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Presented by: Anna Royer, Business Manager

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Attachments: 1. City Council Policy - C-CS-02 - Community Events Grant Program

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TAMRMS#: B06

CSAB Recommendations - Community Events Grant - Recurring Community Events
Presented by: Anna Royer, Business Manager

RECOMMENDATION(S)

That the following St. Albert Recurring Community Event grants be awarded for each of the years 2017 and 2018:

- St. Albert National Aboriginal Day Celebration Society: \$5,000 for Aboriginal Day Celebration
- K-40 Club of St. Albert: \$6,500 for the Rodeo Parade
- St. Albert Community Christian Ministerial Association: \$2,000 for the Community Carol Sing
- St. Albert Botanic Park: \$5,000 for their Summer Events

PURPOSE OF REPORT

This report brings forward a recommendation from the Community Services Advisory Board (CSAB) for allocation from the 2017 intake of applications for the 2017 and 2018 “Recurring” Community Events Grant Program for Council’s consideration and approval, as per attached Policy C-CS-02.

COUNCIL DIRECTION

The Council direction that has resulted in this matter being brought before Council is contained in Council Policy C-CS-02 Community Events Grant Program and the corresponding administrative procedures.

BACKGROUND AND DISCUSSION

In accordance with City Council Policy C-CS-02, Community Events Grant Program, this report provides recommendations resulting from the February 28, 2017 Community Services Advisory Board (CSAB) meeting. The applicants have applied under the “Recurring” community event category in this grant program and were seeking approval for a two-year period. All events have a long history in the community, including one event which has been held for over 50 years.

The CSAB has recommended two-year funding for the applicants as follows:

Application #1 St. Albert Aboriginal Day
Organizing Group: St. Albert National Aboriginal Day Celebration Society
Funding Request: \$5,000

CSAB Recommended Funding: **\$5,000 for 2017 and \$5,000 for 2018**

This annual festival provides a unique opportunity for the community to recognize and celebrate the richness of Aboriginal culture and history. The festival showcases First Nations, Metis, and Inuit cultures with drummers, dancers, fiddlers, story tellers, traditional crafts, vendors, tipis, traditional Aboriginal games, tea, bannock and traditional food. Anticipated attendance is 1,000 each year.

Application #2 Rainmaker Parade
Organizing Group: K-40 Club of St. Albert
Funding Request: \$6,500

CSAB Recommended Funding: **\$6,500 for 2017 and \$6,500 for 2018**

Each year the Rainmaker Parade is organized by the K-40 Club of St. Albert whose members are alumni of the Kinsmen Club of St. Albert. Over 120 parade entries are managed by the K-40 annually, and the club provides over 300 volunteer hours to ensure a successful event. Depending on weather, from 5,000 to 10,000 people have enjoyed the parade each year.

Application #3 Community Carol Sing
Organizing Group: St. Albert Christian Ministerial Association
Funding Request: \$2,000

CSAB Recommended Funding: **\$2,000 for 2017 and \$2,000 for 2018**

Each year the St. Albert Christian Ministerial Association organizes a Community Carol Sing at the Arden Theatre. This event always receives strong support from the community and involves participation from 12 churches within the community. The grant funds are used mainly to cover the cost of renting the Arden Theatre.

Application #4 Summer Events (Canada Day, Strawberry Tea, Rose Show, Picnic in the Park)
Organizing Group: Society of Friends of the Botanic Park
Funding Request: \$6,300

CSAB Recommended Funding: **\$5,000 for 2017 and \$5,000 for 2018**

The Society annually holds a summer series of three events during July and August; the Canada Day Celebrations and Strawberry Tea, the Rose Show, and the Picnic in the Park. Each event is free of charge and draws a large number of visitors to the park. Over 600 hours of volunteer labor are

utilized in order to successfully hold these events. The amount being recommended by the CSAB for funding is less than the requested amount, as the CSAB felt there were opportunities for other revenue available within the Botanic Park budget which could be used towards this event.

In addition, the CSAB also reviewed a grant application from the St. Albert Rotary Music Festival Association but are not recommending funding for this event. The Association requested \$5,000 through this grant program, but due to information provided through the Association's presentation to the CSAB, the CSAB did not feel the grant money was needed to operate this event. There were opportunities for meeting the \$5,000 shortfall through planned fundraising.

STAKEHOLDER COMMUNICATIONS OR ENGAGEMENT

All applicants are encouraged to discuss their event with Administration prior to the intake deadline, to ensure the applicant and the event meets the basic requirements set out in the policy, and to provide clarification with eligibility requirements if needed.

All community groups applying for this grant were invited to make a presentation to the CSAB. In order to remain eligible to receive the grant for year two of the approved two-year funding, the recipients are required to provide documentation and accounting once the 2017 event is complete.

IMPLICATIONS OF RECOMMENDATION(S)

Financial:

Total funding for the Community Events Grant Program for 2017 is \$87,200.

The total funding recommendation of \$18,500 with respect to the "Recurring" Community Events falls within the stated policy amount of \$19,800. In the event Council approves the recommendations for funding provided by CSAB, there will be \$1,300 remaining which can be added to the amount available for allocation to ad hoc community events received through the regular intake process. As Council has pre-allocated \$11,300 from this program for the 2017 New Year's Eve Fireworks, the total amount remaining for allocation through the ad hoc event category will be \$24,900.

The 2017 funding would look as follows:

- | | |
|-------------------------------|----------|
| 1. Community Celebrations | |
| a. Family Day | \$10,000 |
| b. StArts Fest | \$10,000 |
| c. Canada Day | \$12,500 |
| d. New Years Eve Fireworks | \$11,300 |
| 2. Recurring Community Events | \$18,500 |
| 3. Ad Hoc Community Events | \$24,900 |

The funding allocations for 2018, as recommended by CSAB, will be dependent on the continuation of the Community Events Grant Program.

Legal / Risk

Grant recipients are required to utilize funds as specifically authorized and to report to the City in a specified manner on the use of those funds. Recipients are advised that the failure to comply with these requirements may result in a demand to repay the funding or a refusal to provide grant funding upon future application, and grant recipients are required to return to the City any funds unexpended within one year.

ALTERNATIVES AND IMPLICATIONS CONSIDERED

If Council does not wish to support the recommendation, the following alternatives could be considered:

- a) Refer the matter back to Administration or CSAB for further consideration, as per the discussion held by Council, and be brought back to Council at a future date.
- b) Amend the recommended amounts to an alternate amount as determined by Council.

STRATEGIC CONNECTIONS

- a) Council's Strategic Outcomes and Priorities (See Policy C-CG-02)
 - **CULTIVATE A HISTORIC, CREATIVE, AND ACTIVE COMMUNITY:** A vibrant and involved community with a variety of culture, recreation and heritage opportunities. The events planned by community groups will add a variety of opportunities for citizens to be active and become more involved with their community.
- b) Long Term Plans (e.g. MDP, Social Master Plan, Cultural Master Plan, etc.)
 - Cultural Master Plan - The allocation of funding through the Community Events Grant Program aligns with the Cultural Master Plan priorities: to increase and deepen cultural participation and to optimize cultural service delivery.

Recreation Master Plan - This grant program also aligns with the Recreation Master Plan priority: celebrate recreation

Report Date: May 1, 2017
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