



CITY OF VANCOUVER

ADMINISTRATIVE REPORT

Report Date: February 19, 2008
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RTS No.: 6972
VanRIMS No.: 11-2200-10
Meeting Date: February 28, 2008

TO: Standing Committee on City Services and Budgets
FROM: Director of Social Planning
SUBJECT: Social Responsibility Fund

RECOMMENDATION

- A. THAT City Council approve the criteria for the \$125,000 grants program for the Edgewater Casino Social Responsibility Fund (SRF) as described in APPENDIX A.
- B. THAT City Council approve the allocation of \$75,000 from the SRF, towards the funding for eight months of staff salary, start up and program cost in 2008, of the Crime Free Multi-Housing Program.
- C. THAT staff report back to Council in February 2009 with a review of the implementation results of all components of the SRF, including the grant program. FURTHERMORE, that staff report back with recommendations on how to use the accumulated amounts from the SRF.

GENERAL MANAGER'S COMMENTS

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

CITY MANAGER'S COMMENTS

The City Manager RECOMMENDS approval of A, B and C.

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, towards the creation of a Social Responsibility Fund. This donation will continue for the duration of the temporary permit to operate a casino at the Plaza of Nations.

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.

SUMMARY AND PURPOSE

The purpose of this report is three fold:

1. It seeks Council approval for the criteria of the grant program component of the Edgewater Casino Social Responsibility Fund. This program complements the other three categories already approved by Council on October 3, 2006, which are:
 - a. A Responsible Gambling Information Centre at Edgewater Casino, with an annual allocation of \$25,000 (the first allocation towards this Centre was approved by Council on September 13, 2005).
 - b. Local awareness campaigns and responsible gaming community-based forums, with an annual allocation of \$25,000.
 - c. Research, training and staff development initiatives, with an annual allocation of \$25,000.

On June 12, 2007, staff reported on proposed grants criteria. Council postponed a decision at that time. This report presents a simplified version of the criteria presented in that report. The new proposed criteria for the SRF grants program contained in this report, provide guidelines on how to utilize the \$125,000 allocated for this program and not the total accumulated funds, and second, we now only have one entry point to receive applications.

A copy of the June 12 report can be found at:

<http://vancouver.ca/ctyclerk/cclerk/20070612/documents/a7.pdf>

2. The report also recommends the allocation of \$75,000 towards supporting costs related to the first year of operations for the Crime Free Multi-Housing program, which is the subject of an accompanying report (RTS 7151).

3. Finally, this report recommends that the unused amounts from the SRF be part of a program review to be reported to City Council no later than February 2009. The total accumulated amount of unspent funds at that time will be \$525,000.

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, presently 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:

- support for a Responsible Gambling Centre at Edgewater Casino with an annual allocation of \$25,000;
- support for local awareness campaigns with an annual allocation of \$25,000;
- support for research, training and staff development with an annual allocation of \$25,000, and;
- a grants program of \$125,000 per 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.

The rationale behind the targeted grants program was in part guided by the findings of the socio-economic impacts study commissioned by the Province, and released in 2006 that included specific findings about the demographic profile of the patrons of Edgewater Casino. It showed a significant proportion of patrons are of Aboriginal and Chinese ethnic backgrounds, 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.

Council also instructed staff to report back on specific grants criteria which is the main component of this report.

DISCUSSION

1. Social Responsibility Fund Grants Program

The SRF Grants Program objectives are to:

- Target populations that reflect the demographic profile of Edgewater Casino patrons'.
- Address corporate priorities of public safety issues in Vancouver in partnership with the non-profit sector, private organizations and individuals.
- Focus efforts on increasing community capacity in the neighbourhoods immediately surrounding the Edgewater Casino. City-wide projects may be considered a priority provided there is an emphasis on the targeted neighbourhoods. This will further support the "good neighbour" aspects of the Casino which, in part, motivated the original offering of the Social Responsibility Fund.

City priorities and initiatives that could be supported include Project Civil City, the City's Visioning Process, homelessness initiatives, sex trade interventions, crime prevention, and addictions issues, including the Four Pillars Strategy.

The public is already aware of funds from the SRF becoming available. City staff have 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 a bidders-related project enhancing the capacity of the United We Can social enterprise; support for the Street Youth job action initiative; community development activities with Aboriginal seniors; capacity building for Chinese youth in the Chinatown area; support to a capacity building project for new immigrants and youth in the Mount Pleasant area; support for community gardens; support to the Community Court project, and other safety and security related initiatives.

The grants are to support one-time, time-limited programs, and not for ongoing programs or organizational core funding.

Vancouver-based registered non-profit societies will be eligible to apply for the grants. The organization will be required to have the demonstrated capacity and resources to complete the project for which funding is being sought. Partnerships with other funders will be encouraged. The proposed intake date for applications is **Friday, April 11, 2008**.

All recommendations for projects will be brought forward for Council's approval. Social Planning will lead a cross-departmental review process and include applicable City Departments, Boards and Commissions.

The proposed review process will consider project outcomes. Like other City grants programs (e.g. Community Services Grants), outcomes measures are 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.

At this point staff is proposing to only make the first year allocation of \$125,000 available. The possibility of future allocations will be assessed in the February 2009 review. This approach will better reflect the intent of the initial allocations adopted by Council on October 3, 2006. At that time, the staff report indicated that: "The four proposed funding streams and the amounts allocated to them may change in future years. An annual review of all funding streams will be conducted by staff and reported back to Council."

Details of the proposed grant criteria are included in APPENDIX A.

2. Support for Crime Free Multi-Housing Program

A detailed explanation on the implementation of a Crime Free Multi-Housing Program is provided in an accompanying report entitled "Implementation of Crime Free Multi-Housing (CFMH) Program Initiative" (RTS 7151). This crime prevention activity is an example of the type of initiatives that were originally anticipated that could be funded by the SRF.

As indicated in the above mentioned accompanying report: "CFMH is a solution-oriented crime prevention initiative designed to help apartment owners, managers, residents, police and other agencies work together to keep illegal and nuisance activity away from rental property. It creates safer residential communities for law-abiding residents by advocating a proactive approach to dealing with crime and nuisance behaviour."

The source of funding for the CFMH is the unused funds originally targeted to support the Responsible Gambling Information Centre (RGIC) at Edgewater Casino. Only the very first annual allocation of \$25,000 approved by Council in 2005 was spent. Staff has learned from the BC Lottery Corporation that no further contributions are necessary from the City of Vancouver. This is due to the fact that other similar RGIC's have been developed in other municipalities without municipal contributions. Therefore, no further allocations are required from the City of Vancouver. The Edgewater RGIC continues to provide valuable referrals and information to casino customers. The funds allocated for the years 2006, 2007 and 2008 for these anticipated expenditures are now no longer necessary, and staff is recommending that they be diverted towards the Crime Free Multi-Housing Program.

As indicated in the accompanying report, staff is recommending that future allocations for the CFMH Program be incorporated into the City's annual operating budget.

3. Program Review and SRF unused amounts

This report also recommends that the unused amounts from the SRF be part of a program review to be reported to City Council no later than February 2009. The total accumulated amount of unspent funds at that time will be \$525,000. In the 2009 report, staff will also report on all other components of the SRF that were approved by Council in October 2006 and are still in the planning and implementation phase. This includes the local awareness campaigns and responsible gaming community-based forums, with an annual allocation of \$25,000, and the research, training and staff development initiatives, with an annual allocation of \$25,000.

FINANCIAL IMPLICATIONS

At present, the Social Responsibility Fund has received a total amount of \$700,000, corresponding to the full payments for the 2005, 2006 and 2007 contributions, and the first instalment for 2008. The second instalment for 2008 is expected to be received in September 2008. To date, \$25,000 was spent as part of the City's contribution towards a Responsible Gaming Information Centre at Edgewater Casino. An additional \$25,000 has been allocated towards local awareness campaigns, and \$25,000 towards research, training and staff development.

As \$125,000 has been identified for the grants program and \$75,000 have been targeted for a Crime Free Multi-Housing Program, there will be \$525,000 in available funds expected by the end of 2008. The Social Responsibility Fund will continue to grow at a rate of \$200,000 a year until July 2013.

CONCLUSION

The proposed SRF Grants Program will enable the City to support projects that reflect corporate priorities and support initiatives involving vulnerable populations residing in the vicinity of the Edgewater Casino. A detailed description of the funding 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 full review of all funding streams in February 2009.

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SRF COMMUNITY GRANTS PROGRAM

The goals of the SRF Community Grants Program are to:

- a) Build the capacity of the targeted neighbourhoods to address and respond to issues affecting them;
- b) Enhance a sense of safety and security among residents; and
- c) Create local solutions to local problems.

Priority Neighbourhoods: The primary intent of the Community Grants Program is to address issues in the neighbourhoods in the vicinity of the Edgewater Casino (Mount Pleasant, Strathcona/Downtown Eastside, and the Downtown core). The fund will also ensure that some city-wide priority issues, that may have direct or indirect repercussions in the targeted communities, are appropriately addressed (i.e. city-wide crime prevention projects, local responses to addiction issues).

Targeted Populations: Vulnerable populations that correspond to the demographic profile of Edgewater Casino patrons, including: Aboriginal, Chinese, low income, and single male individuals.

Timelines and Grant Term: Deadline for Applications will be Friday, April 11, 2008. The project must be completed, and the City funding spent on the project within one year of City Council's approval of the grant. The grants are to support one-time, time-limited programs, and not for ongoing programs or organizational core funding.

Approvals and Dissemination of funding: Project proposals will be reviewed by a City Steering Committee chaired by the Director of Social Planning. Following the review process, recommendations will be made by staff. All initiatives will require Council approval. Applicants will be notified of the staff recommendations together with notice of the City Council meeting date at which the grants will be considered. Funds will be allocated through grant allocations to non-profit organizations according to City policy and standards. Successful applicants generally receive grant payment within two and a half weeks of approval.

Accountability: Organizations or individuals contracted to implement the projects are expected to provide a written evaluation outlining the results achieved and lessons learned, in addition to financial reports, upon project completion. Staff will report back to Council annually with the outcomes for each individual project or initiative.

Available Funds: \$125,000.

Potential Funding Partners

- Other levels of government, civic and regional authorities who are potential partners to the Community Safety and Inclusion Program category including: The Governments of B.C. and Canada, the Vancouver Park Board, Vancouver Police Department, Vancouver Library Board, Vancouver School Board and the Vancouver Coastal Health Authority
- Community Foundations and other community funders

How to Apply

Application forms are available electronically from the Social Planning Department (email: tania.desantis@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 APRIL 11, 2008 DEADLINE, APPLICATIONS MUST:

- Be received by Social Planning by the deadline of 4:30 p.m. on Friday, April 11, 2008. 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 a completed electronic copy of the application form to Tania.desantis@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, APRIL 11, 2008 at 4:30 p.m.