



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** January 11, 2017
From: Serena Lusk **File:** 03-1085-01/2016-Vol
 Senior Manager, Recreation and Sport Services 01
Re: **2017 Parks, Recreation and Community Events Grants**

Staff Recommendation

That:

1. Parks, Recreation and Community Events Grants be allocated and cheques disbursed for a total of \$103,250 as identified in Attachment 1 of the staff report titled "2017 Parks, Recreation and Community Events Grants," dated January 11, 2017, from the Senior Manager, Recreation and Sport Services.
2. Sea Island Community Association not be approved for a three-year funding cycle, but be approved for consideration as a minor grant application.
3. Steveston Community Society – Richmond Summer Project be approved for the third year of a three-year funding cycle.

Serena Lusk
 Senior Manager, Recreation and Sport Services
 (604-233-3344)

Att. 3

REPORT CONCURRENCE		
ROUTED TO: Finance Parks Services	CONCURRENCE <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	CONCURRENCE OF GENERAL MANAGER
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: DW	APPROVED BY CAO

Staff Report

Origin

City Council has the authority to provide financial assistance to community organizations under the Local Government Act (British Columbia).

This report supports Council's 2014-2018 Term Goal #2 A Vibrant, Active and Connected City:

Continue the development and implementation of an excellent and accessible system of programs, services, and public spaces that reflect Richmond's demographics, rich heritage, diverse needs, and unique opportunities, and that facilitate active, caring, and connected communities.

2.2. *Effective social service networks.*

2.3. *Outstanding places, programs and services that support active living, wellness and a sense of belonging.*

This report provides information and recommendations pertaining to the Parks, Recreation and Community Events Grant Program.

Findings of Fact

2017 Parks, Recreation and Community Events Grants Budget

The 2017 Parks, Recreation and Community Events Grants budget is \$106,008. This includes a 2.1 per cent cost of living increase over the 2016 budget as per the City Grant Policy 3712.

Notice Given and Applications Received

As of September 27, 2016, notices were placed on the City Page and the City website advising the public that applications were being accepted for the 2017 City Grant Programs until November 18, 2016. A link to the City website was included, which provided access to the online application system and reference materials, including a Grant Application User Guide and the 2017 Grant Program Guidelines for Parks, Recreation and Community Events. Previous award applicants were also directly notified that the system was open for submissions. This is the fourth year that the City has employed a web-based system to facilitate a more efficient and effective application process.

In the Parks, Recreation and Community Events category, a total of 14 applications were received for a total request of \$252,466.60. A table outlining the 2017 grant requests and recommended grant allocations is provided in Attachment 1. Summary sheets of each grant applicant, generated directly from information submitted via the online application system, are provided in Attachment 2, along with staff comments and recommendations. As the contents of these summary sheets are taken verbatim from the applicants' submissions, they will replicate any errors or omissions made by the applicants.

As per the 2017 Grant Program Guidelines for Parks, Recreation and Community Events, a proposal must demonstrate that primarily Richmond residents will be served to be considered eligible. Although some applicants serve wider geographic areas, the majority of requests were to support operations and programs that primarily serve Richmond residents.

Deadline Extension and Late Applications

Due to technical issues with the online application system, the submission deadline for all City Grant Programs was extended to November 21, 2016. No applications in the Parks, Recreation and Community Events category were received after that date. City Grant Policy 3712 indicates that late applications will not be accepted and the online application system 'closes' the ability to apply after the deadline.

New Applications

There were two new applications in the Parks, Recreation and Community Events category:

- Canadian Association of Russian Jews; and
- Richmond Food Security Society (a previous City Grant applicant under the Health, Social and Safety category).

Thompson Community Association, a previous recipient of a 2014 Parks, Recreation and Community Events grant, 2014 Child Care Capital grant and two 2015 Child Care Capital grants, submitted an application for a 2017 Parks, Recreation and Community Events grant.

Application Review Process

The Parks, Recreation and Community Events Grant Review Committee, consisting of five staff members from the Community Services Division, reviewed the applications against a set of 23 criteria that were developed based on the 2017 Grant Program Guidelines for Parks, Recreation and Community Events (Attachment 3). Each application was systematically evaluated on five dichotomous questions (Yes/No) regarding grant eligibility, and 18 Likert scale statements (9-point range from Strongly Disagree to Strongly Agree) regarding the applicant, its grant proposal's impact on community and engagement, budget and financials and the quality of its application.

To ensure neutrality, each application was independently assessed by at least three committee members to form a preliminary evaluation based on the mean scores. Each application was then assessed by the committee as a whole to reach a consensus on a final score, which was used to collectively determine a recommendation on funding.

Analysis

Parks, Recreation and Community Events Grants: 2014-2016 Application History and 2017 Recommendations

Table 1: Number of applications, allocations and recommendations:

	Previous Applications, Allocations and Recommendations*			Recommendations
	2014	2015	2016	2017
Total number of applications	17	10	15	14
New applicants	1	0	5	2
Late applications	0	0	0	0
Grants denied (did not meet criteria)	2	0	2	3
Partial amount of request recommended	15	10	13	11
Full amount of request recommended	0	0	0	0
Minor request (\$5,000 or less)	7	4	4	6
Total amount requested	\$259,972	\$147,595	\$210,974.22	\$252,466.60
Total budget	\$100,489	\$101,494	\$103,828.00	\$106,008.00
Total Parks, Recreation and Community Events grant funds allocated	\$100,250	\$99,750	\$100,700.00	\$103,250.00

*Some categories overlap; numbers are not meant to be totalled.

Financial Impact

Eleven out of 14 applicants are recommended for partial funding. Principal reasons for partial funding are:

1. The City supports, but is not a primary funder of, non-profit organizations, whose main sources of support include federal and provincial governments, BC Direct Access Gaming, foundations, endowments, donations, and fundraising efforts; and
2. As the total amount requested exceeds the recommended City Grant budget, providing some assistance to many is considered preferable to providing full assistance to a few.

Other reasons for recommending partial funding include, but are not limited to, the following:

- Other funding partners have not been sought;
- Ineligible funding purpose;
- Insufficient community benefit demonstrated;
- Lack of partnerships;
- Uncommitted, substantial surplus;
- Fee-based (user pay) budget should be used;
- City provides other forms of support to the organization; and
- Quality, including completeness, of the application.

The Grant Review Committee recommends that the following three applicants not be awarded a Parks, Recreation and Community Events grant:

1. Canadian Association of Russian Jews;
2. Thompson Community Association; and
3. WildResearch Society.

The Canadian Association of Russian Jews was not recommended for a 2017 Parks, Recreation and Community Events grant due to insufficient information about the applicant and the proposed event, lack of demonstrated organizational efficiency, effectiveness and stability, lack of partnerships and insufficient community benefit demonstrated. The applicant also scored low on its overall grant application.

Thompson Community Association was not recommended for a 2017 Parks, Recreation and Community Events grant due to the City's provision of financial support to the applicant for a similar purpose (under the City's Richmond Canada 150 Community Celebration Grants program) and other funding partners have not been sought. The applicant also scored low on its overall grant application.

WildResearch Society was not recommended for a 2017 Parks, Recreation and Community Events grant due to a partial ineligible funding purpose and insufficient community benefit demonstrated. The applicant also scored low on its overall grant application.

The 2017 Parks, Recreation and Community Events Grants budget is \$106,008. A total of \$103,250 is recommended for disbursement (Attachment 1).

Minor/Major Grant Requests

There are two streams of applications: one for minor (\$5,000 or less) and one for major (over \$5,000) grant requests. Although both grant types require financial documents and signatures, a minor grant application requires fewer sections to be completed. The full application form is required for major grants or multi-year funding cycle requests.

In the Parks, Recreation and Community Events category, six organizations applied for minor grants of \$5,000 or less:

- Canadian Association of Russian Jews;
- Gulf of Georgia Cannery Society;
- Richmond Museum Society;
- Sea Island Community Association;
- Thompson Community Association; and
- WildResearch Society.

Multi-Year Funding Request

City Grant Policy 3712, which was adopted in 2011, allows applicants whom have received City Grants for the same purpose for a minimum of the five most recent consecutive years, the option of applying for a maximum three-year funding cycle. In the first year of a cycle, the full

application form is required. For the following two years, the applicant is required to complete fewer questions, but must submit the required documents and signatures with each application. For each three-year cycle, grants are recommended, rather than assured. Council reviews recommendations to fund each subsequent year of a cycle.

Two organizations applied for multi-year funding:

1. Sea Island Community Association; and
2. Steveston Community Society – Richmond Summer Project.

Sea Island Community Association is applying for multi-year funding, but is ineligible as it has only received City Grants for the same purpose for the past four consecutive years and submitted an abridged application form (minor) instead of a full application form (major) for the first year. It is recommended that Sea Island Community Association not be approved for a three-year funding cycle, but be approved for consideration as a minor grant application.

Steveston Community Society – Richmond Summer Project, which applied for and met the criteria for multi-year funding in 2015, is in the final year of a three-year cycle. It is recommended that Steveston Community Society – Richmond Summer Project be approved for the third year of a multi-year funding cycle.

Conclusion

The Parks, Recreation and Community Events Grant Program contributes significantly to the quality of life in Richmond by supporting community organizations whose programs and activities constitute essential components of a livable community. Staff recommend that 2017 Parks, Recreation and Community Events Grants be allocated as indicated in Attachment 1 for the benefit of Richmond residents.

Serena Lusk
Senior Manager, Recreation and Sport Services
(604-233-3344)

Beayue Louie
Park Planner
(604-244-1293)

- Att. 1: 2017 Parks, Recreation and Community Events Grants – Outline of Requests and Recommended Allocations
2: 2017 Parks, Recreation and Community Events Grants – Application Summary Sheets
3: 2017 Parks, Recreation and Community Events Grants – Application Scoring Criteria

2017 Parks, Recreation and Community Events Grants – Outline of Requests and Recommended Allocations						
Applicant Name	2016 GRANT	2017 REQUEST	2017 RECOM.	MULTI YEAR RECOM.	COMMENT SUMMARY	SEE ATT 2 PAGE NO.
Canadian Association of Russian Jews	N/A	\$ 5,000.00	\$ -	N/A	Shavuot (Festival of Weeks) event, including food vendors, music, entertainment, special athlete guests and speakers.	Page 1
Gulf of Georgia Cannery Society	\$ 500.00	\$ 5,000.00	\$ 750.00	Single Year	Cannery Farmer's Market (12 Sundays from Nov. to Apr.) offering locally made products under the "Make it, Bake it, Grow it, Catch it" philosophy to promote healthy local eating.	Page 4
Kidsport - Richmond Chapter	\$ 19,000.00	\$ 22,500.00	\$ 19,000.00	Single Year	Subsidizes costs for organized sport experiences for low-income children who may not otherwise be able to participate.	Page 7
Richmond Agricultural and Industrial Society	\$ 7,150.00	\$ 35,282.00	\$ 7,150.00	Single Year	Steveston Salmon Festival, including children and youth festivals, cultural displays and demos, entertainment, food vendors, and trade and art shows.	Page 10
Richmond Chinese Community Society	\$ 1,800.00	\$ 39,800.00	\$ 1,800.00	Single Year	Operating expenses, including expanding staffing capacity, increasing promotions of community partners, hiring a Seniors Learning English program assistant, volunteer expenses, rent and update technology equipment.	Page 13
Richmond City Centre Community Association	\$ 6,500.00	\$ 17,395.60	\$ 6,000.00	Single Year	Asset development program for high-need and at-risk children in inner city elementary schools.	Page 16
Richmond Fitness and Wellness Association	\$ 11,000.00	\$ 16,500.00	\$ 11,000.00	Single Year	Facilitate free walking programs/opportunities in Richmond.	Page 19
Richmond Food Security Society	N/A	\$ 15,000.00	\$ 9,800.00	Single Year	Core operations, including Community Gardens, Seed Library, Fruit Recovery, Stir It Up Youth Community Kitchen, Get Rooted Youth Leadership, Local Food Guide, events and research.	Page 22
Richmond Museum Society	\$ 1,500.00	\$ 5,000.00	\$ 1,500.00	Single Year	Volunteer support, program materials, promotion expenses and local artist/musician fees for Doors Open Richmond.	Page 26
Sea Island Community Association	\$ 750.00	\$ 1,000.00	\$ 750.00	Single Year	Application does not describe proposed event. Offset expenses for bouncy castle-type activities and entertainment for Burkeville Days.	Page 30
Sharing Farm Society	\$ 18,000.00	\$ 30,000.00	\$ 18,000.00	Single Year	Personnel salaries and supplies related to the applicant's core operations (i.e. food security and agriculture).	Page 33
Steveston Community Society - Richmond Summer Project	\$ 30,000.00	\$ 50,000.00	\$ 27,500.00	Multi Year - Year 3	Wages for City Summer day camp administrator and 1-3 Roving Leaders.	Page 36
Thompson Community Association	N/A	\$ 5,000.00	\$ -	N/A	Community picnic/Canada 150 celebrations, including a community art project, artisan market, demonstrations and entertainment.	Page 39
WildResearch Society	\$ 5,000.00	\$ 4,989.00	\$ -	N/A	Roof and wall repairs for a banding hut (ineligible purpose) at Iona Island Regional Park, and wage rate increases for the applicant's program coordinator and assistant.	Page 42
Totals	\$ 101,200.00	\$ 252,466.60	\$ 103,250.00			
2017 PRCE Grant Budget		\$ 106,008.00	\$ 106,008.00			
Remaining Funds		-\$ 146,458.60	\$ 2,758.00			

Note: Please refer to the February 6, 2017 General Purposes Committee Agenda for Attachment 2 (Grant Application Summary Sheets) of the staff report titled “2017 Parks, Recreation and Community Events Grants”, dated January 11, 2017, from the Senior Manager, Recreation and Sport Services.

2017 Parks, Recreation and Community Events Grants – Application Scoring Criteria

<i>Scoring</i>		
<input type="checkbox"/> <input type="checkbox"/> <i>No</i> <i>Yes</i>		
Eligibility		
1	The applicant is a non-profit society and its Board of Directors approved the grant application.	
2	The applicant is requesting a grant for: <ul style="list-style-type: none"> • operating assistance; • a community service program or project for Richmond residents; or • a neighbourhood or community-based event for Richmond residents. 	
3	The applicant has not received another grant from the City this year for the proposed project or service.	
4	If the applicant received a grant last year, it <ul style="list-style-type: none"> • submitted a grant use report; and • used the full grant amount for the stated purpose or returned the remaining funds to the City. 	
5	If the applicant applied for multi-year grant, the current application is for the same purpose as previous years.	

<i>Scoring</i>									
<input type="checkbox"/>	←—————→								
0	1	2	3	4	5	6	7	8	9
<i>No Answer</i>	<i>Strongly Disagree</i>		<i>Somewhat Disagree</i>		<i>Neutral</i>		<i>Somewhat Agree</i>		<i>Strongly Agree</i>
Applicant									
6	The applicant has a reputation for: <ul style="list-style-type: none"> • high quality; • credible; • efficient; • effective; and • stable; operations and programs (e.g. accreditation, licenses).								
7	The applicant demonstrates efficiency and effectiveness.								
8	The applicant has sufficient organizational capacity to deliver the proposed project or service.								
9	The applicant is self-sufficient and does not rely largely on City funding, assistance, programs or services for its operations.								

Impact on Community and Engagement		
10	The grant will be used to improve quality of life for Richmond residents, build community or improve the applicant's organizational capacity.	
11	The proposed project or service: <ul style="list-style-type: none"> • is inclusive; and • will reach a large number of Richmond residents or a vulnerable population. 	
12	Primarily Richmond residents will be served.	
13	There is a demonstrated community need for the proposed project or service.	
14	The proposed project or service is unique (a similar project or service is not currently offered).	
15	The proposed project or service will engage a large number of volunteers.	
16	Partnerships and/or collaborative relationships with other organizations have been established.	

Financials		
17	The applicant submitted: <ul style="list-style-type: none"> • financial statements; • an operating budget for the current fiscal year; and • a budget for the proposed project or service. 	
18	The applicant has sought funding from sources other than the City for the proposed project or service.	
19	The applicant requires financial assistance to implement the proposed project or service.	
20	The applicant is working towards not being dependent on City funding or assistance for the project or service.	
21	The budget is reasonable and realistic for the proposed project or service.	
22	The applicant applied the "user pay" principle where appropriate.	

Quality of Application		
23	The application is complete and provides detailed explanations.	
24	Information is presented in a clear, coherent and convincing manner.	