	Tomsett Year End Pool Party	Tomsett Elementary PAC	63%	\$2,000.00	\$1,260.00
2	Sunset Fraser Basketball Festival	Kobe Memory Basketball Club	73%	\$2,000.00	\$1,460.00
3	Get to Know you Party - Springwood Crescent	Neighbourhood Group	59%	\$1,260.00	\$743.40
4	Steveston Block Party	Neighbourhood Group	71%	\$2,000.00	\$1,420.00
5	Seniors Summer BBQ	Richmond Kiwanis Senior Citizens Housing Society	64%	\$2,000.00	\$1,280.00
6	Stanford Block Watch Block Party	Neighbourhood Group	64%	\$2,000.00	\$1,280.00
7	Pumpkin Run	Dixon Elementary School PAC	64%	\$2,000.00	\$1,280.00
8	General Currie Block Party	General Currie Elementary PAC	75%	\$2,000.00	\$1,500.00
9	Harrison/Jensen Block Party	Neighbourhood Group	53%	\$2,000.00	\$1,060.00
10	Whiteside Grand Reopening & Meet the Teachers	Whiteside School PAC	69%	\$2,000.00	\$1,380.00
11	Summer Courtyard Party	Strata LMS1911	60%	\$2,000.00	\$1,200.00
12	Maple Village Block Party	Maple Village townhouse complex	63%	\$665.00	\$418.95
13	We are One	Multicultural Helping House Society	85%	\$2,000.00	\$1,700.00
14	Three Events: Migratory Birds Day, BC Rivers Day and Halloween Hoot	Richmond Nature Park Society	66%	\$2,000.00	\$1,320.00

Approved Applications					
Applicant	Project Name	Organization	(A) Adjudicated Score	(B) Eligible Funding	(C) = (A) x (B) Recommended Funding
15	Richmond Raiders Spring Wrap-up Event/Coaches Cup	Richmond Minor Football League (RMFL)	70%	\$2,000.00	\$1,400.00
16	Father's Day Block Party	Evangelical Formosan Church Of Greater Vancouver	79%	\$2,000.00	\$1,580.00
17	International Black students welcome to Canada gathering	Neighbourhood Group	39%	\$1,500.00	\$585.00
18	Honour and Celebrate our Volunteer Leaders	Richmond Poverty Reduction Coalition (RPRC)	69%	\$710.00	\$489.90
19	Let's Get Moving Together!	Richmond Family Place Society	78%	\$2,000.00	\$1,560.00
20	Music in the Park	Ferris Elementary PAC	66%	\$1,900.00	\$1,254.00
21	Madrona Mingles	Neighbourhood Group	62%	\$320.00	\$198.40
22	BCCSF Fun Day	British Columbia Chinese Soccer Federation	65%	\$2,000.00	\$1,300.00
23	Palmer Grad Parents Dinner / Info Night	Palmer Secondary School Parents Advisory Committee	60%	\$2,000.00	\$1,200.00
24	Steveston Dragon Boat Festival	Canadian International Dragon Boat Festival Society	56%	\$2,000.00	\$1,120.00
25	Neighbourhood Summer BBQ	Strata	58%	\$1,760.00	\$1,020.80
26	Allyship, Education and Fun with Cambie Community Centre	East Richmond Community Association	77%	\$1,495.00	\$1,151.15
27	JN BURNETT welcome back to school BBQ 2023	Burnett PAC	60%	\$2,000.00	\$1,200.00
28	Meet the Teachers BBQ Night	Spul'u'kwuks Elementary School's Parents Advisory Council	60%	\$2,000.00	\$1,200.00
29	Summer Neighbourhood Gathering	Richmond Allotment Gardens Association (RAGA)	76%	\$1,095.00	\$832.20
30	Terasa Green Summer Celebration	group of neighbours	50%	\$1,350.00	\$675.00

Approved Applications					
Applicant	Project Name	Organization	(A) Adjudicated Score	(B) Eligible Funding	(C) = (A) x (B) Recommended Funding
31	Recycle with fun	Neighbourhood Group	64%	\$1,400.00	\$896.00
32	Neighbourhood Block Party	South Arm Community Association	83%	\$2,000.00	\$1,660.00
33	Chabad in your Hood - Community Open House Picnic in the Park	Chabad Richmond	74%	\$2,000.00	\$1,480.00
34	Coming Together : Community Fair	More Than A Roof Housing Society	66%	\$2,000.00	\$1,320.00
35	Hamilton Night Out	Hamilton Community Association	79%	\$2,000.00	\$1,580.00
36	Summer Concert in the Park	International Elite Club Association of Canada	79%	\$2,000.00	\$1,580.00
37	Bike Parade for Steveston Spirits	Neighbourhood Group	60%	\$2,000.00	\$1,200.00
38	Walter Lee Welcome Back BBQ	Walter Lee Parents Advisory Council	83%	\$2,000.00	\$1,660.00
39	Thompson Community Picnic	Thompson Community Association	75%	\$1,650.00	\$1,237.50
40	Summer Celebration Series	West Richmond Community Association	77%	\$2,000.00	\$1,540.00
41	Railway Greenway Nectar Trail Planting	Urban Bounty	74%	\$2,000.00	\$1,480.00
42	Terra Nova Park Community Garden Clean-Up	Urban Bounty	53%	\$2,000.00	\$1,060.00
43	Craft & Farmer's Market	Sea Island Community Association	51%	\$2,000.00	\$1,020.00
44	Intercultural Celebrations	Minoru Seniors Society	63%	\$2,000.00	\$1,260.00
45	River's End Fisher Poets	Gulf of Georgia Cannery Society	80%	\$1,800.00	\$1,440.00
46	McKinney Crossing Summer Bash	Neighbourhood Group	65%	\$2,000.00	\$1,300.00
47	Flower Art in Garden	Group of artists	59%	\$2,000.00	\$1,180.00
48	Monday Music Magic	Group of musicians	59%	\$700.00	\$413.00
49	Songs for the Season	Parish of St. Alban's	59%	\$2,000.00	\$1,180.00

Approved Applications					
Applicant	Project Name	Organization	(A) Adjudicated Score	(B) Eligible Funding	(C) = (A) x (B) Recommended Funding
50	Vintage Fair at Town Square Park, Steveston	Steveston Historical Society	68%	\$2,000.00	\$1,360.00
51	All for Love Seniors Longevity Gala	Canada Chain Commerce and Culture Association	47%	\$2,000.00	\$940.00
52	Wowk Garden Gathering	Group of residents with local artist	61%	\$2,000.00	\$1,220.00
53	Community DIY Gathering: Clothing Re-construction Event	Neighbourhood Group	69%	\$2,000.00	\$1,380.00
54	RCFHA Block Party	Richmond Cosom Floor Hockey Association	58%	\$2,000.00	\$1,160.00
55	French Movie Night at the Theater	Canadian Parents for French Richmond Chapter	56%	\$1,765.00	\$988.40
56	Islamic Art Experience	Neighbourhood Group	71%	\$2,000.00	\$1,420.00
57	Gatherings Around the Cobb Oven	Sharing Farm Society	83%	\$2,000.00	\$1,660.00
58	Tap Youth: Community Night	Tap Youth	64%	\$1,300.00	\$832.00
59	Summer Fun in the Park	Steveston Community Society	76%	\$2,000.00	\$1,520.00
60	Blundell School Skate Night	Blundell Elementary School PAC	65%	\$2,000.00	\$1,300.00
61	Homma Spring Fair	Tomekichi Homma Parent Advisory Council	65%	\$2,000.00	\$1,300.00
62	Miyawaki Pocket Forest Anniversary	Garden City Conservation Society	52%	\$1,000.00	\$520.00
63	Labour Day Celebration	Dorval Block Watch	46%	\$2,000.00	\$920.00
64	Fortune Avenue Neighbourhood Block Party	Neighbourhood Group	59%	\$1,200.00	\$708.00
65	Sports Day - Community Carnival	Archibald Blair Elementary School	59%	\$2,000.00	\$1,180.00
66	James Gilmore Elementary School Picnic	James Gilmore Elementary School Parent Advisory	58%	\$2,000.00	\$1,160.00

Approved Applications					
Applicant	Project Name	Organization	(A) Adjudicated Score	(B) Eligible Funding	(C) = (A) x (B) Recommended Funding
67	Richmond Ravens Family Appreciation and Recruitment Event	Richmond Ravens Female Hockey Association	43%	\$2,000.00	\$860.00
Total				\$120,870.00	\$78,983.70

Not Recommended For Funding			
Applicant	Project Name	Organization	Rationale
68	Family Farm Day	London Heritage Farm Society	Event already received funding from another City of Richmond grant.
69	Sea Island invitational Reunion	Sea Island Heritage Society	Event falls outside of eligible time period.
70	Canada Day Community Celebrations and Get-Together	Neighbourhood Group	Proposal does not align sufficiently with grant objectives.
71	Community Celebrations	Richmond Youth Education Center	Ineligible as application references a registration fee.
72	Steveston Colouring Book	Steveston Historical Society	Proposal does not align sufficiently with grant objectives.
73	Peace Kid	Unclear	Application incomplete.
74	Tabletop Board Game Night & Super Hero Movie Night	Neighbourhood Group	Event falls outside of eligible time period.
75	Kindness Art Project on Father's Day.	Applying as a local artist	Ineligible application – individual applicant only.
76	Cleaning, preparing, and painting a base coat on the retaining wall to facilitate a indigenous mural	Neighbourhood Group	Proposal does not align sufficiently with grant objectives.