



## CITY OF VANCOUVER

# A6

### ADMINISTRATIVE REPORT

Report Date: June 26, 2008  
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Meeting Date: July 22, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations Office

SUBJECT: Funding Allocations for the Olympic and Paralympic Community Celebrations Program

### **RECOMMENDATION**

THAT Council approve a total of \$47,075 in the Host a City Happening Grant Program to seven organizations listed in Table 1. Source of funds to be the Olympic and Paralympic Community Celebrations Program entitled "Host a City Happening".

### **GENERAL MANAGER'S COMMENTS**

The General Manager of Olympic and Paralympic Operations recommends APPROVAL.

### **COUNCIL POLICY**

On April 1, 2008 Council approved the 2008 through 2010 program direction for the Olympic and Paralympic Community Celebrations Program entitled "Host a City Happening" as outlined in the Administrative Report *Funding Allocations for the Olympic and Paralympic Community Celebrations Program*, dated March 25, 2008, and the funding allocations totalling \$1 million to the following programs:

- |      |  |           |
|------|--|-----------|
| i.   | Host a City Happening Departmental Program                               | \$525,000 |
| ii.  | Host a City Happening Community Grant Program                            | \$300,000 |
| iii. | Host a City Happening Program Design, Development, Support and Promotion | \$175,000 |

Source of fund to be the Olympic and Paralympic Legacy Reserve approved by Council on December 11, 2007.

On April 1, 2008, Council approved the criteria for the Host a City Happening Departmental Program, and delegated the authority to the General Manager of Olympic and Paralympic Operations to approve specific projects and distribution of funds, and instruct staff to report on the progress on the annual basis.

Council also approved the criteria for the Host a City Happening Community Grant Program as outlined in Appendix B of the Administrative Report *Funding Allocations for the Olympic and Paralympic Community Celebrations Program*, dated March 25, 2008. Individual grant applications will be reported back to Council for approval.

Approval of grant recommendations requires eight affirmative votes.

### **PURPOSE**

This report recommends grants to seven organizations, outlines selection processes, discusses the application in more detail (Appendix A) and outlines the guidelines of the program (Appendix B).

### **BACKGROUND**

In April 1, 2008, Council approved the Community Celebrations program and criteria for the community grant component of the program as a means of supporting community groups in developing community celebrations projects between 2008 and 2010.

The Happenings are initiatives that celebrate Vancouver being the Host City of the 2010 Winter Games. They are one time stand alone events, activities or existing community events, enhanced with new Games related components or themes. They are also legacy projects that commemorate the Olympic experience.

The Host a City Happening Community Grant Program has four deadlines. The first deadline is May 30, 2008. The second deadline will be September 15, 2008. It is anticipated the deadlines in 2009 will follow a similar timeline.

This being the first of four intakes on grant submissions, information on the program was disseminated through the variety of channels: public service announcements, the City of Vancouver public website and in person presentations by Olympic and Paralympic operations staff to not for profit organizations such as community and neighbourhood house associations, local business improvement associations, and local school groups.

The approved criteria, indicated that Vancouver based registered non-profit societies in good standing for at least one year were eligible to apply for grants. The organization must have demonstrated capacity and resources to complete the project for which the funding was being sought. Partnerships with other funders were to be encouraged. Eligible events, activities and projects must be located in Vancouver.

### **DISCUSSION**

The entire process from announcement of the Host a City Happening Grant Program to the application deadline on May 30, 2008 spanned a total of seven weeks. Despite a short turn around period, good cross sections of applications were received for the first intake. A total of 14 applications were received requesting \$144,675.

The applications were reviewed by an assessment committee comprised of staff representatives from the Office of Cultural Affairs, Parks and Recreation, Social Development, Olympic and Paralympic operations and an independent community member. The committee members provided a range of expertise and experience in community based and city wide special events and celebrations.

The recommendations reflect a careful assessment of each application in the key areas of Program Goals, Organizational Competence and Community Involvement. The assessment committee recommended funding for seven applications as per Table 1.

**Table 1**

<b>Host A City Happening Community Grant Applicants 2008</b>		
	<b>2008 Request</b>	<b>2008 FINAL Recommended</b>
BC Sports Hall of Fame and Museum	\$8,075	\$8,075
Cambie Village Business Association	10,000	6,000
Downtown Vancouver Business Improvement Association	10,000	0
False Creek Community Centre Association	15,000	10,000
Hastings Community Association	10,000	0
Kitsilano Neighbourhood House	7,000	7,000
MoreSports	10,000	0*
Sir Winston Churchill Secondary School	15,000	8,000
Still Moon Arts Society	10,000	5,000
Vancouver Asian Canadian Theatre	9,950	0
Vancouver District Students Council (VDSC)	6,650	0
VDC Dance Centre Society	7,000	0
Victoria Drive Business Improvement Association	6,000	3,000
Yaletown Business Improvement Association	20,000	0
<b>Total</b>	<b>\$ 144,675</b>	<b>\$ 47,075</b>

\*Withdrawn application

Seven applications were not recommended for funding. One is more suitable for funding through the departmental program of the Host a City Happening program. Another has withdrawn the application for this application cycle. Some non recommended projects proposed interesting ideas, but responded much less strongly to the funding criteria than other projects, and some had unclear activity plans. Organizations with non recommended projects will be encouraged to resubmit or develop new projects for future Host a City Happening submissions.

***FINANCIAL IMPLICATIONS***

The Host a City Happening Community Grant program has allotted \$300,000 for projects from 2008 through 2010. In the April 1, 2008 report to Council, staff estimated the Grant stream would fund projects to the amount of \$50,000 in 2008.

***CONCLUSION***

The Host a City Happening Community Grants program provides support to community organizations holding celebrations throughout the year and throughout Vancouver neighbourhoods from 2008 and up to and including the Winter Games time. The proposed grants allocation will enable the recipients to implement valuable projects in their local neighbourhoods.

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**Appendix A**

<b>Summary of Community Grant Applications 2008 Recommended For Funding</b>				
<b>Agency</b>	<b>Project Name</b>	<b>Project Description</b>	<b>Request</b>	<b>Recommended</b>
BC Sports Hall of Fame and Museum	The Heroes and You	A program comprising of 10 - one hour interactive sessions with Olympians, world champions and international athletes from B.C. presenting their stories at the Hall. These athletes will be available to sign autographs, show medals, uniforms and trophies. Local children and youths will be encouraged to attend the program through promotion and outreach with key children and youth service providers in Vancouver.	\$8,075	\$8,075
Cambie Village Business Association	Second Annual Neighbourhood Appreciation Day - Keeping Fit in Cambie Village	A one day celebration bringing together residential and commercial neighbours to celebrate their community. The event is planned to be held on four stations on West 17 <sup>th</sup> and 18 <sup>th</sup> on the east and west side of Cambie. Event will have wandering musicians, performers and Olympic themed activities.	\$10,000	\$6,000
False Creek Community Centre Association	The Circle Of Light in the City	A one day event to launch the Winteruptions Festival on Granville Island. The program will consist of a torch lit water celebration, along with a participatory torch lit walk in the neighbourhood. The event culminates with a community gathering at False Creek Community Centre to highlight and Celebrate the spirit of the anticipated arrival of 2010 Olympic and Paralympic Winter Games.	\$15,000	\$10,000

<p align="center"><b>Summary of Community Grant Applications 2008 Recommended For Funding</b></p>				
Agency	Project Name	Project Description	Request	Recommended
Kitsilano Neighbourhood House	Autumn Fair	The one day Autumn Fair will incorporate the promotion of Olympics, physical activity, and participation of local Olympians through mini Olympics events. Local artist will be brought together to develop banners to promote the Autumn Fair and incorporate "the spirit of the Olympics" and Vancouver being the Host City.	\$7,000	\$7,000
Sir Winston Churchill Secondary School (Vancouver School Board)	Olympic Spirit Day	This event will bring together 1,000 elementary school students from the local elementary schools to participate in a "Get Fit/Wellness Day" with the intent of encouraging positive attitudes towards physical education and healthy life styles. Another 1,000 secondary students at the high school will be involved in the planning, development and participation in the event. The day includes an Olympic themed opening ceremony, physical activities, wholesome lunch and an Olympic fair. In preparation of the event, the high school students will research and prepare projects on each of the sports included in the Winter Games and will present information at the Olympic Fair.	\$15,000	\$8,000
Still Moon Art Society	Renfrew Ravine Moon Festival	The Renfrew Ravine Moon Festival now in its sixth year has a successful legacy of community building in the Renfrew Collingwood	\$10,000	\$5,000

**Summary of Community Grant Applications 2008  
Recommended For Funding**

Agency	Project Name	Project Description	Request	Recommended
		<p>neighbourhood of East Vancouver. The festival celebrates highlights, and integrates the Arts traditions of this culturally diverse community, raising environmental awareness, celebrating harvest, and working with a large group of dedicated and talented young volunteers who make the festival come to life each year. This year's Moon Festival will highlight the city's 2010 garden initiative and have opportunities for participants to create and decorate a series of vegetable shaped lanterns that say "2010 Gardens for Vancouver". As a lead-up to the finale spectacle on Renfrew field, a Torch Relay will be choreographed throughout the site as a way to draw the audience to the finale.</p>		
<p>Victoria Drive Business Improvement Association</p>	<p>Victoria Drive Festival</p>	<p>The annual September festival is a carnival type event bringing a festive environment to the centre of the Victoria Drive BIA area; the parking lot at Victoria Drive near East 41<sup>st</sup> Avenue. Merchants display their wares at various booths. Children participate in the craft tables. The main stage includes a variety of multicultural performances both musical and dance. There will be a Winter Olympic trivia challenge. The trivia will include statistics from the upcoming 2010</p>	<p>\$6,000</p>	<p>\$3,000</p>

<b>Summary of Community Grant Applications 2008 Recommended For Funding</b>				
Agency	Project Name	Project Description	Request	Recommended
		Winter Games, and will include naming past Canadian Olympians. Plans are to have past Canadian winter Olympians participate in the trivia challenge.		

<b>Summary of Community Grant Applications 2008 Not Recommended For Funding</b>				
Agency	Project Name	Request	Recommended	
Downtown Vancouver Business Improvement Association	Downtown Summer Flicks	\$10,000		0
Hastings Community Association	Bench Mark	\$10,000		0
Vancouver Asian Canadian Theatre	Ready-Set-Laugh Comedy Show	\$9,950		0
Vancouver District Student Council (Vancouver School Board)	RACE- Raising Awareness through Community Experiences	\$6,650		0
VDC Dance Centre Society	Dance Centre Open House	\$7,000		0
Yaletown Business Improvement Association	Outdoor Movie Night/Halloween Night	\$20,000		0



## Appendix B

### Information Sheet: Host a City Happening Community Grant Program

#### Purpose

The Host a City Happening Community Grant Program is intended to support community groups by providing seed funding for local celebration events, activities and projects between 2008 and 2010. Successful initiatives will:

- create memorable experiences that build Olympic and Paralympic spirit,
- reflect diverse cultures, ages and interests,
- symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment.

#### What are Host City Happenings?

Host City Happenings are initiatives that celebrate Vancouver being the Host City of the 2010 Winter Games. They are one-time, stand alone events or activities, or existing community events enhanced with new, Games-related components or themes. They are also legacy projects that commemorate the Olympic experience.

The program name, 'Host City Happenings' identifies it as a City of Vancouver initiative, evokes curiosity about what the "happenings" are, and suggests a fun, friendly and celebratory theme local groups will develop their 'Happenings' based needs and interests of their community stakeholders. Happenings will vary in size, duration, participation and long term legacy.

#### Program Goal

The goal of the Host a City Happening Community Grant Program is to engage citizens through community groups and organizations in events and activities in all Vancouver neighbourhoods to share the spirit and the excitement of the 2010 Olympic and Paralympic Winter Games.

#### Program Objectives

- To promote community spirit by providing opportunities for all citizens to celebrate Vancouver as Host City of the 2010 Olympic and Paralympic Winter Games.
- To provide assistance, and seed funding for community groups and organizations to develop activities, events or legacy projects.
- To create partnerships between various City of Vancouver departments and community organizations.
- To build relationships with residents and community members.

## Funding

The Olympic and Paralympic Operations Office will provide financial support for community organizations and businesses to put on activities, events and legacy projects. Preference will be given to smaller projects of \$10,000 or less.

## General Eligibility Criteria

- Organizations must be a registered non-profit society in good standing in British Columbia for at least one year.
- Organizations must be based and active in Vancouver.
- Eligible events, activities and projects must be located in Vancouver.
- Organizations must have the demonstrated capacity and resources to complete the project for which the funding is being sought.
- Applicants endeavour to seek partnerships with sources other than the Olympic and Paralympic Operations Office.
- Projects must demonstrate matching funds, or in kind contribution, or donated staff/volunteer time.
- Support from the City of Vancouver must be appropriately acknowledged on all promotional materials related to the project. Including: brochures, print ads, flyers, signage, and media releases.
- Events, activities and projects must reflect the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment.
- Projects that require approval and permits from the City of Vancouver must either have this complete or demonstrate the approval is in process.
- Applicants must submit and sign a program proposal outline. Proposals must be signed by a Board Member or Director.
- All direct costs incurred by an applicant specifically for the purpose of the project must be applied toward one or more of the following:
  - Programming costs
  - Marketing and publicity costs
  - Permits
  - Rentals
  - Staff and administrative costs

The Host a City Happening Community Program WILL NOT provide assistance for the following items:

- In-kind costs or donated staff/volunteer time
- Costs incurred prior to submitting an application
- Demonstrations marches, rallies
- Start-up costs for new organizations
- Property taxes, capital or maintenance expenses
- On-going operational expenses of the organization
- Debt-reduction, endowments, charitable donations or fund-raising campaigns

- Attendance at or fees for conferences, workshops or other forms of training
- Computer hardware and office equipment
- Religious rites and ceremonies
- Events for marketing, promotional, or commercial purposes
- Events that have a predominant commercial component

### Post Project Summary

To assist the Olympic and Paralympic Operations Office in evaluating the success of Host a City Happening Community Program, applicants must submit a Post Project Summary. Details of the Post Project Summary will be available to the applicant upon approval of funding.

### Grant Term

Approved projects must be completed and funding must be spent after City Council's approval of the grant no later than March 21, 2010.

### Process

The Host a City Happening Program has four deadlines. The first deadline will be Thursday May 15<sup>th</sup>, 2008. The second deadline will be Monday September 15<sup>th</sup>, 2008. Staff anticipates that deadlines in 2009 will follow a similar structure.

The Olympic and Paralympic Operations Office will 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 three weeks of Council's approval.