



Celebrate Markham Grant Program Guidelines

All Funding Categories

Celebrate Markham Grant Guidelines

Introduction

The City of Markham Celebrate Markham Grant Program provides annual grants to non-profit organizations for arts and culture events, festivals, sports events, and seniors' clubs. Matching funding is not required; however, applicants are strongly encouraged to cost share, or seek assistance from other sources (such as fund-raising, other levels of governments, foundations, corporate sponsors).

The process is competitive so not all qualified applicants will receive funding.

The funding categories are:

- Cultural Events and Programs
- Major Community Festivals
- Sports Events
- Seniors' Clubs

Definitions

Administrative costs - are newly incurred costs that relate to supporting the Project (e.g. additional office space, additional office supplies, a new phone line or new office equipment) but do not relate to the delivery of the Project.

Community Partner – is an organization or group that has provided financial, in kind, volunteer, or other type of assistance that has enhanced your Project. It does not include corporate sponsors, foundations, or government funders.

Cultural Events - are Projects that enable City of Markham residents to participate in activities, events or programs that promote engagement through the arts, heritage, and culture. Groups must have a mandate to provide cultural activities, or customarily provide a cultural activity as part of their services. Examples include cultural celebrations, community theatre productions, music, choir or band concerts, exhibits, reading or spoken word events, folk arts and craft guild activities and art exhibitions.

Diversity – is the presence of a wide range of human qualities and attributes within a group, organization, or society. The dimensions of diversity include, but are not limited to, ancestry, culture, ethnicity, gender, gender identity, language, physical and intellectual ability, race, religion, sex, sexual orientation, and social economic status.

Evaluation Criteria – are used when assessing, scoring, and funding (or not funding an application).

Inclusivity – is when individuals or communities (both physical and demographic) are fully involved in the society in which they reside, including the economic, social, cultural, and political dimensions of that society.

Major Community Festivals - are major community-based festivals and events, open to the public, which contribute to the vitality of local communities. These events and festivals must have a primary theme or focus on arts, heritage, or culture, and would be capable of attracting over 15,000 attendees and are held over several days. They must demonstrate sources of revenue other than the City of Markham and appropriate organizational infrastructure. Examples include art festivals, heritage festivals and cultural celebrations, tourism initiatives and fairs.

Project - is one or more activities, events, programs, or festivals proposed by an applicant to be delivered to the residents of Markham. This application will need to indicate how the Celebrate Markham funding will be applied to the Project.

Project Completion Date: is the date identified on the Celebrate Markham Grant application when the Project will be fully complete. The *Project Outcome/Financial Report* is due within 90 days of that date.

Project Outcomes – are results and benefits of the Celebrate Markham grants. These are intended to contribute to the overall health and vibrancy of the communities and fulfill Council's Vision as a City that:

- Enhances art & culture, active living, community engagement and social cohesion through the support of events and programs that bring the community together, or
- It attracts visitors to the city as a vibrant destination.

Project Outcome/Financial Report - is a mandatory summary report of the Project outcome and financial reporting, demonstrating how the Project has benefited the City of Markham and that the grant funds were used appropriately. The *Project Outcome/Financial Report* must be submitted through the applicant's online account. Reports shall be submitted to the City within 90 days of completion of the event or activity.

New grant applications by an organization that has received past grants will not be accepted until the *Project Outcome/Financial Report* is approved, and that organization must be in good standing with the City of Markham.

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Project Work Plan - clearly identifies implementation steps, shows that the scale of the Project is realistic, provides a schedule for completion, identifies how it will be monitored, evaluated, and shows that there are attainable targets to be accomplished.

Seniors' Clubs – social, cultural, recreational, and educational activities and events are provided to City of Markham senior residents by seniors' clubs. These activities reduce isolation and promote social interaction; promote physical and mental well-being; support the participation of seniors in their communities and recognize their contributions; and strengthen friendships and community connections. Examples include the planning, organizing, implementing, and evaluating annual events and programs, such as wellness and active living; bingo; volunteer recognition; celebration of seniors; and holiday concerts.

Sports Events - are sport events that take place in the City of Markham and are hosted by community sport groups that raise the City of Markham's identity as a sport destination and bring recognition as an active city. These events support the Sport Tourism Strategy that the City of Markham is developing.

Applications may be submitted by a not-for-profit organization that is operating as a community organization, club, or association, and which is registered with a Provincial Sport Organization (PSO) or National Sport Organization (NSO).

An application is eligible for funding only if the grant will be used for event costs for hosting a regional, provincial, national, international or world sport event.

Additionally, the event must: take place in Markham; be sanctioned by an appropriate, recognized organization (PSO, NSO, International Federation (IF), etc.); be identified as part of the PSO's and/or NSO's Canadian Sport for life implementation plan.

Funding requests in the Sports Events category for the following are NOT eligible:

- Events that are unconfirmed or still in the bidding process;
- Sports festivals or participation focused events;
- York Region elementary, middle, and high school championship events;
- Hosting multi-sport events (i.e. multi-sport Games);
- Sport development/training camps;
- Provincial, national, or international conference, congresses, symposiums, Annual General Meetings, etc.;
- Capital Expenditures, gifting, and prize money.

Grant Guidelines

What is the Celebrate Markham Grant Program?

The Celebrate Markham Fund is a municipal grant program that provides funds for events, festivals, and activities to not-for-profit groups and organizations, including for start-up and early-stage organizations, held in the City of Markham. The intent of the Program is to encourage residents to participate in their community and connect with one another and, to attract visitors. We encourage all organizers to work towards self-sufficiency for their Projects.

Celebrate Markham Fund Vision

Celebrate Markham is a transparent, inclusive, and sustainable grant program that reflects Council's vision for the City of Markham as a city that enhances art & culture, active living, community engagement and social cohesion through the support of events and programs that:

- Bring the community together, or
- Attract visitors to the city as a vibrant destination.

Principles that Guide the Program

The following are the key underlying Principles that will be considered by the Staff Review Committee when evaluating Applications:

- The event, festival, or activity provides cultural, recreational, community building and/or tourism benefits to the residents and businesses of the City of Markham;
- The event, festival, or activity promotes inclusivity, cross cultural collaboration, and aligns with the City of Markham's [Diversity Action Plan](#);
- The event, festival, or activity supports the goals/outcomes of the City of Markham's Strategic Plan ("Building Markham's Future Together"), Culture Plan, Integrated Leisure Master Plan and Public Realm Strategy;
- The event, festival, or activity increases participation of a diversity of groups and organizations in City of Markham events.

What does the City of Markham Fund?

Celebrate Markham funding is available to community organizations for **four (4) funding categories**:

- Cultural Events and Programs
- Major Community Festivals

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- Sports Events
- Seniors' Clubs

Organizations will receive only 1 grant per funding cycle. All Applications must meet the “General Funding Criteria for all Funding Categories” and the specific criteria for the category for which they are applying. No Project should duplicate programs or services or events already provided by the city. Organizations must determine which category best fits their project. Applications for the same project under more than one category will not be accepted.

Grant Size

The total annual funding envelope is based upon a \$1.00 per capita City of Markham population formula as adopted by Council. Each funding category has a specific allocation and funding caps. Allocations for the funding categories are made annually.

Up to 50% of the Cultural Events category allocation is available to new organizations that have not received funding from the Celebrate Markham Fund in the past three years and for events, activities and programs that promote the objectives of the City of Markham Culture Plan, as determined through the Application assessment process.

Who Can Apply?

The fund is for not-for-profit organizations (either incorporated or unincorporated) based in the City of Markham. Not-for-profit organizations operate without financial gain for their members or directors. Applicants must be able to demonstrate that their organization is not-for-profit. Eligibility requirements are contained in the “General Funding Criteria for All Fund Categories” section of this document and in the application forms. Individuals and “for profit” organizations are not eligible.

How to Apply

- Review these Grant Guidelines and Application to ensure your organization and your proposed Project are eligible for funding.
- Complete and submit your application through the Celebrate Markham online grant portal by the specified deadline.
- Application dates will be posted on the Celebrate Markham website at www.markham.ca/celebratemarkham. The application period will begin in October of each year for all categories except for Sports which will begin in August of each year. It is the applicant's responsibility to check the website for the application period. Applications will not be accepted after the application period has ended.

For additional information, email your questions to celebratemarkham@markham.ca.

Approval Process

All applications that meet the Program requirements will be reviewed by an interdepartmental City of Markham Staff Committee and a Staff report, including formal recommendations for each funding category, will be submitted to the City of Markham Committee for their review and a recommendation to Council. Council’s decision will be final. Grants may be awarded with certain terms and conditions.

Approval process:

- Applications must be received before the application deadline;
- Interdepartmental Staff Review Committee reviews and evaluates the applications developing a list of recommended applicants based upon weighted scoring, including merit of completed application within the funding category for which the application was submitted;
- A staff report, including a formal recommendation and any conditions for each application is sent to Committee and then to Council for approval;
- Council recommends the applications prior to issuance of any funds;
- List of grant awards is then posted on the municipal web site;
- Funds are distributed 60 days prior to the event provided all grant conditions and requirements are accepted/fulfilled;
- Within 90 days of the stated Completion Date of their Project, grant recipients submit *Project Outcome/Financial report* which is approved by City of Markham Staff Committee.

Approval timeline

The approval process from application deadline to the decision is approximately **6 months**. If a grant is successful, an organization will be advised that a grant is offered. Payment of the grant is made after the grant conditions have been accepted/fulfilled.

Financial Reporting

Financial reporting criterion supports the principles of self-sufficiency, public accountability for the expenditure of public money and benefits to the public. Within 90 days of the stated completion date of their Project, fund recipients complete and submit the *Project Outcome/Financial Report* which is then approved by the City of Markham Staff Committee.

Depending upon the amount of the grant the following financial reporting requirements of the non-profit organization responsible for delivering the project/event must be met:

FINANCIAL REPORTING	
Grant Threshold	Minimum Reporting Requirement

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1.	\$5,000 or less	Income statement and balance sheet of the organization prepared by the organization and signed by the Board
2.	\$5,001 - \$10,000	Compilation Engagement prepared by a Licensed Public Accountant outside the organization. One document that contains financial statements for the 2 separate fiscal years (the most recent fiscal year and the previous year)
3.	\$10,001 & over	Audit Engagement prepared by a Licensed Public Accountant outside the organization. One document that contains financial statements for the 2 separate fiscal years (the most recent fiscal year and the previous year)

Where Grant recipients already have Compilation Engagements or Audit Engagements for their organizations, relating to the most recent fiscal years, they will be required to be submitted to the City.

Evaluation Criteria

Successful applications to the Celebrate Markham program must demonstrate the following:

- That the goals and objectives of their event, activity or program align with the Vision and Guiding Principles of Celebrate Markham;
- That their event/activity/program will benefit the community;
- That they have a plan and the staff, support, volunteers, and partners to achieve results;
- That they have sound financial management; and,
- That they have other sources of revenue than the City of Markham.

All applicants must ensure that their Project will comply with the policies and bylaws of the City of Markham, including Zero Waste event policies. Submissions will be evaluated relative to other applications within the same funding category.

Release of Funds

Funding cheques will be provided to successful recipients prior to the date of Project commencement, as identified on the completed Application form, provided all requirements and conditions of approval have been met.

Grant recipients must demonstrate:

- That the organization is a not-for-profit by providing Articles of Incorporation or Letters Patent (or equivalent for unincorporated non-profit organizations)
- Provide insurance coverage to the City's standard prior to the funding being released
- Recipients must acknowledge the Celebrate Markham funding on all promotional materials

Reporting

A *Project Outcome/Financial Report* is required following completion of the Project. New grant applications will not be accepted from an organization if there is an outstanding *Project Outcome/Financial Report* from a previous Project. If a Project cannot be undertaken or completed as planned, an extension may be permitted, and funds carried forward to the next fiscal year. Extension requests must be provided in writing and submitted to celebratemarkham@markham.ca for approval. Any unused funds must be returned to the City of Markham.

In addition, a sample of photographs from the event/activity/project must be attached as part of the final report for internal review purposes only.

General Criteria for All Fund Categories

Eligibility Criteria

- Applicants must be a not-for-profit organization, either incorporated or unincorporated;
- Events, activities, and programs must take place in the City of Markham;
- Events, activities, and programs must not be eligible or funded through other City of Markham funding programs;
- The organization must be supported by a volunteer Board of Directors, Steering Committee, or similar body;
- The majority of the organization's Board of Directors must be residents of the City of Markham unless significant community benefits can be demonstrated as part of the application review process;
- Applications are required to be completed and submitted by the Celebrate Markham Program deadline;
- Applications must be made through the official application process;
- Only 1 grant will be awarded per organization per funding cycle;
- Subject to extensions granted by the City of Markham, the event/activity/program must be completed by the date as stated on the Application form, otherwise the funding must be returned;
- Recipients must submit a *Project Outcome/Financial Report* for approval within 90 days from the stated Project completion date. New grant applications that have received funding in the past will not be accepted unless the *Project Outcome/Financial Report* is approved, and the organization is in good standing with the City of Markham;
- Membership in the organization and the organization's activities must be open to the public.

Applicants **must** meet the specific criteria for that category for which they are applying:

1. Cultural Events and Programs
2. Major Community Festivals
3. Sports Events
4. Seniors' Clubs

The following entities are ineligible:

- For-profit organizations;

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- Schools, universities, hospitals, daycares, group homes, or any group that has a mandate/activity covered under provincial/federal legislation;
- Political parties and lobby groups;
- Religious groups where services/activities include promotion, or require adherence to a faith (in the event religious services are provided, there must be clear separation between religious and community service functions at event and budget levels);
- National and provincial organizations, unless they have an affiliate club or local chapter within the municipality;
- Landlord/tenant/condominium corporations;
- Organizations in major deficit or debt positions;
- Individuals.

Eligible Expenses

Grants through Celebrate Markham for Projects in the Cultural Events & Programs, Major Community Festivals and Sports Events categories may **NOT** be used for the day-to-day operating costs of the organization. The following table details eligible and ineligible expenses for all Fund categories.

Celebrate Markham Grant Program	
Eligible expenses	Ineligible expenses
<p>Eligible activities and expenses include Project-specific costs for the planning, organization and implementation of events, activities, and programs, as well as limited administration costs, as follows:</p> <ul style="list-style-type: none"> • Rental space; • Rental equipment; • General liability insurance; • Event/activity/program management; • Event marketing; • Performer or instructor fees; • Delivery and materials costs; • Interpretation and translation for events and communications; • Up to 20% of the approved expenses in Administration Costs include: bookkeeping, office supplies and associated auditing costs. 	<p>Ineligible activities and expenses include use of the City grants for:</p> <ul style="list-style-type: none"> • Staff salaries and benefits; • Capital costs / building renovations; • Fundraising, or donations to charitable causes; • AGM's, business meetings; • Consultant Fees; • Loans or interest payments; • Debt repayment or deficit reduction; • Purposes that result in direct, or indirect private benefits to the recipient; • Political or religious activities; • Contests and competitions; • Demonstrations, marches, and rallies; • Trade shows and trade fairs; and, • Block parties, picnics and garden shows and barbeques