



## STAFF REPORT

**Title:** Policy Development for Financial Allocations in Respect of Community Service Grants

**Meeting Date:** February 19, 2019

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### **Executive Summary:**

At the January 8, 2019 regular meeting of Council, Council directed Administration to prepare a policy to establish an advisory committee that would formulate a standardized process for funding requests relating to community grants and sponsorships.

Administration has prepared a draft bylaw to establish a committee and program to administer the grants.

### **Background:**

At the December 11, 2018, regular meeting of Council, Councillor Vining gave a “Notice of Motion” for the January 8, 2019 regular meeting of Council to have Council consider giving Administration direction to develop a policy/program to establish a standardized process and advisory committee to review funding requests that address a community service need. This would be a significant change in the process that Council currently uses to consider funding requests, whereby community groups and individuals attend Council directly as a delegation and request funds.

At the January 8, 2019 regular meeting of Council, Council directed Administration to prepare such a policy/program as recommended by Councillor Vining’s “Notice of Motion” presented to Council December 11, 2018. The purpose of the program is to shift from a case-by-case consideration of grant/sponsorship applications to a standardized process that benefits from a transparent, fair, depoliticized and formalized process that increases community accountability for municipal contributions, supports long term planning of municipal expenditures and a maximized use of funds from other sources of investment. The amended process would address the growing number of requests for financial support from community members and organizations for various projects, community events, individual needs, fundraising, etc. in a fair and equitable way.

Administration recommends that a process centralized around the establishment of a new “Community Grant Advisory Committee” as follows:

### **Proposed Community Grant Advisory Committee**

The bylaw establishes the new Committee and provides it with the power to receive and review grant applications submitted in accordance with particular established City of Cold Lake policies.

The Committee would utilize the following process:



- Committee receives grant applications (in accordance with specific grants established through City policies). The City policies would establish grant application criteria, any categories of support, evaluation criteria, reporting requirements, etc.
- Committee would meet and review the grant applications to determine whether they satisfy the criteria established by the City policies.
- Committee would prepare a short summary for Council including recommendation for funding and amount for each grant.
- Council would be provided with the Committee's recommendation, an explanation of whether the grant application meets the requirements set out in the policy. Council would make the final determination of the grant allocation.
- Administration would follow up with a funding agreement, and receive reporting requirements as required.

Administration seeks Council's direction on which already established grants/support they would like the Committee to provide recommendations to Council on. The Committee could make recommendations related to applications under the following policies/programs which have already been established by Council:

Grant/Support	Grant Description	Currently Decided By
<b>Community Capital Project Grant</b>	<u>Policy 202-AD-16</u> Funding for capital projects aimed at assisting the development of community use facilities	Recreation and Culture Advisory Committee
<b>Recreation and Culture Grants</b>	<u>Policy 097-RC-07</u> Funding to assist in developing and enhancing recreation and cultural programming <ul style="list-style-type: none"> <li>- Development Grant</li> <li>- Special Event Grant</li> <li>- Travel Grant</li> <li>- Equipment Grant</li> <li>- Leadership Grant</li> </ul>	Recreation and Culture Advisory Committee
<b>Facility Booking Discounts</b>	<u>Policy 154-RC-14</u> Additional fee reduction (over the 50% discount) for facility booking	Council
<b>Community Strategy Grant Program (Special Project Grants)</b>	Funding for annual one-time projects of a preventative nature that enhance the social well-being of individuals and families through promotion or intervention strategies provided at the earliest opportunity	FCSS Advisory Committee established by Bylaw 509-BD-14



Administration recommends that the new Committee consider the Community Capital Project Grant, Recreation and Culture Grant, additional Facility Booking Discounts, but not deal with the grants currently administered by the FCSS Advisory Committee.

Administration understands that the intention of the new process is to still provide financial support to a variety of projects/events in the community however, Council would like to see these requests to go the Committee for consideration first and be reviewed in accordance with set criteria. Depending on the extent to which Council would still like to support community requests, new grants will need to be developed to capture the types of support Council would still like to make.

A summary of the types of requests for funding that Council financially supported in 2018 is provided below to focus the conversation on whether there are specific types of requests that Council may wish to consider developing a policy to capture (as they would not be captured under a current grant program).

<b>Recipient</b>	<b>2018 Sponsorship/Grant Support</b>	<b>Amount</b>
<b>CL Alpine Ski Society</b>	Sponsor to the Alberta Alpine Nancy Greene Ski Race	\$2,500
<b>Ronald McDonald House Charities Northern Alberta</b>	Sponsor for the Run for Ronald and Charity Golf Classic	\$3,000
<b>CL Citizens on Patrol</b>	-	\$1,000
<b>Portage College</b>	Sponsor for 50 year celebration	\$5,000
<b>CL Music Festival</b>	Sponsor for 2018 Cold Lake Music Festival	\$1,000
<b>CL Agricultural Society</b>	Sponsor for 50 <sup>th</sup> Annual Stampede	\$8,750
<b>Hearts for Healthcare</b>	Sponsor plus table purchase for Gala	\$5,800
<b>BV Chamber of Commerce</b>	Sponsor for Lakeland Business of the Year Awards	\$1,500
<b>CL Victim Services Society</b>	Sponsor for Charity Hockey Game Fundraiser	\$2,000
<b>Portage College</b>	Additional 50% reduction in facility rental for Reid's Fieldhouse and equipment rental	\$2,260
<b>Alysha Axani Memorial Foundation</b>	Additional 50% reduction in Imperial Park Soccer Field for Memorial Truck & Car Show	\$275
<b>Kinosoo Performing Arts</b>	Sponsor for 2018/2019 Kinosoo Performing Arts package	\$500
<b>Ride for Sight Alberta</b>	Event funding for 2018 Ride for Sight	\$2,000
<b>World Junior A Hockey</b>	Sponsor for 2018 World Junior A Hockey Challenge	\$25,000
<b>Fitness Advocate</b>	Economic Development incentive operating grant to host the Lakeland Health, Wellness and Fitness Expo	\$5,000
<b>Dragonfly Center</b>	Additional 50% fee reduction for Energy Center	\$600
<b>CL Entertainment Society</b>	Grant to support the Verge Arts Festival	\$7,500
<b>First Nations Cup</b>	Sponsor for First Nations Cup 2018	\$500
<b>Hearts for Healthcare</b>	Sponsor to Hearts for Healthcare Mega Bounce 5K Run	\$1,500
<b>Water North Coalition</b>	Sponsor to Water North Coalition meeting and luncheon	\$1,500
<b>APEGA Lakeland Branch</b>	Sponsor for Golf Tournament	\$500
<b>BV Chamber of Commerce</b>	Register 2 golfers in the Bonnyville Chamber Golf Classic	\$300
<b>Grand Center Lions Club</b>	Sponsor to Fred Brady Sr. Memorial Golf Tournament	\$750
<b>Take-Em Outfitters</b>	Grant to host the Fowl Life TV show	\$20,000
<b>4 Wing</b>	Sponsor for 4 Wing Volksmarch and Oktoberfest	\$3,150
<b>Alpine Ski Team</b>	Table purchase for Alpine Ski Team October event	-
<b>Fallen Heroes Foundation</b>	Donation towards the cost of 4 memorial prints	\$2,000



<b>4 Wing Medley Family Resource Center</b>	Additional facility booking fee donation and support for breakfast event at Operation Hockey Heroes game	\$1,307
<b>RCMP K Division</b>	Additional facility booking fee donation for the Red Coats for Kids RCMP K Division Hockey Tournament	\$1,785
<b>Kids Time Out Play Program</b>	Donation of a table sponsor and silent auction item to Diamonds and Studs Gala	\$100

It is Administration's recommendation that the City of Cold Lake grant opportunities be structured as follows:

1. **Social Services Grant Opportunities** – Administered by FCSS Advisory Committee which would fall outside of this newly developed process including the Community Strategy Grant Program (Special Project Grants).
2. **Capital Grant Opportunities** - Administered by the new Committee including the Community Capital Grant Program.
3. **Operational Grants** – Administered by the new Committee including an expanded Recreation and Culture Grants program under a revised Policy No. 097-RC-07.

#### **Policy No. 097-RC-07, Recreation and Culture Grant Policy**

The current Policy No. 097-RC-07, Recreation and Culture Grant Policy includes the following types of grants:

1. Development Grant – supports new recreation and cultural events and programs in the community (maximum of \$500/year)
2. Special Event Grant – supports new tournaments or special events that bring non-local participants to the community (maximum of \$500/year)
3. Travel grant – assists individuals, teams, cultural groups participating in athletic or cultural events at a provincial, national or international level (maximum of \$250/year for individuals and \$500/year for teams)
4. Equipment grant – assist in repairing or purchasing new equipment (maximum of \$500/year)
5. Leadership grant – development of coaches, officials and cultural group leaders to upgrade skills and knowledge (maximum of \$500/year)
6. Other funding requests – directed to Council.

Administration is recommending a revision of Policy No. 097-RC-07, Recreation and Culture Grants. A draft revision has been attached, all revisions are noted in red, which includes:

- Name change of the policy to "**Recreation, Culture and Goodwill Grant Policy**" to increase the breadth of requests that would fall within this policy.
- New categories of Major and Minor Event Grants which are intended to provide support to community hosted events which drive economic development within the community by bringing people into the City to use hotels, restaurants, etc.



Administration proposes that the level of funding provided under the “Community Event Grant” be a percentage of the economic benefit expected to be brought to the community through the event or Council may consider a maximum of \$2,500 grants. The level of funding available under the “Major Community Event Grant” category could be at the discretion of Council.

- Revision of section 4.5 “Other Funding Requests” which would develop a new category of grant intended to catch the smaller funding requests that do not fall within one of the established programs.
- Remove the statement that said: “The grant will not fund events or programs where the organization applying is serving alcohol.”

Administration has conducted research into how other municipalities process funding requests. Some municipalities have set application, review and recommendation deadlines. As currently drafted, the grants offered under the Recreation, Culture and Goodwill Grant Policy could be accepted and considered on a rolling basis.

Administration seeks Council’s feedback on whether a schedule of deadlines could be implemented. For example, deadlines could be considered as follows:

- Application Deadlines – 4 per year
  - Round 1 - 4pm, Thursday, February 15, 2018
  - Round 2 - 4pm, Thursday, April 12, 2018
  - Round 3 - 4pm, Thursday, August 9, 2018
  - Round 4 – 4pm, Thursday, September 20, 2018
- Proposed Committee Review Dates
  - Round 1 - Week of February 26, 2018
  - Round 2 - Week of April 23, 2018
  - Round 3 - Week of August 20, 2018
  - Round 4 – Week of October 1, 2018
- Earliest Recommendation to Council
  - Round 1 - Tuesday, March 6, 2018
  - Round 2 - Tuesday, April 30, 2018
  - Round 3 - Tuesday, September 18, 2018
  - Round 4 – Tuesday, October 23, 2016

#### **Alternatives:**

This report is provided for discussion purposes.

#### **Recommended Action:**

Type the recommendation here

#### **Budget Implications (Yes or No):**



*City of* **Cold Lake**

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**Submitted by:**

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