



City of Richmond

Report to Committee

To: General Purposes Committee **Date:** March 31, 2016
From: Jane Fernyhough **File:** 11-7000-01/2016-Vol
 Director, Arts, Culture and Heritage Services 01
Re: **Canada 150 Community Celebration Grant Program**

Staff Recommendations

1. That the Community Celebration Grant Program and the criteria, as outlined in the staff report titled "Canada 150 Community Celebration Grant Program" dated March 31, 2016 from the Director, Arts, Culture and Heritage Services be approved; and
2. That \$150,000 from the Council Community Initiatives Fund be allocated to fund this program.

Jane Fernyhough
 Director, Arts, Culture and Heritage Services
 (604-276-4288)

Att. 1

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

Staff Report

Origin

At the City Council meeting of March 14, 2016 Council endorsed the following recommendation:

That Staff bring forward a report outlining criteria and a funding source for a Canada 150 Community Celebration Grant Program.

The report outlines criteria, timelines and process and a funding source for the creation of this one-time funding program.

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.

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

2.4. Vibrant arts, culture and heritage opportunities.

Analysis

In order to promote activities to celebrate Canada's 150th anniversary in neighbourhoods and communities and create more lasting memories, the Canada 150 Steering Committee proposes the creation of a one-time Canada 150 Community Celebration Grant Program. The program is envisioned to help small, Richmond based, non-profit organizations, community associations and Richmond neighbourhood groups plan and execute activities and events.

The projects should follow the Council endorsed Vision and Guiding Principles for Richmond's Canada 150.

Vision

Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future.

Guiding Principles

- *Tie the past with the future*
- *Showcase Richmond*
- *Create legacies*
- *Inclusive*
- *Collaborative*

- *Environmentally sustainable*
- *Coordinated*

Types of Events and Activities

Projects must demonstrate a contribution to:

- creating lasting memories of Canada's 150th anniversary of confederation;
- celebrating Richmond's distinct and vibrant cultural diversity;
- inspiring an understanding of the people, places and achievements of Canada and Canadians;
- celebrating the past; and/or
- building vibrant, healthy and connected communities

Examples of the types of eligible events and activities include:

- neighbourhood parties or gatherings such as neighbourhood clean-ups;
- community festivals or gatherings such as community picnics;
- sporting events such as an old fashioned sports day, fun run or bike ride; and
- community art projects.

Eligible projects must take place in Richmond between January 1 and December 31, 2017.

Who Can Apply?

To be eligible for a Canada 150 Community Celebration grant, applicants should be:

- Richmond-based;
- neighbourhood groups (application must come from two individuals living in the same neighbourhood but from different households. Both applicants are responsible for managing the grant money.);
- not-for-profit community groups;
- a collective of different faith groups (application must come from at least two groups of different faiths. Both applicants are responsible for managing the grant money.);
- individual religious organizations;
- communities of interest groups that are not defined by a geographic base such as a youth group, racial or ethnic group, LGBTQ group, disability community, etc.; or
- Parent Advisory Committees.

Applicant groups must:

- be open and inclusive and actively engage diverse community members, and show evidence of capacity to put on the event.

The following are ineligible for Community Celebration grants:

- individuals,
- political parties or events related to political activities or lobbying,
- projects that have funding from another City of Richmond grant program,

- for profit organizations and businesses,
- contests and competitions,
- fundraisers,
- capital projects,
- delivery of services and resources by service organizations, and
- public and private schools including post-secondary institutions.

Funding

Grant funds may be requested for up to \$10,000.

Assessment Criteria

Each grant submission will be evaluated against the guiding principles noted above and the following criteria: programming plan, organizational capacity and project impact. An evaluation matrix will be finalized and approved by the Canada 150 Committee.

Timeline and Process

The Canada 150 Committee recommends two application intakes to allow sufficient time for those requiring longer lead time to prepare for larger events.

DATE	MILESTONE
May 2- 16, 2016	Program Launch and communication of program to the community
May 16- July 11, 2016	Applications available (8 weeks), communication continues
July 11, 2016	Application Deadline #1
September 6/12, 2016	Report to General Purposes Committee/Council recommending grant approval for qualified projects
November 18, 2016	Application Deadline #2
January 16/23, 2017	Report to General Purposes Committee/Council recommending grant approval for qualified projects

A Communications Plan will be prepared and commence upon ratification of the grant program by Council. This Plan will target community groups and organizations in Richmond as well as reach out to neighbourhood groups through a variety of methods.

Documenting Activities

Recipients will be invited to document their event or activity with photos, videos, poetry, stories, etc. and post online to a dedicated website so that a record of Richmond’s Canada 150 Celebrations is available as a lasting memory.

Community Fund for Canada's 150th

The Federal Government recently announced the creation of a funding program for Canada's 150th to "bring Canadians together to build community and activate a groundswell of local initiatives, activities and events leading up to and during Canada's sesquicentennial. The Fund will distribute small grants through community foundations to locally-led projects that build community, inspire a deeper understanding of Canada and encourage participation in a wide range of initiatives that mark Canada's 150th." Richmond groups may have an opportunity to leverage funding from Richmond's Canada 150 Community Celebration Grant Program to match a request to the federal program as it requires matching cash or in-kind contributions. The federal program will be administered by Richmond Cares, Richmond Gives.

Financial Impact

It is recommended that \$150,000 be allocated from Council Community Initiatives Fund for this program.

Conclusion

The proposed Richmond's Canada 150 Community Celebration Grant Program will help small, Richmond based, non-profit organizations and community associations and Richmond neighbourhood groups plan and execute activities and events to create lasting memories of Canada's 150th anniversary of confederation.



Jane Fernyhough
Director, Arts, Culture and Heritage Services
(604-276-4288)

Att.1: Canada 150 Community Celebration Funding Program Application Guidelines

Canada 150 Community Celebration Funding Program Application Guidelines

Goals of the Canada 150 Community Celebration Funding Program

- Create lasting memories of Canada's 150th anniversary of confederation
- Celebrate Richmond's distinct and vibrant cultural diversity
- Celebrate the past
- Expand understanding of the people, places and achievements of Canada and Canadians
- Build vibrant, healthy and connected communities

Who Can Apply?

- Applicant must be Richmond based
- Neighbourhood groups (application must come from two individuals living in the same neighbourhood but from different households. Both applicants are responsible for managing the grant money.)
- Not-for-profit community groups
- Can be a collective representing a variety of different faith groups (application must come from at least two groups of different faiths. Both applicants are responsible for managing the grant money.)
- Communities of interest that are not defined by a geographic base, such as a youth group, racial or ethnic group, LGBTQ group, disability community, etc.
- Individual religious organizations
- Parent Advisory Committees
- Must be open and inclusive and actively engage diverse community members
- Must show evidence of capacity to put on the event

Who is Not Eligible to Apply?

- Individuals
- Political parties or events related to political activities or lobbying
- Projects that have funding from another City of Richmond grants program
- Individual religious organizations
- For profit organizations
- Public and private schools including post-secondary institutions

Application Deadlines

Intake #1: July 11, 2016

Intake #2: November 18, 2016

Items Eligible for Funding

Funding is available for items required to directly deliver the project such as:

- supplies and materials
- artist fees
- equipment rental (eg. vehicles, sound and technical equipment, tables)
- photocopying
- marketing materials and advertising

Items Not Eligible for Funding

The following items are not eligible for funding:

- building construction and repairs
- retroactive funding
- proposals which primarily fund or award other groups or individuals
- political activities including:
 - promoting or serving a political party or organization, and
 - lobbying of a political party, or for a political cause.
- travel costs
- ongoing operational expenses for organizations

Document Your Event

To keep a record of Richmond's Canada 150 events for future generations please document your event through photos, videos, poems, essays, etc. Upload your documentation to: XXXX. The City reserves the right to edit the content.

How to Apply

1. Review the Guidelines for eligibility
2. Contact richmondscanada150@richmond.ca should you have questions on eligibility or other guidelines including matching funds and in-kind contributions
3. Determine resources needed and total project budget
4. Applications are available at www.richmond.ca/xxx
5. Deadline for all applications is July 11, 2016
6. Applicants will be notified of the success of their application in September after they have been ratified by Council
7. Projects must take place in Richmond between January 1 and December 31, 2017

For more information contact: richmondscanada150@richmond.ca

Vision for Richmond's Canada 150 Celebration

"Richmond's Canada 150 ignites the passions of the citizens of Richmond in a multi-faceted, year-long celebration, honours Richmond's distinct and vibrant cultural diversity, and leaves lasting legacies that foster civic pride and carry the spirit of 150 into the future."

Guiding Principles

- Tie the past with the future – commemorate the history of the community while celebrating the past and shaping the future
- Showcase Richmond – shed a positive light on all Richmond has to offer
- Create legacies – legacies include lasting memories, increased organization and community capacity, physical legacies and pride in the community and the country
- Inclusive – provide opportunities for input and participation for everyone
- Collaborative – partner with other groups and organizations
- Environmentally sustainable – follow the principles set out in the Richmond Sustainable Event Toolkit
- Coordinated – coordinate activities to effectively utilize resources

The Vision and Guiding Principles were endorsed by City Council, July 2015.