

**Municipality Of Chatham-Kent**

**Chief Administrative Office**

**Corporate Initiatives**

**To:** Mayor and Members of Council

**From:** Amy Wilcox, FCPA, FCMA, PMP  
Manager, Corporate Initiatives

**Date:** July 3, 2020

**Subject:** Together CK Events Grant - 2020 Funding Recommendations

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**Recommendations**

It is recommended that:

1. One application (Armoury Christmas Market), as endorsed by the Together CK Review Committee, be approved under the “Significant Events” component for a total of \$21,000 in funding against gross project costs of \$135,503.
2. Ten applications (Home for the Holidays Winter Festival, CK & Lambton Children’s Water Festival, Downtown Dresden Night Market Series, FireFest, Knights of Pythias Christmas Parade, Positivity Day in CK, EVOKE-CK Entrepreneurship Week, Tilbury Lions Christmas Light Festival, Wallaceburg Kinsmen Pumpkinfest, and Wheatley Trails Grand Opening), as endorsed by the Together CK Review Committee, be approved under the “Community Events” component for a total of \$42,700 in funding against gross project costs of \$262,150.

**Background**

The Community Partnership Fund (CPF) was established by Council in 2000. It is a grant program which uses matching funding to promote community development projects within Chatham-Kent. The name of the grant program was changed to Together CK in 2019. The annual grant program consists of two components – Community Projects and Festivals & Events. Since its inception in 2000, the grant program has leveraged over \$3.7 million in municipal investment into over \$16 million worth of community development projects, including the events referred to in this report. These events have encouraged widespread civic engagement and community improvement.

## **Comments**

The 2020 application round of the Together CK Event Grant opened in early October 2019 with a widely advertised call for entries. The application deadline was set for January 3, 2020. Five applications were received under the “Significant Event” stream for funding and thirty applications were received under the “Community Event” category. In total, the five “Significant Event” applications sought \$73,436 in funding against gross project costs of \$466,684 and the thirty “Community Event” applications sought \$129,529 in funding against gross project costs of \$550,380.

From December 27 through to the deadline, several groups sought clarification regarding the application. Applicants reaching out through email received a response. Those that called were directed to the Chief Administrative Officer (CAO). If their questions could not be answered at that time, the CAO decided that those applicants would be allowed to submit an application after the deadline. Applications received after the deadline are identified with an asterix in the appendixes.

On January 21 and March 10, 2020, the Together CK Grant Review Committee met to review and consider each application received. As a result of the review, thirty-four applications have been recommended for funding (as set out in more detail below).

The Together CK Review Committee evaluated each application against the CK Plan 2035 Areas of Strategic Focus and the grant guidelines and priorities. The Review Committee proceeded on the assumption it had a total of \$200,000 available for distribution. The total amount requested for funding exceeded the funding budget.

## **Report Returned to Review Committee**

On March 23<sup>rd</sup>, Council requested the report be sent back to the Review Committee and determine if the recommendations would change due to COVID-19. The grant administrator connected with event organizers to identify which events had been or would be cancelled, as well as those that were planning to proceed. The administrator also asked each organizer if they had spent any funds on planning for the 2020 event. Only one of the organizers incurred expenses prior to the cancellation of their 2020 event. The organizer indicated it was a small amount and they did not need assistance with paying the invoice.

Information regarding cancelled events contained in the appendixes is accurate as of the date of writing this report.

The revised “Significant Events” recommendation for funding can be found in Appendix C. Three events have been cancelled, one application was deemed not an event. It is recommended to fund the remaining event for a total of \$21,000.

The revised “Community Events” recommendation for funding can be found in Appendix D. Twenty community events have been cancelled. It is recommended to fund the remaining ten applications for a total of \$42,700.

### **Areas of Strategic Focus and Critical Success Factors**

The recommendations in this report support the following areas of strategic focus:

Economic Prosperity:

Chatham-Kent is an innovative and thriving community with a diversified economy

A Healthy and Safe Community:

Chatham-Kent is a healthy and safe community with sustainable population growth

People and Culture:

Chatham-Kent is recognized as a culturally vibrant, dynamic, and creative community

Environmental Sustainability:

Chatham-Kent is a community that is environmentally sustainable and promotes stewardship of our natural resources

The recommendations in this report support the following critical success factors:

Financial Sustainability:

The Corporation of the Municipality of Chatham-Kent is financially sustainable

Open, Transparent and Effective Governance:

The Corporation of the Municipality of Chatham-Kent is open, transparent and effectively governed with efficient and bold, visionary leadership

Has the potential to support all areas of strategic focus & critical success factors

Neutral issues (does not support negatively or positively)

### **Consultation**

Recommendations were reviewed and are supported by the Together CK Review Committee. The Review Committee consists of:

Municipal staff members:

1. Manager, Corporate Initiatives, Chief Administrative Office (Chair)
2. Manager, Chatham-Kent Library Services, Community Human Services
3. Project Manager, Transit, Infrastructure and Engineering Services
4. Planner II, Planning Services, Community Development

5. Budget Analyst, Finance, Budget and Information Technology Services
6. Coordinator, Data Management, Finance, Budget and Information Technology Services

The citizen representatives are:

1. Janet Barnes
2. Linda Clendenning (resigned June 24<sup>th</sup>)
3. Sarah Herr
4. Kelly Gottschling
5. Mike Lowther
6. Libby Passmore
7. Marlee Robinson
8. Fannie Vavoulis

### **Financial Implications**

The financial implications of the recommendations made in this report are fully discussed in the comments section above.

The Review Committee would prefer any unused funds be “rolled over” to finance future events, rather than to be used towards the corporate, year-end deficit. If the funds could be used for a different purpose, the Committee would like the unused funds to be redirected to the Together CK: Community Projects grant program to fund 2020 community projects. Funds from the Together CK: Community Project 2020 budget were allocated to fund the one time Small Business Recovery Grant.

Administration would prefer that unused funds from this grant program, almost \$137,000, not be distributed, but held until the financial impact of COVID-19 can be determined.

Prepared by:

Reviewed by:

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Amy Wilcox, FCPA, FCMA, PMP  
Manager, Corporate Initiatives

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Don Shropshire  
Chief Administrative Officer

C: The CPF 2020 Review Committee

Attachments:

Appendix A: “Significant Events” Recommended for Funding

Appendix B: “Community Events” Recommended for Funding

Appendix C: “Significant Events” Recommended for Funding - Revised Recommendations

Appendix D: “Community Events” Recommended for Funding - Revised Recommendations

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Appendix A: “Significant Events” Recommended for Funding-2020

Organization	Event Name	Requested	Event Cost	Grant Recommended
Armoury Christmas Market*	Armoury Christmas Market	\$25,000	\$135,503	\$21,000 (84%)
Festival of Nations Committee	Festival of Nations 2020	\$25,000	\$200,000	\$25,000
RetroFest	RetroFest	\$12,736	\$53,681	\$12,736
Wallaceburg Antique Motor & Boat Outing*	WAMBO	\$17,500	\$77,500	\$14,700 (84%)
Defiance Running Club	Reading Program	Not an event		
	Totals	\$80,236	\$466,684	\$73,436

\*Applications received after deadline

**Significant Events**

March 2020:

One application was determined by the Review Committee not to be classified as an event, but a program. The committee decided not to fund the application and requested the grant administrator speak with the group and encourage them to apply for funding through Together CK Community Projects.

Prior to COVID-19 and social distancing rules, the recommendation of the Review Committee was to fund “Significant Event” applications received prior to the deadline at 100% of their requested amount and to use the remaining funds to provide grants to the balance of the applications until the funds were fully allocated. Those applications received after the deadline were recommended for approximately 84% of their requested grant amount.

Four applications were received requesting “Significant Event” funding. Of the four applications, two applications were received before the deadline. Those applications requested \$37,736 against total event costs of \$253,681. The two applications received after the deadline requested \$42,500 against total event costs of \$213,003.

In the original report dated March 11, it was the recommendation of the Together CK Review Committee to fund the four events for a total of \$73,436 with the remaining balance of \$26,564 from the “Significant Event” fund being directed to fund projects in the “Community Event” stream.

Appendix B: “Community Events” Recommended for Funding - 2020

<b>Organization</b>	<b>Event Name</b>	<b>Requested</b>	<b>Event Cost</b>	<b>Grant Rec.</b>
Blenheim Classic Auto Show	Blenheim Classic Auto Show	\$4,000	\$10,276	\$4,000
Canadian Carvapalooza	Canadian Carvapalooza	\$5,000	\$12,000	\$5,000
Chatham Canada Day Fireworks	Canada Day Fireworks	\$5,000	\$16,000	\$5,000
Chatham-Kent Gay Pride Association	Pride in CK	\$5,000	\$12,500	\$5,000
Chatham-Kent Health Alliance Foundation*	Home for the Holidays Winter Festival	\$5,000	\$35,000	\$4,200 (84%)
CK and Lambton Children’s Water Festival	CK & Lambton Childrens Water Festival	\$5,000	\$49,850	\$5,000
Chatham Kinsmen Club	Chatham Kinsmen Fair	\$5,000	\$21,000	\$5,000
CK Scooter Festival Committee	2020 CK Scooter Festival	\$2,469	\$6,009	\$2,469
Community Living Wallaceburg	3 Rivers Roll 2020	\$2,675	\$8,675	\$2,675
Crossroads Back to the Future*	Crossroads for the Future	\$2,500	\$5,000	\$2,100 (84%)
Dresden Sidestreets Youth Centre*	Downtown Dresden Night Market Series	\$5,000	\$27,000	\$4,200 (84%)
FireFest	FireFest 2020	\$5,000	\$30,000	\$5,000
Glad Tidings Community Church	Canada Day in the Park	\$5,000	\$25,000	\$5,000
Kiwanis Club of Ridgetown	East Kent Celebrates Canada Day	\$5,000	\$20,000	\$5,000
Knights of Pythias	Knights of Pythias Christmas Parade	\$3,000	\$10,000	\$3,000
Mary Webb Cultural and Community Centre	We've Got Talent	\$5,000	\$25,000	\$5,000
Positivity Day CK*	Positivity Day in CK	\$5,000	\$35,000	\$4,200 (84%)
Royal Canadian Legion Merlin Branch 465	Merlin Family Fun Day	\$2,500	\$11,000	\$2,500
SOAR Innovation Development Initiative Inc.	EVOKE – CK Entrepreneurship Week	\$5,000	\$23,500	\$5,000
Thamesville Threshing Festival	Annual Thamesville Threshing Festival	\$5,000	\$34,000	\$5,000
Tilbury BIA	Canada Day Fireworks in Tilbury	\$5,000	\$14,500	\$5,000
Tilbury Kinsmen Club	End of Summer Concert	\$5,000	\$11,000	\$5,000
Tilbury Lions Christmas Light Festival	Tilbury Lions Christmas Light Festival	\$5,000	\$30,000	\$5,000
Two Creeks Conservation	Summer Concert Series	\$5,000	\$20,000	\$5,000
Wallaceburg & District Chamber of Commerce	Wallyfest	\$2,385	\$4,770	\$2,385
Wallaceburg and District Council for the Arts*	Summer Concert Series	\$5,000	\$11,500	\$4,200 (84%)
Wallaceburg Kinsmen Club	Wallaceburg Kinsmen Pumpkinfest	\$5,000	\$16,800	\$5,000
Wheatley BIA*	Wheatley Welcomes Hogs For Hospice	\$2,500	\$5,000	\$2,100 (84%)
Wheatley Fish Festival Committee	Wheatley Fish Festival	\$5,000	\$15,000	\$5,000
Wheatley Horticultural Society*	Wheatley Trails Grand Opening	\$2,500	\$5,000	\$2,100 (84%)
	Totals	\$129,529	\$550,380	\$125,129

\*Applications received after deadline

**Community Events**

The Review Committee proceeded on the assumption that it had a total of \$100,000 available for distribution plus the rollover from the “Significant Events” stream of \$26,564 for a total of \$126,564. The total amount requested for funding exceeded the funding budget.

The recommendation of the Review Committee prior to COVID-19 and social distancing rules was to fund applications for “Community Events” received prior to the deadline at 100% of their requested amount and to use the remaining funds to provide grants to the balance of the applications until the funds are fully allocated. Those applications received after the deadline were recommended for approximately 84% of their requested grant amount.

Thirty applications were received requesting event funding. Of the thirty applications, twenty-three applications were received before the deadline. Those applications requested \$102,029 against total event costs of \$426,880. The seven applications received after the deadline requested \$27,500 against total event costs of \$123,500.

In the original report dated March 11, it was the recommendation of the Together CK Review Committee, to fund the twenty-three events for a total of \$102,029 and the application received after the deadline to receive \$23,100 in grants, approximately 84% of the group’s grant requests, for a total of \$125,129.

Appendix C: “Significant Events” Recommended for Funding-2020 - **Revised Recommendations**

<b>Organization</b>	<b>Event Name</b>	<b>Requested</b>	<b>Event Cost</b>	<b>Grant Recommended</b>
Armoury Christmas Market*	Armoury Christmas Market	\$25,000	\$135,503	\$21,000 (84%)
Festival of Nations Committee	Festival of Nations 2020	\$25,000	\$200,000	Cancelled
Retrofest	Retrofest	\$12,736	\$53,681	Cancelled
Wallaceburg Antique Motor & Boat Outing*	WAMBO	\$17,500	\$77,500	Cancelled
	Totals	\$80,236	\$466,684	\$21,000

\*Applications received after deadline

Appendix D: “Community Events” Recommended for Funding - **Revised Recommendations**

<b>Organization</b>	<b>Event Name</b>	<b>Requested</b>	<b>Event Cost</b>	
Blenheim Classic Auto Show	Blenheim Classic Auto Show	\$4,000	\$10,276	Cancelled
Canadian Carvapalooza	Canadian Carvapalooza	\$5,000	\$12,000	Cancelled
Chatham Canada Day Fireworks	Canada Day Fireworks	\$5,000	\$16,000	Cancelled
Chatham-Kent Gay Pride Association	Pride in CK	\$5,000	\$12,500	Cancelled
Chatham Kinsmen Club	Chatham Kinsmen Fair	\$5,000	\$21,000	Cancelled
CK Scooter Festival Committee	2020 CK Scooter Festival	\$2,469	\$6,009	Cancelled
Community Living Wallaceburg	3 Rivers Roll 2020	\$2,675	\$8,675	Cancelled
Crossroads Back to the Future	Crossroads for the Future	\$2,500	\$5,000	Cancelled
Glad Tidings Community Church	Canada Day in the Park	\$5,000	\$25,000	Cancelled
Kiwanis Club of Ridgetown	East Kent Celebrates Canada Day	\$5,000	\$20,000	Cancelled
Mary Webb Cultural and Community Centre	We've Got Talent	\$5,000	\$25,000	Cancelled
Royal Canadian Legion Merlin Branch 465	Merlin Family Fun Day	\$2,500	\$11,000	Cancelled
Thamesville Threshing Festival	Annual Thamesville Threshing Festival	\$5,000	\$34,000	Cancelled
Tilbury BIA	Canada Day Fireworks in Tilbury	\$5,000	\$14,500	Cancelled
Tilbury Kinsmen Club	End of Summer Concert	\$5,000	\$11,000	Cancelled
Two Creeks Conservation	Summer Concert Series	\$5,000	\$20,000	Cancelled
Wallaceburg & District Chamber of Commerce	Wallyfest	\$2,385	\$4,770	Cancelled
Wallaceburg and District Council for the Arts	Summer Concert Series	\$5,000	\$11,500	Cancelled
Wheatley BIA	Wheatley Welcomes Hogs For Hospice	\$2,500	\$5,000	Cancelled
Wheatley Fish Festival Committee	Wheatley Fish Festival	\$5,000	\$15,000	Cancelled
Chatham-Kent Health Alliance Foundation*	Home for the Holidays Winter Festival	\$5,000	\$35,000	\$4,200 (84%)
CK and Lambton Children’s Water Festival	CK & Lambton Childrens Water Festival	\$5,000	\$49,850	\$5,000
Dresden Sidestreets Youth Centre*	Downtown Dresden Night Market Series	\$5,000	\$27,000	\$4,200 (84%)
FireFest	FireFest 2020	\$5,000	\$30,000	\$5,000
Knights of Pythias	Knights of Pythias Christmas Parade	\$3,000	\$10,000	\$3,000
Positivity Day CK*	Positivity Day in CK	\$5,000	\$35,000	\$4,200 (84%)
SOAR Innovation Development Initiative Inc.	EVOKE – CK Entrepreneurship Week	\$5,000	\$23,500	\$5,000
Tilbury Lions Christmas Light Festival	Tilbury Lions Christmas Light Festival	\$5,000	\$30,000	\$5,000
Wallaceburg Kinsmen Club	Wallaceburg Kinsmen Pumpkinfest	\$5,000	\$16,800	\$5,000
Wheatley Horticultural Society*	Wheatley Trails Grand Opening	\$2,500	\$5,000	\$2,100 (84%)
	Totals	\$45,500	\$262,150	\$42,700