

COMMITTEE OF THE WHOLE – MARCH 22, 2011

DEPUTATION: MS. JOY LEVY - HOSPICE THORNHILL - WARD 5

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the following report on the level of support available to Hospice Thornhill for the 'Run for a Loved One' Run in Vaughan be received.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan.

Economic Impact

There is no economic impact related to this report.

Communications Plan

The City will communicate and work with Hospice Thornhill to advertise the 'Run for a Loved One' Run by making flyers available throughout community centres and libraries and posting information about the run in the Community Calendar and the City Page Online.

Purpose

The purpose of this report is to outline the level of support available to Hospice Thornhill for 'Run for a Loved One' Run taking place in Vaughan.

Background - Analysis and Options

At the Committee of the Whole Council meeting of February 1, 2011 Ms. Joy Levy, Volunteer and Event Coordinator for Hospice Thornhill made a deputation requesting support from the City on the first Run for a Loved One in Vaughan.

Staff spoke with Ms. Levy to gather information on the event and support requirements proposed for the 'Run for a Loved One' Run and they are noted below:

- a. Sponsor Hospice Thornhill by providing advertising and media;
- b. Assist with outreach in the schools; and,
- c. Provide staff support with respect to active living promotions.

The following is the City support available to Hospice Thornhill within approved policies and procedures:

- Promotion of the event through the City Website, posters, flyers and bulletins could also be posted at local community centres and libraries;
- Write a letter of support for any funding opportunities that may be available to Hospice Thornhill;

- Assistance with securing volunteers for the events through advertisement in community centres;
- Outreach with community groups and school boards by forwarding pertinent information on behalf of Hospice Thornhill;
- Offer a three month fitness membership that could be offered as a prize; and,
- Although not requested by the group, should they require facilities and/or services in kind (SIK) for this event they would qualify for assistance as part of the Fairs and Festivals Support Program (see attached). The value of support is a 50% discount of the total cost of use of City of Vaughan owned property including facilities, parks and sports fields as well as SIK's to a maximum value of \$3,500 for any CSO on a one year basis. (It should be noted that this program provides support towards facilities and services offered through Community Services only and does not include any fees or charges levied by other City departments such as Clerks or By-Law or on rented equipment.)

Ms. Levy has been advised of the level of support and will contact us with respect to the services she may wish to utilize.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- STRATEGIC GOAL:
Service Excellence – Providing service excellence to citizens.
- STRATEGIC OBJECTIVES:
Service Excellence – Preserve our Heritage and Support Diversity, Arts and Culture,

This report is consistent with the priorities previously set by Council and the necessary resources have been allocated and approved.

Regional Implications

There are no regional implications associated with this report.

Conclusion

Staff will work with Ms. Levy and Hospice Thornhill to ensure that we assist with advertising in our local community centres and libraries.

Attachments

1. Fairs and Festivals Support Program

Report Prepared By

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Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services

Attachment 1

FAIRS AND FESTIVALS SUPPORT PROGRAM

TERMS OF REFERENCE

CONTENTS

- Purpose
- Goals
- Definitions
- Eligibility
- Ineligible Requests
- Support Descriptions
- Forms of Recognition
- Process
- Associated Policies and Procedures

PURPOSE

Vaughan Vision 2020 states that Vaughan is: **A City of choice that promotes diversity, innovation and opportunity for all citizens, fostering a vibrant community life that is inclusive, progressive, environmentally responsible and sustainable.**

It is recognized that this vision can be achieved through various initiatives such as community-based **heritage, village fairs and festivals**. The City of Vaughan has always supported and encouraged such events planned by volunteer groups that assist in enriching, preserving and diversifying its community.

The purpose of this program is to demonstrate Vaughan's support for these types of events by establishing criteria that will enable qualifying groups to receive further assistance.

GOALS

The goals of the program are as follows:

1. To assist CSO in their provision of heritage, village fairs and festivals, by providing additional support to services and facilities for their activities and programs;
2. To apply an equitable and reasonable approach in continuing to providing support to City fairs and festivals open to all residents;
3. To establish clear and transparent criteria for eligibility that CSO must satisfy in order to be eligible for additional support;
4. To continue to work with the organizers to investigate new sources of support, such as grants, to assist with the costs of hosting fairs and festivals.

DEFINITIONS

The definitions pertaining to this program are as follows:

Community Service Organizations (CSO)

Community Service Organizations (CSO) are organizations whose primary purpose is to operate fairs or festivals in Vaughan and meet and abide by all of the following terms and conditions:

- Operate as a not-for-profit organization and be volunteer based;
- Establish operating principles that include a constitution and by-laws or a statement of purpose;
- Be open to all City of Vaughan residents and not exclude participation on the grounds of race, religious or political affiliation; and,
- Provide services that reflect neighborhood and/or city-wide needs.

Note: The CSO criteria and process noted above is in keeping with the guiding principles outlined in the Recreation and Culture CSO policy with one notable exception being the minimum residency requirement. Ordinarily, groups must meet and validate minimum residency requirements to qualify for the CSO status; however, recognizing the nature of a fair or festival does not lend itself to compiling a membership list, this component is waived.

Groups wishing to apply for CSO status must file the required information with the Recreation and Culture Department initially to seek the status and annually thereafter:

Fairs and Festivals

Fairs and festivals are defined as a temporary gathering that brings people together for particular purposes including to preserve the village heritage and enhance community wellness. The gathering may range in theme, scale and duration. The event must be accessible to the general public and add to the quality and enjoyment of life of the community.

Within the terms of this program fairs and festivals which are not open to all members of the public or are privately produced are ineligible for support.

Open to all Vaughan Residents

Open to all Vaughan residents means that the fairs and festivals are advertised city wide and can not exclude any groups/persons who live within the municipality.

Services-in-kind

Services-in-kind (SIK) is the term applied to the variety of both inventoried and rented items and/or support services, made available to CSO to provide assistance in their planning and delivery of fairs and festivals.

ELIGIBILITY

To be eligible for support under this program CSO must submit the following on an annual basis:

1. Detailed Business Plan

- Event Goals
- Program and Dates
- Dates
- Locations
- Equipment and Resources
- Budgets

2. Communication / Promotion Plan that includes: methods to ensure the event is advertised and open to all residents and the proposed forms of Public Acknowledgment of City support

- Forms of Advertising
- List of publications

3. List of Revenue Sources including grants and other forms of formal funding and planned strategies to actively pursue fundraising activities or other sources of revenue.

(Note: Depending on the dollar amount, other forms of funding from other levels of government may disqualify the group for funding under this program. strategies that are used to actively pursue fundraising activities or other sources of revenue.

INELIGIBLE REQUESTS

Private community festivals that are operated by volunteer, not-for-profit organizations that organize and implement the event which is not open to members of the public. Although not eligible for support within this program, these groups are entitled to the CSO (subsidized) fees for facilities and SIK.

SUPPORT DESCRIPTIONS

Support within this program is available on a one year basis. Groups must apply annually for funding.

Note: The value of support is a 50% discount of the total cost of use of City of Vaughan owned property including facilities, parks and sports fields as well as SIK's to a maximum value of \$3,500 for any CSO on a one year basis.

It should be noted that this program provides support towards facilities and services offered through Community Services only and does not include any fees or charges levied by other City departments such as Clerks or By-Law

FORMS OF RECOGNITION

CSO that receive support through this program will be required to acknowledge the support of the City of Vaughan in all advertising, publicity, programs, signage relating to the event.

PROCESS

Each year for the following year, the Recreation and Culture Department will:

- invite groups to apply for funding within this program for the next calendar year* – **May**
- allocate \$24,000 in the operating budget to cover the costs of this program – **August**
- allocate the support and process the necessary permits – **February (for the same year)**
- compile an annual report that includes data on the recipients, the related support types and the costs of the program – **February (of the following year)**

***Groups who do not file a request by the May deadline may not be eligible for funding under this program for the next year.**

NOTE: Within the process established in the program, the Commissioner of Community Services reserves the right to grant exemptions based on requests that meet the established criteria and demonstrate a substantiated special circumstance. The exemption will be granted on a one time basis only.

ASSOCIATED POLICIES AND PROCEDURES

This program is not meant to negate any other departmental policy or procedures. The Support Program for Fairs and Festivals is a companion program to the following policies, procedures and fee schedule:

- Community Service Organization (under review)*
- Facility Allocation Policy (under review)*
- User Fee and Pricing Policy
- Council Grants Program
- Three Year User Fee Schedule
- Rental Permit Terms and Conditions

* Changes made to these two policies must be reflected in this document.