

Memo

To: Mayor and Council
From: Julie Mitchell, Director, Recreation and Culture
CC: ELT
Jonathan van der Heiden, Director, Finance
Vicki Tytaneck, Town Clerk
Date: March 18, 2024
Subject: 2024 Budget Direction – Community Special Event Funding – Administration

Background

On December 20, 2023 the following motion was approved as part of the 2024 Budget process:

That a ten thousand dollar (\$10,000.00) allocation to each of the 7 wards (for a total of \$70,000) to support community events in each of those wards be funded one time through the tax stabilization reserve fund and that staff administer the process to allocate funds to community organizations.

Comments

This additional one-time funding is intended as a interim measure to alleviate significant cost escalations and additional risk mitigation requirements associated with hosting outdoor community events.

Recreation and Culture staff have been directed to administer the allocation of this funding and have aligned eligibility with the existing Community Assistance Policy MS-SPR-002 and Special Event Permit Fee Assistance Procedure MS-SPR-002-003.

All event organizers who have run an event in the past 5 years will receive a communication outlining the program criteria. There will also be general awareness communication sent through the town's social media channels.

Event applications received by the end of April will be considered for this funding. Eligible events will receive an equal portion of the \$10,000 up to a maximum of \$3,350.

Program Overview

- Events will be considered for funding in the Ward they are physically occurring in
- BIAs are not eligible for this funding
- Funding is available for outdoor events (indoor are not eligible for this funding)

- For each municipal Ward, applications received after the deadline, will receive funding if there is available funds in the particular Ward
- Event organizers will sign a simple agreement that the funds will be used for the intended purpose
- Eligible events will receive up to a maximum of \$3,350
- Funds will be issued in advance, where feasible
- The town will be recognized as an event sponsor

Event and applicant eligibility

Eligibility	Ineligible
Event is open to members of the public	Restricted access event
Non-profit or similar organizer	Promoting a private business
	Promoting a politician/political party
	BIA funded events
	Religious events

Eligible and Ineligible Expenses

Eligible Expenses	Ineligible Expenses
Park rentals/permits (including insurance)	Organizational operating costs
Food and refreshments	Staff salaries and consulting fees
Furniture rentals (picnic tables, chairs, tents)	Deficit reduction funding and/or accumulated deficits
Audio/visual rentals	Conference or membership fees
Art and craft supplies	Fundraising activities
Security, policing, and first aid costs	Promotion of a political party or politician
Entertainment	Travel and accommodation
Promotion / Advertising of the event	Fireworks
Halton Region garbage bag tags	Single-use plastic products
Green consumables, including paper plates, bamboo and/or wood utensils, reusable cups, garbage/recycling/compost bags.	Capital expenditures (such as the purchase of land, buildings, building renovations, machinery, and vehicles).
	Purchase of alcoholic beverages, tobacco, or cannabis products
	Expenses accruing prior to or not related to the 2024 event

If you have any questions, please contact Julie Mitchell, Director, Recreation and Culture.