



ADMINISTRATIVE REPORT

Report Date: June 2, 2009
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Meeting Date: June 18, 2009

TO: Standing Committee on Planning and Environment
FROM: General Manager Olympic and Paralympic Operations Office
SUBJECT: Funding Allocations Host City Happenings Community Grant Program: May 2009 Deadline

RECOMMENDATION

THAT Council approve in total \$75,000 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 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 direction for the Olympic and Paralympic Community Celebrations Program entitled "Host City Happenings Program" and the funding allocations totaling \$1 million to the following programs:

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

Source of funds to be the Olympic and Paralympic Legacy Reserve approved by Council on December 11, 2007. Approval of grant recommendations requires eight affirmative votes.

SUMMARY

This report recommends approval of \$75,000 of grants for 20 organizations under the Host City Happenings Community Grant Program. 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.

City of Vancouver "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 has four submission deadlines. In 2008, the first deadline was completed on May 30 and the second on October 15. This year the deadlines are May 13 and Oct 7, 2009.

In advance of the third deadline, the Olympic and Paralympic Operations Office enhanced the program's outreach by promoting the program to the Vancouver School Board. As a result, the program received applications from teachers and community school coordinators with interest in promoting the 2010 Winter Games in elementary and secondary schools across Vancouver.

DISCUSSION

Forty-five (45) applications, totalling an aggregate cash request of \$429,289, were received for the May 2009 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, Olympic and Paralympic staff and one community member. 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
Canadian Society Promoting Environmental Conservation	\$10,000	\$4,500
Children's Arts Umbrella Association	10,000	3,500
Collingwood Neighbourhood House Society	7,700	1,500
Documentary Media Society (DOXA)	10,000	8,500
Frog Hollow Neighbourhood House Society	10,000	1,500
Jewish Community Centre of Greater Vancouver Society	10,000	1,500
Kettle Friendship Society	10,000	6,000
Kickstart Disability Arts & Culture Society	8,800	1,500
Kitsilano Neighbourhood House Society	7,000	1,500
Pacific Community Resources Society	6,600	5,000
Public Dreams Society	10,000	6,000
Simon Fraser University Society	10,000	7,000
Still Moon Arts Society	9,100	6,000
Vancouver Aboriginal Community Policing Centre Society	9,500	2,000
Vancouver Area Cycling Coalition	10,000	2,000
Vancouver East Cultural Centre Society	10,000	1,500
Vancouver School Board, David Lord George	10,000	4,000
Vancouver School Board, Mount Pleasant	10,000	5,000
VSB - West 1 Community Schools Team	13,250	5,000
West End Community Association Society	10,000	1,500
	\$191,950	\$75,000

Of the 45 applications reviewed, 25 were not recommended for funding. Organizations that were not awarded funding will be encouraged to resubmit and develop their proposals for the final Host City Happenings Community Grant deadline. Applications not recommended for funding are summarized in Appendix B.

FINANCIAL IMPLICATIONS

The Host City Happenings Community Grant program has allotted \$300,000 for projects from 2008 through 2010. In 2008, Council approved a total of \$166,075 in grants. Approval of the \$75,000 of grant recommendations in Table 1 will leave \$58,925 available for the October 7, 2009 deadline for the Host City Happenings Community Grant program.

CONCLUSION

Staff recommends approval of a total of \$75,000 in Host a City Happening Community Grants for 20 organizations (as listed in Table 1 in this report). A new outreach strategy adopted for the third intake has given the program new exposure into the Vancouver School Board system, as well as improved organizational capacity of teachers and community school coordinators 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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May 2009 HOST CITY HAPPENINGS COMMUNITY GRANT RECOMMENDATIONS

Canadian Society Promoting Environmental Conservation

A grant of \$4,500 is recommended in support of the Local Harvest Festival, an organized celebration of community gardens and farmer's markets in Kitsilano. The goal of the project is to encourage residents to participate in community gardens. Funding is recommended for performer's fees and event supplies. The committee would like to encourage this organization to partner with the City's 2010 Community Garden program to promote this project to local residents.

Children's Arts Umbrella Association Society

A grant of \$3,500 is recommended towards *Kinesphere*, a new creation performed by up to 30 dancers and musicians from Arts Umbrella and the Sarah McLachlan Music Outreach program. This project will create a unique piece that will be an interpretation of young performing artist's diverse perspectives of their place in a diverse world. Funding is recommended towards artist fees and materials costs.

Collingwood Neighbourhood House Society

A grant of \$1,500 is recommended for the *Engaging Vancouver's Immigrant Newcomers in 2010 Winter Games*. Funding is recommended towards a guest speaker at the community event hosted by Collingwood Neighbourhood House.

Documentary Media Society (DOXA)

A grant of \$8,500 is recommended for a 2010 Winter Games sport documentary film festival. The DOXA film festival will present a series of sport-themed films to build awareness of the 2010 Winter Games. Films will explore the lives of people living in countries with barriers to sports and how that can be changed through solidarity, passions and international support. Funding is recommended for project coordination and film screening costs.

Frog Hollow Neighborhood House Society

A grant of \$1,500 is recommended for the launch of the Building a Safer Environment (BASE) program. This year the BASE youth leaders will incorporate Olympic and Paralympic sport and cultural activity stations to approximately 500 students. Funding is recommended towards performers fees.

Jewish Community Centre Society of Greater Vancouver

A grant of \$1,500 is recommended in support of the 2010 Winter Games Banner Legacy Project. The public will be invited to participate in workshops with facilitators and visual artists reflecting what the 2010 Winter Games means to them. The Jewish Community Centre will apply ideas gathered during the workshop to City of Vancouver Street Banner Program. The banners will be unveiled during the first week of the 2010 Winter Games at a community celebration. Funding is recommended for marketing and publicity costs associated with the community celebration.

Kettle Friendship Society

A grant of \$6,000 is recommended for the Art-empowerment: The Spirit of the 2010 Winter Games on the Drive. This is a gallery-style art show featuring 200 pieces of original art by mental health clients at the Kettle Friendship Society. The artwork will incorporate the Olympic and Paralympic values of friendship, peace, inspiration and empowerment. The show will launch at the Kettle Centre during the first week of the 2010 Winter Games. Funding is recommended towards marketing and publicity costs, as well as installation costs associated with the art pieces.

Kickstart Disability Arts and Culture Society

A grant of \$1,500 is recommended for the pilot launch of the Wide Angle Lens: Media That Celebrates the Full Spectrum of Ability program, a film festival celebrating Vancouver's disabled community. Funding is recommended for film screening fees.

Kitsilano Neighbourhood House Society

A grant of \$1,500 is recommended to the annual Autumn Fair. This year's fair will invite a local wood carver to work with the community to design and carve a wooden bench. Funding is recommended towards the artist fees.

Pacific Community Resource Society

A grant of \$5,000 is recommended in support of the Broadway Youth Resource Centre 10th Year Anniversary Community Celebration. The event will incorporate 2010 Winter Games values of empowerment and fair play by holding a street hockey game with local police officers and the youth at the Centre. In addition, the Zero Ceilings snowboarding program, sponsored by 2010 Legacy Now will be on site to provide information to participants on local snowboarding programs. The Youth Centre will also announce the names of the youth that have been nominated to be Olympic Torch Bearers. Funding is recommended towards performers fees and material costs associated with the community celebration.

Public Dreams Society

A grant of \$6,000 is recommended for LunarFest 2010 on the grounds of the Vancouver Art Gallery celebrating the Lunar New Year. Public Dreams and the Vancouver Asian Canadian Special Event Association will create 10 Days of cultural performances and cultural events for residents and visitors to learn about the Lunar New Year. Funding is recommended towards programming costs associated with the community lantern procession.

Simon Fraser University

A grant of \$7,000 is recommended for a publishing workshop entitled Celebrating the Vancouver 2010 Olympic and Paralympic Winter Games: A Symposium on the Art of Sports Writing. This one-day symposium will bring together audiences from the writing, publishing, sports and academic communities to celebrate the community and sport. The organizers will invite local emerging writers who are looking at sports writing as a career path, as well as fans of sports and sports writing. Funding is recommended towards marketing and publicity, as well as the proposed access program for local students to attend the symposium.

Still Moon Arts Society

A grant of \$6,000 is recommended for The Renfrew Ravine Moon Festival. For six years the festival has highlighted the traditions of Renfrew Community by honouring cultural diversity and community solidarity. Funding is recommended towards athlete and performers fees for this year's 2010 Winter Games participatory sports components.

Vancouver Aboriginal Community Policing Centre Society

A grant of \$2,000 is recommended for the 3rd Annual Our Community Bridging Celebrations: Welcoming People from the Four Directions. This is a one-day, free, family focused events at Trout Lake Park celebrating First Nations culture and teachings. Funding is recommended towards performers fees and publicity costs

Vancouver Area Cycling Coalition Society

A grant of \$2,000 is recommended for the BIKENNALE Great Ride. This is a full-day organized bike ride along the route of the 22 sculptures erected by the Vancouver Biennale. In the interests of making bicycling accessible for participation to people of all abilities, there will be two routes of differing lengths. Funding is recommended towards performers fees and material costs for an 2010 Winter Games-themed community celebration along the route.

Vancouver East Cultural Centre Society

A grant of \$1,500 is recommended for the Cultch Community Square Dance celebrating the opening of the new studio theatre. This is a free community event for residents of Grandview Woodlands and the surrounding areas. Community dances have traditionally been events that inspire friendship and camaraderie by bridging people of the community together in playful celebration. Funding is recommended towards material costs associated with a proposed 2010 Winter Games lantern making activity.

Vancouver School Board

A grant of \$4,000 is recommended for David Lloyd George Elementary School's legacy book. Students will write a book illustrating and representing unique stories about their journeys to Canada and experiences as new Canadians. Funding is recommended towards the publishing costs and performers fees associated with the book launch.

Vancouver School Board

A grant of \$5,000 is recommended for Mount Pleasant Elementary School. The school is presenting six core lessons on environmental sustainability. Lessons will include environmental technology applied in construction and event delivery for the 2010 Winter Games. Through newly-acquired knowledge on the subject, students will create a full featured multi-media theatre and design projects with assistance from Youth for Just Society and a local installation artist. Funding is recommended towards material costs and artist fees.

Vancouver School Board

A grant of \$ 5,000 is recommended for West 1 Community Schools Team to present the "Athletes of the Future" program. This is an event for Grade 5, 6, and 7 students from across Vancouver to educate and build awareness around the 2010 Winter Games. Students will participate in various workshops in the Eric Hamber Secondary School Gymnasium, ranging from wheelchair sports to 2010 Winter Games art sculptures. Funding is recommended for performers fees and material costs.

West End Community Association Society

A grant of \$1,500 is recommended for the Vancouver Multicultural Youth Playing Together: Racing Around the World. This event will provide opportunities for newcomer youth and their families to celebrate cultural diversity and recreation. Organizers will provide activities that highlight teamwork and fair play, proposed activities may include: soccer tournaments, air band festivals and an Olympic-themed pool party. Funding is recommended towards material costs.

Appendix B
MAY 2009 HOST CITY HAPPENINGS COMMUNITY GRANT Applications
NOT Recommended for Funding

Organization Name	Funds requested
Contemporary Art Gallery	\$10,000
Dr. Sun Yat-Sun Garden Society of Vancouver	14,700
eatART Foundation	8,960
Emily Carr University Alumni Association	10,000
Fusion Youth & Community Society of Canada	10,000
Hellenic Canadian Congress of BC	10,000
Minerva Foundation for BC Women	10,000
Museum of Vancouver	10,000
Ohel Ya'akov Community Kollel	10,000
Open Air Orchestra Society	9,979
Reel 2 Real: A Celebration of Moving Images for Youth Society	10,000
Science World BC Society	10,000
South Vancouver Community Policing Centre Society	4,000
St. Mary's Parish Society	9,700
Take a Hike Youth at Risk Foundation	10,000
Vancouver International Comedy Festival Society	10,000
Vancouver International Sculpture Biennale	10,000
Peace It Together Society	10,000
Vancouver Latin American Film Festival	10,000
Vancouver Symphony Society	10,000
Vancouver West Side Theatre Society	10,000
W. A. Deacon Foundation	10,000
Western Theatre Conspiracy Arts Society	10,000
WISE Social & Athletic Club Society	10,000
	\$237,339

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. Decisions are made based on the theme, content and type of event, with priority being given to projects with a request 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.