

CITY OF VANCOUVER

ADMINISTRATIVE REPORT



CITY OF VANCOUVER

Report Date: December 1, 2008
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Meeting Date: December 16, 2008

TO: Vancouver City Council

FROM: General Manager, Olympic and Paralympic Operations Office

SUBJECT: Host City Happenings Community Grants Recommendations,
October 2008 Deadline

RECOMMENDATION

- A. THAT Council approve in total \$119,000 of Host City Happenings Community Grants for the 20 organizations listed in Table 1 of this report. Source of funds to be the \$1 million Olympic and Paralympic Community Celebrations Program entitled Host City Happenings.
- B. THAT Council receive for information a summary and update of events and activities between March and December 2008 funded or administered by the 2010 Olympic and Paralympic Community Celebrations budget.

COUNCIL POLICY

Approval of grant recommendations requires eight affirmative votes.

PURPOSE

This report (1) recommends approval of \$119,000 of grants for 20 organizations under the Host City Happenings Community Grant Program, and (2) provides a summary and update of events and activities between March and December 2008 funded or administered by the 2010 Olympic and Paralympic Community Celebrations budget. Application details and program guidelines are presented in report appendices.

BACKGROUND

A key component to a successful 2010 Winter Games will be the experiences of residents and visitors beyond the competition venues and sporting events. The City of Vancouver would like residents and visitors to participate in a broad spectrum of activities leading up to 2010 to celebrate the Winter Games. Like other 2010 civic engagement programs, the City's community celebration initiatives will increase the Games accessibility, enhance public involvement and ownership in the Games. The participation of diverse groups, including the multicultural, disability, aboriginal and youth communities, is an integral component in the design of the City's celebration mosaic.

On April 1, 2008, Council approved:

1. \$525,000 for the Host City Happenings Departmental Program, to fund City Departments to work with local businesses, neighbourhood groups and community organizations for the development of community celebration projects. Council delegated authority to the General Manager of Olympic and Paralympic Operations to approve specific projects and distribute funds. Individual applications are to be reported back to the General Manager of Olympic and Paralympic Operations for final approval.
2. \$300,000 for the Host City Happenings Community Grant Program, and its criteria (see Appendix C), to provide cash grants to community-based celebrations, special events and legacy projects. Individual grant applications are to be reported back to Council for final approval.
3. \$175,000 for Host City Happenings Program design, development, support and promotion.

During the development phase of the City's community celebrations program, the Olympic and Paralympic Operations Office embarked on a comprehensive public consultation process conducted from May to November 2007. The consultation process was multi-faceted, providing a number of venues for the public to submit their ideas for events and activities in support of the Games. In response to public input, a community celebrations program was developed entitled 'Host City Happenings Program.'

The core vision of the Host City Happenings Program is to develop safe, enjoyable and accessible Games-related events/activities that celebrate and encourage participation of residents and visitors. Key goals include:

- Engage residents in creating and producing celebratory activities, events and legacy projects.
- Provide opportunities for residents to enjoy Olympic and Paralympic related experiences in city neighborhoods.
- Provide visitors with opportunities to experience Vancouver beyond the downtown Core.
- Showcase the city's cultural diversity, and symbolize the Olympic and Paralympic goals of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment.

"Happenings" can be one-time, stand-alone events/activities or they can be already existing community events enhanced with new, Games-related components or themes. They may also be legacy projects, such as community gardens or public art, that commemorate the Olympic

and Paralympic experience. A common element within each initiative is that the event or project must in some way celebrate Vancouver hosting the 2010 Winter Games.

The source of funding for the Host City Happenings Program is the Legacy Reserve Fund approved by Council in December 2007, which included the Olympic and Paralympic Community Celebration budget, a \$1 million budget earmarked for events and activities related to community celebrations. Council approved program direction and funding allocation for the Host City Happenings Program in April 2008.

The Host City Happenings Program is divided into two funding streams: the Host City Happenings Departmental Program and the Host City Happenings Community Grant Program. The former is designed to further existing partnerships with other City departments in the delivery of Games-related celebrations and projects. The latter was developed to support community organizations and to provide a community-based approach for the promotion of events and projects hosted by neighborhood groups/organizations. The Olympic and Paralympic Operations staff are responsible for the overall program promotion, development and support of Host City Happenings Program streams.

The Host City Happenings Program has four submission deadlines. Both funding streams require the applicant, either a City Department or non-profit organization, to submit proposals by the set deadline. This year, the first deadline was completed on May 30 and the second on October 15. Deadlines in 2009 are expected to also be May and October.

Update: Host City Happenings Departmental Program

On July 22, 2008 the General Manager of Olympic and Paralympic Operations approved funding to six (6) City of Vancouver departments for a total of \$61,000. An example of a Host City Happenings Departmental legacy project illustrative of the program's goals is the Piecing Together the Olympic and Paralympic Spirit project undertaken by the Killarney Community Centre. The program awarded \$8,000 for a community art project which created tile figurines inspired by Olympic and Paralympic values. The figurines will be permanently displayed on the walls of the Killarney Community Centre as a legacy piece commemorating the 2010 Olympic and Paralympic Games.

The October 2008 deadline for the Host City Happenings Departmental Program received seven applications, for an aggregate cash request of \$91,030. Staff will update Council on funding recommendations upon approval by the General Manager of Olympic and Paralympic Operations.

Funding from the Host City Happenings Departmental Program also provides opportunities for students, community groups and City staff to attend Sports Events. 'Sport Events' are international competitions, such as World Cups or World Championships, which take place at Vancouver 2010 competition venues prior to the Games. They provide the public a chance to watch competitions that will be part of the 2010 Winter Games. In 2008, in partnership with Vancouver Park Board, the Pacific National Exhibition, Community Centre Associations and the Vancouver School Board, the Host City Happenings Departmental Program supported over 3,000 elementary students, community groups and City staff to attend the Canadian National Figure Skating Championships and a World Cup Short Track Speed Skating event at the Pacific Coliseum. There are a number of upcoming Sport Events in 2009, and the City will be offering similar opportunities for students, community groups and staff to attend.

Olympic and Paralympic Operations staff will continue to engage with City Departments and other community partners on potential partnership opportunities into 2010. A number of events/projects have been identified which will be investigated by staff for future development. Any future funding for Host City Happenings Departmental events/projects will be approved by the General Manager of Olympic and Paralympic Operations Office.

Update: Host City Happenings Community Grant Program

On July 22, 2008 Council approved grant recommendations for applications received for the May 2008 deadline for seven (7) organizations, for a total of \$47,075. An example of a Host City Happenings Community Grant event representative of the program is the Kitsilano Neighborhood House Autumn Fair. The non-profit organization received \$7,000 to incorporate a variety of fun and exciting Olympic and Paralympic elements into this local event. With over 500 visitors, highlights included a Host City Happenings banner parade, as well as an attendance by a local Canadian Olympic athlete and the 2010 Mascots.

In advance of the second deadline, the Olympic and Paralympic Office enhanced the program's outreach strategy. A consultant was hired in August 2008 to broaden the outreach base by promoting the program among diverse cultural and community organizations. As a result, program intake doubled from 22 to 44 applications. With growing awareness in the community of the program, combined with the new outreach strategy, future intake of applications is expected to continue to grow.

DISCUSSION

Forty-four (44) applications, totalling an aggregate cash request of \$456,404, were received for the October 2008 deadline for the Host City Happenings Community Grant. Upon receipt, applications were pre-screened for eligibility and applicants were provided with an opportunity to discuss their projects in more detail with Olympic and Paralympic Operations staff.

Applications were thereafter evaluated by the Host City Happenings Adjudication Committee, comprised of representatives from Parks and Recreation, Social Planning, Olympic and Paralympic staff and three community members. The committee members have a range of expertise and experience in community-based special events and celebrations. They were asked to assess applications against program goals and criteria as outlined in Appendix C. The Host City Happenings Adjudication Committee recommended funding for 20 applications as listed in Table 1 below and described in Appendix A.

Table 1: Host City Happenings Community Grant Recommendations

Organization Name	Requested	Recommended
Affiliation of Multicultural Societies & Services Agencies of BC	\$10,000	\$5,500
ArtStarts in Schools Society	7,500	7,500
Frog Hollow Neighbourhood House Association	10,000	5,500
Canadian Society for Asian Arts	15,000	10,000
Collingwood Business Improvement Association	10,000	6,000
False Creek Watershed Society	8,000	5,000

Organization Name	Requested	Recommended
Gordon Neighbourhood House Association	10,000	3,000
Hastings North Business Improvement Association	10,000	6,000
Joe Ink Performance Society	5,000	3,000
Kerrisdale Community Centre Society	10,000	10,000
Leaky Heaven Performance Society	10,000	5,500
Media Undefined Collective Society	6,000	6,000
MISCELLANEOUS Productions Society	10,000	5,500
Mount Pleasant Neighbourhood House Association	10,000	5,500
Riley Park Community Centre Association	7,000	5,000
Senior Chinese Society of Vancouver	9,900	5,000
Vancouver District Students' Council, Vancouver School Board.	10,000	10,000
Vancouver International Children's Festival Society	10,000	6,000
Vancouver Venture for Diversity Society	8,000	6,000
YMCA of Greater Vancouver	8,070	3,000
	\$184,470	\$119,000

Of the 44 applications reviewed, 24 were not recommended for funding. The committee referred one rejected application, which is judged to be more suitable for another program stream, to submit a revised proposal to the same. Organizations that were not awarded funding will be encouraged to resubmit and develop their proposals for future Host City Happenings Community Grant deadlines. Applications not recommended for funding are summarized in Appendix B

FINANCIAL IMPLICATIONS

The Host City Happenings Community Grant program has been allotted \$300,000 for projects from 2008 through 2010. On July 22, 2008, Council approved allocations of \$47,075 in grants. Approval of the grant recommendations in Table 1 will leave \$133,925 remaining in the Host City Happenings Community Grant budget.

CONCLUSION

Staff recommend approval of a total of \$119,000 in Host City Happenings Community Grants for 20 organizations (as listed in Table 1 in this report). A new outreach strategy adopted for the second intake has given the program new exposure into the multicultural and arts community, as well as improved organizational capacity to deliver successful events.

The Host City Happenings Program is an integral part of bringing the experience of the 2010 Winter Games to the day-to-day "community of the citizens" that represents Vancouver.

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Appendix A

OCTOBER 2008 HOST CITY HAPPENINGS COMMUNITY GRANT RECOMMENDATIONS

Affiliation of Multicultural Societies & Services Agencies of BC

A grant of \$5,500 is recommended in support of the 4th annual Diversity Health Fair, a free community event that promotes healthy living and services for multicultural communities. Funding is recommended for the programming costs and production and delivery of an online contest for youth to share stories that will focus on local sports teams.

ArtStarts in Schools

A grant of \$7,500 is recommended for community art projects that will engage elementary school students in creating Olympic and Paralympic comic-style artwork. During Games time the artwork will be on display at the ArtStarts Gallery downtown Vancouver. The Committee recommends funding to deliver outreach workshops to selected schools, publicity and artist fees.

Frog Hollow Neighborhood House

A grant of \$5,500 is recommended for programming, event and publicity expenses for the Frog Hollow Youth and Family Day.

Canadian Society for Asian Arts

A grant of \$10,000 in support of artist fees, installation exhibits and costs for the "Bamboo Welcome Gateway Project". This installation will be installed during Games-time and visitors/residents will be invited to write an "Olympic and Paralympic" wish for an athlete and/or country. Wishes will be placed onto the Gateway in colourful red, water-resistant envelopes.

Collingwood Business Improvement Association

A grant of \$6,000 is recommended for programming of a "mini" Olympic and Paralympic village and additional publicity expenses at the annual Collingwood Days Festival.

False Creek Watershed Society

A grant of \$5,000 is recommended for artist fees and programming for the "Salmon Celebration - Remembering our History, Celebrating the Living." This year the athletic prowess of the salmon is inspired by Olympic and Paralympic values of courage, friendship and portrayed through a performance art piece.

Gordon Neighborhood House

A grant of \$3,000 is recommended for programming and publicity fees for the West End Cultural Festival.

Hastings North Business Improvement Association

A grant of \$6,000 is recommended for this annual summer festival at community parking lot on Franklin Street. Funding for this project is awarded to purchase new street hockey equipment for local children and animate the festival with local talent.

Joe Ink Performance Society

A grant of \$3,000 is recommended to support of publicity and marketing of an event to launch the "Move it Show", an intergenerational dance production. This free event invites families to participate in a variety of dance workshops that promote movement, health and happiness in the community.

Kerrisdale Community Centre Society

A grant of \$10,000 is recommended for a community art project entitled "Postcards for the 2010 Winter Games". This project invites the public to produce one-sided postcards with images and/or written words that reflect the community's excitement about the 2010 Winter Games. This recommendation will provide funding for artist fees, outreach workers and a community exhibition at the Centre.

Leaky Heaven Circus

A grant of \$5,500 is recommended for performer and publicity costs. This annual 'Dog Days Carnival' at Ray-Cam Community Centre provides unique opportunities for children and youth to participate in creative and cultural performances.

Media Undefined Collective Society

A grant of \$6,000 is recommended for artist fees and publicity costs for story gathering, story tile creation and an unveiling event to the launch the community art project entitled "Benchmark". Funding is recommended for artist fees and publicity costs.

MISCELLANEOUS Productions Society

A grant of \$5,500 is recommended for programming and technical fees for this youth focused event entitled "Power". Participants from the Broadway Youth Resource Centre are invited to create art and performance pieces. The solo pieces will incorporate Olympic and Paralympic Games values by raising awareness on issues of anti-racism and multiculturalism.

Mount Pleasant Neighbourhood House

A grant of \$5,500 is recommended for programming and artist fees associated with the annual Mount Pleasant Harvest Festival. Funding is recommended for the development of an Olympic and Paralympic banner program, which includes community workshops and display installation and launch at the Festival.

Riley Park Community Association

A grant of \$ 5,000 is recommended for an Olympic and Paralympic event at Riley Park Ice Rink and Brock and Wolfe Elementary Schools. As an Olympic and Paralympic venue facility, Riley Park Community Centre are proposing a community spirit-building event by combining a torch making workshops at local elementary schools, followed by a torch relay family run/walk. This is fun and creative demonstration of the program guidelines. Funding is recommended for artist fees and workshops.

Senior Chinese Society of Vancouver

A grant of \$5,000 is recommended towards a Chinese cultural event at the plaza in front of the Chinese Cultural Centre, additional performance will take place in Trout Lake and Stanley Parks, as well as selected senior's homes.

Vancouver District Students' Council

A grant of \$10,000 is recommended for an event sponsored by the Vancouver Districts Students' Council. This event, entitled Passport to Play will engage students with disabilities in an opportunity to learn about, and participate with organizations which provide them with adapted recreational activities. Funding for this organization is recommended for program materials and accessible transportation buses.

Vancouver International Children's Festival

A grant of \$6,000 is recommended for an Olympic-themed day at the 2008 Children's Festival. Funding for this project will go towards publicity and outreach to Vancouver schools, as well as a torch making workshop and parade.

Vancouver Venture for Diversity Society

A grant of \$6,000 is recommended towards the First Nations Cultural Community Celebration. A two-day celebration will take place at the Aboriginal Friendship Centre. This event will invite the public to enjoy a variety of First Nations performances, cultural displays and food.

YMCA of Greater Vancouver

A grant for \$3,000 is recommended for increased outreach, publicity costs and programming fees to incorporate Olympic and Paralympic elements into the annual Healthy Kids Day.

Appendix B

OCTOBER 2008 HOST CITY HAPPENINGS COMMUNITY GRANT Applications NOT Recommended for Funding

Organization Name	Funds requested
BC Sports Hall of Fame and Museum	\$4,000
Bill Reid Foundation/Bill Reid Gallery of Northwest Coast Art	10,000
Company Erasga Dance Society	10,000
Constant Arts Society	10,000
Dr. Sun Yat-Sen Garden Society of Vancouver	7,340
Hard Rubber New Music Society	10,000
Metropolitan Vancouver Basketball Foundation	60,000
MultiFaith Action Society & Be The Change Earth Alliance Society	10,000
Proximity Arts Society	10,000
Radix Theatre Society	8,000
Roots & Shoots Society	10,000
South Vancouver Neighbourhood House Society	10,000
S.U.C.C.E.S.S. Foundation	10,800
S.U.C.C.E.S.S. Foundation	10,224
Take a Hike Youth at Risk Foundation	9,570
The Kindness Foundation of Canada	20,000
The Main Art Drift Society	10,000
The Valerie Dudoward Foundation	7,000
Vancouver Cherry Blossom Festival Society	10,000
Vancouver Farmers Markets/Your Local Farmers Market Society	10,000
Vancouver International Dance Festival Society	5,000
Vancouver Public Space Network	10,000
Yaletown Business Improvement Association	10,000
	\$271,934

Appendix C

Program Guidelines: Host City Happenings Community Grant Program

The Host City Happenings 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.

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.

To be eligible for funding, organizations must be based in Vancouver and have been registered as a non-profit society for more than a year. All proposed events, activities and projects must take place in Vancouver as well. Decisions are made based on the theme, content and type of event, with priority being given to projects with a budget of \$10,000 or less.

Program Criteria:

- Show how the Olympic and Paralympic values of friendship, solidarity, peace, fair play, optimism, inspiration and empowerment are integrated into your event, activity or project.
- Demonstrate how the City of Vancouver core values of sustainability, diversity, accessibility and inclusivity are integrated into your event, activity or project.
- Show how your event offers diverse opportunities for public involvement and is accessible to all sectors of the community.
- Illustrate how your event helps build a sense of community by connecting groups and individuals together for a common goal.
- Demonstrate local support by showing contributions to your project through matching funds, donated products, food, staff and volunteers.
- Show how your project has the capacity to draw community support and involvement in both attendance and the number of volunteers.
- Demonstrate how your project raises awareness and excitement about Vancouver's role as the 2010 Olympic and Paralympic Winter Games Host City.

Three types of costs are eligible for funding. **Programming costs**, such as performer fees, technician costs, project/event coordination costs, display and exhibit costs, sports demonstrations and equipment rentals are eligible. **Marketing and publicity costs** such as producing press kits for advertising and media promotions and those related to new technologies (web-based advertising, cell phone advertising, etc.) are also covered. **Administrative expenses**, such as the costs incurred throughout the planning and management of an event, including event directors, managers or coordinators, are also eligible for funding.

Ineligible Activities and Expenses.

- Costs incurred prior to application submission.
- Staffing costs or salaries not directly related to the event or project.
- In-kind costs or donated staff/volunteer time not related to the event or project.
- Demonstrations, marches or 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 fundraising campaigns.
- Computer hardware and office equipment.
- Religious rites and ceremonies.
- Events with a predominantly commercial component.