



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: May 31, 2007
Author: Mario Lee
Phone No.: 604.871.6034
RTS No.: 6756
VanRIMS No.: 11-2200-10
Meeting Date: June 12, 2007

TO: Vancouver City Council
FROM: Director of Social Planning
SUBJECT: Social Responsibility Fund - Grants Program

RECOMMENDATION

- A. THAT City Council approve the criteria for a grants program for the Social Responsibility Fund (SRF) as described in Appendix A.
- B. THAT staff report back to Council with a review of the results from the first year of the Social Responsibility Fund - Grants Program.

GENERAL MANAGER'S COMMENTS

The General Manager of Community Services RECOMMENDS approval of A and B.

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of A and B.

COUNCIL POLICY

On July 20, 2004, as part of the rezoning conditions for the Plaza of Nations, Council accepted a public benefit offering from Edgewater Casino that included a donation of \$200,000 annually, for the duration of the temporary permit to operate a casino at the Plaza of Nations, towards the creation of a Social Responsibility Fund.

On May 24, 2005, Council approved a definition of social sustainability to be used for developing the social component of the City's sustainability objectives.

On September 13, 2005, Council approved the allocation of \$25,000 from the Social Responsibility Fund towards the development of a Responsible Gambling Information Centre at Edgewater Casino.

On October 3, 2006, Council approved the general guidelines for four different funding categories from the Social Responsibility Fund. This included a grants program of \$125,000 a year for the duration of the Edgewater casino permit, to support community capacity building projects in the Downtown, Downtown Eastside, Strathcona, and Mount Pleasant neighbourhoods. Council also instructed staff to report back on specific grants criteria.

PURPOSE

The purpose of this report is to seek Council approval of the criteria for a grants program from the Social Responsibility Fund (SRF).

The four different funding categories approved by Council on October 3, 2006, are:

1. Continued support for a Responsible Gambling Information Centre at Edgewater casino,
2. Support for local awareness campaigns and responsible gaming community-based forums,
3. Support for research, training and staff development initiatives, and
4. A grants program to address community development issues.

This last category is the main subject of this report. Staff will report in the fall about upcoming initiatives related to the other components of the Social Responsibility Fund.

BACKGROUND

On July, 20, 2004, as part of the rezoning conditions related to the development of a temporary Class 2 Casino at Plaza of Nations, City Council accepted an offering of public benefits from the operators of Edgewater Casino that included annual allocations of \$200,000 for the creation of a Social Responsibility Fund. The annual contribution, which began in 2005, is to continue for the duration of the permit to operate the casino, which at present is approved until July 2013. This contribution is above and beyond the casino revenue that the City receives from the Province as part of the host local government gaming revenue agreement.

On October 3, 2006, Council approved the general guidelines for four different funding categories from the Social Responsibility Fund. This included a grants program of \$125,000 a year for the duration of the Edgewater casino permit, to support community capacity building projects in the Downtown, Downtown Eastside, Strathcona, and Mount Pleasant neighbourhoods. Council also instructed staff to report back on specific grants criteria which is the subject of this report.

DISCUSSION

Responsibility for supporting gambling addiction related programs is under Provincial jurisdiction; however, the municipality also has a role in finding ways to address some of the impacts of gaming, particularly as it relates to identified vulnerable populations.

Vancouver is not alone in adopting responsible gambling initiatives. Other municipalities have supported initiatives: Nanaimo has an awareness week and Richmond supports prevention and education programs.

Last year, through a letter from the Mayor, the City accepted an invitation from the Solicitor General (Gaming Policy Branch) to join the Provincial government, the BC Lottery Corporation, and other municipalities in a Responsible Gambling Partnership. This partnership supports initiatives related to public education and to mitigate negative impacts arising from gaming activities.

Researchers, hired by the Province to conduct a socio-economic impacts study in four Lower Mainland municipalities, including Vancouver, produced a baseline report in 2006 which included some specific findings about the demographic profile of the patrons at Edgewater Casino. The demographic profile of the casino patrons included a significant proportion of Aboriginal, Chinese, low income and single male individuals. The study also found that the majority of Edgewater's patrons (52.3%) live in Vancouver, and 57.3% of the Vancouver patrons reside in the postal code areas immediately adjacent to the casino. The SRF grants program, therefore, will attempt to provide support to local agencies and organizations working with local populations that reflect the casino patrons' profile.

The grants program will focus on support for increased community capacity in the neighbourhoods immediately surrounding the Edgewater casino. This will further support the "good neighbour" aspects of the casino which, in part, motivated the original offering of the Social Responsibility Fund. Support for community development and increased community capacity building is also aligned with the City's social sustainability objectives, whereby community capacity building is understood as "developing the skills and abilities of members of the community and involving them in collective efforts to meet the needs of individuals and the community as a whole."

Funded initiatives, when possible, should attempt to support other identified City priorities in the described targeted neighbourhoods (e.g. homelessness, crime prevention, economic revitalization). The SRF grants are not to duplicate or replace other grant allocations in the targeted area (e.g. Community Services grants).

Details of the proposed new grants program are included in APPENDIX A. Some of the highlights of the grant criteria include:

- Programs are to be located in the targeted communities in the Downtown, Downtown Eastside, Strathcona, and Mount Pleasant neighbourhoods.
- Organizations in receipt of a grant must be registered non-profit societies in good standing.
- Funded projects should support awareness and community capacity activities that reinforce the City's social sustainability objectives.

- Funded projects should demonstrate the meaningful involvement of individuals and stakeholder groups most impacted by the issues to be addressed through the funding.
- Funding is to be made available on a one-time basis. Grants are not to be available for on-going funding that could eventually require City funding above and beyond the limited time nature of these funds.
- Funding from other sources will be encouraged.
- Grants will be for a maximum of \$50,000 annually. However, given the limited nature of the funds, and the encouragement to form other funding partnerships, the average grant is expected to be approximately \$25,000.

The criteria highlighted above will guide the allocations for this year. However, evaluation of projects funded through the first year allocations may influence potential changes to the criteria.

It is proposed that for 2007, this grant program will have two intake dates for applications. For this year, the first deadline will be Friday, August 3, 2007, and the second deadline for applications will be Friday, November 30, 2007. Upon reviewing the results from the first year of implementing the grants program, new dates for applications will be announced for the upcoming years. Staff anticipate that for subsequent years, this grant program will convert to an annual deadline.

City staff have already received indications of interest on the part of various community agencies and organizations working in the targeted neighbourhoods. Some potential examples of projects include: support for local employment strategies; community development activities with Aboriginal seniors; capacity building for Chinese youth in the Chinatown area; safety and security related initiatives, and projects which support literacy.

All recommendations for grants will be brought forward for Council's approval once staff have concluded their review. Social Planning will lead a cross-departmental review process and include applicable City departments (e.g. the Planning Department, the Housing Centre, Drug Policy Group, Engineering, the Library, and the Vancouver Police Department).

The review process will consider project outcomes. Like other City grants programs (e.g. Community Services Grants), outcomes measures are becoming an important component for assessing funding allocations. Outcomes Measurement is a tool which helps groups to demonstrate how the results of their activities contribute toward short-term, intermediate and long-term outcomes. This tool has already proved very helpful in the identification and assessment of outcomes achieved by other City-funded programs.

Staff will report back to Council with a review of the first year of funding.

FINANCIAL IMPLICATIONS

At present, the SRF has received a total amount of \$500,000, corresponding to the full payments for 2005, 2006 and the first instalment of the 2007 contribution. To date, \$25,000 was spent in 2005 as part of the City's contribution towards a Responsible Gaming Information Centre at Edgewater Casino. Furthermore, on October 3, 2006, Council approved allocations of \$25,000 for the City's contribution to the 2006/07 operation of the Responsible Gambling

Information Centre at the Edgewater Casino, \$25,000 for funding of local awareness and responsible gaming initiatives, and \$25,000 towards research, training and staff development.

The total amount available in the SRF is currently \$400,000. Once the second instalment for 2007 (\$100,000) is received in September 2007 the SRF will have \$500,000. As \$125,000 is annually allocated to the grants program, and no grants have been allocated to date, there will be \$375,000 available for grants allocations by September, 2007. Staff will report in the fall about upcoming initiatives related to the other components of the Social Responsibility Fund.

The SRF will continue to grow at a rate of \$200,000 a year until July 2013.

CONCLUSION

The proposed criteria for allocation of a grants program from the Social Responsibility Fund will allow community agencies and community groups working in the neighbourhoods immediately surrounding the Edgewater casino to further enhance community capacity activities. A detailed description of the grant criteria is presented in APPENDIX A. Staff will report back to Council for approval of recommended projects. Staff will also report back to Council with a review of the first year of funding.

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CITY OF VANCOUVER
Social Planning

2007 Social Responsibility Fund (SRF) Grants

INFORMATION SHEETS

The Social Responsibility Fund Grants Program is intended to provide one-time funding for projects that support community capacity and development for targeted groups in the immediate neighbourhoods surrounding the Edgewater Casino at Plaza of Nations. Successful initiatives will:

- Reinforce the social sustainability framework approved by City Council on May 24, 2005.
- Support other identified City priorities in the described targeted neighbourhoods (e.g. homelessness, crime prevention, economic revitalization).
- Demonstrate meaningful involvement of individuals and stakeholder groups most impacted by the issues to be addressed through the funding.

General Eligibility Criteria

- The organization must be a registered non-profit society, in good standing with the Registrar of Companies for at least one year. It must have an independent, active governing body composed of volunteers.
- The organization must extend its services to the general public, and the project would include, if possible, targeted groups that reflect the demographic profile of Edgewater's casino patrons, which at present includes a significant proportion of Aboriginal, Chinese, low income, and single male individuals.
- The organization must have the demonstrated capacity and resources to complete the project for which funding is being sought.
- The organization must be based and active in Vancouver. The project must be primarily carried out in the targeted Vancouver neighbourhoods of Downtown, Downtown Eastside, Strathcona, and Mount Pleasant. The project must be of benefit primarily to Vancouver residents and/or community groups.
- Applicants should also seek revenue from sources other than the City of Vancouver.

Social Responsibility Fund Grants are NOT for:

- Projects which are clearly within the mandates of other governments.
- Other City grant programs, such as Cultural Grants, Childcare Grants, Environmental Grants (City staff may choose to refer an applicant to a more appropriate grant program);
- Ongoing programs or services that are eligible for Community Services Grants;
- Ongoing projects that could eventually require City funding above and beyond the limited time nature of these funds.
- Processing legal or human rights cases;

- Payment of City property taxes; capital expenses; operating or capital deficits;
- Provision of grants or donations to other organizations or individuals;
- Attendance at or fees for conferences, workshops or other forms of training.

Grant Amount - Limitations

The maximum grant provided under this program is \$50,000. However, given the limited nature of funds, and encouragement to form other partnerships, the average grant size is expected to be approximately \$25,000. (Note: The suggested maximum amount will be part of the grant program review after one year of operations.)

The Social Responsibility Fund Grants budget is established each year by City Council. At present (2007), the annual budget is \$125,000. All recommendations are contingent on the available funds; consequently, not all organizations meeting the above criteria will receive a grant.

In deciding which applications to recommend, and for how much, City staff will take the following outcomes into consideration:

- How well the project meets the Social Responsibility Fund Grants program's objectives;
- The number of residents and/or organizations that will benefit from the project;
- The beneficial impact on residents and/or organizations.

Grant Term

The project must be completed, and the City funding spent on the project within one year of City Council's approval of the grant.

Process

In 2007, the Social Responsibility Fund Grant application has two deadlines. The first deadline will be Friday, August 3, 2007. The second deadline will be Friday, November 30, 2007. Staff anticipates that for subsequent years, this grant program will only have one deadline for applications a year.

Social Planning Department may conduct interviews with applicants as appropriate. Following the review process, recommendations will be made by a staff committee. Written notice of these recommendations will be sent to all applicants, together with notice of the City Council meeting date at which the grants will be considered. Successful applicants generally receive grant payment within two and a half weeks of Council's approval.

How to Apply

Application forms are available electronically from the Social Planning Department (email: shariffa.esmail@vancouver.ca) or on the City's web site at www.vancouver.ca/commsvcs/socialplanning/grants/index.htm. The application form is in Word format. All applicants should discuss their proposal with Social Planning staff before submitting an application. Social Planners can be reached at: 604-873-7487

FOR APPLICATIONS TO BE CONSIDERED FOR THE AUGUST 3, 2007 DEADLINE, APPLICATIONS MUST:

- Be received by Social Planning by the deadline of 4:30 p.m. on Friday, August 3, 2007. Late applications will not be accepted;
- Be complete, with responses to each question. Applications that do not have a response to each question will not be considered;
- Be signed by two Board members, not staff;
- Have all required attachments included.

Please return completed electronic copy of the application form to shariffa.esmail@vancouver.ca and two signed hard copies of the application form to:

City of Vancouver
Social Planning Department
#100 - 515 West 10th Avenue
Vancouver, B.C. V5Z 4A8
(604) 871-7487 fax: (604) 871-6048

**APPLICATION DEADLINE IS
FRIDAY, AUGUST 3, 2007 at 4:30 p.m.**