



ADMINISTRATIVE REPORT

Report Date: October 6 2009
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Meeting Date: October 20, 2009

TO: Vancouver City Council
FROM: General Manager Olympic and Paralympic Operations Office
SUBJECT: Final Funding Allocations Host a City Happening Community Grant Program: September 2009 Deadline

RECOMMENDATION

THAT Council approve in total \$63,125 of Host a City Happening Community Grants for the 17 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 a City Happening Program" as outlined in the Administrative Report Funding Allocations for the Olympic and Paralympic Community Celebrations Program, dated March 25, 2008 and the funding allocations totaling \$1 million to the following programs:

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|------|---|-----------|
| i. | Host a City Happenings Departmental Program | \$525,000 |
| ii. | Host a City Happenings Community Grant Program | \$300,000 |
| iii. | Host a 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 \$63,125 of grants for 17 organizations under the Host a City Happening Community Grant Program. Application details and program guidelines are presented in report appendices. This round of approvals will complete the community grant component of this program.

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 a City Happenings Community Grant 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 a City Happening Program in April 2008.

The Host a City Happening Program has four submission deadlines. In 2008, the first deadline was completed on May 30 and the second on October 15. In 2009, program deadlines were scheduled on May 13 and September 16.

In advance of the final deadline in September 2009, the Olympic and Paralympic Operations Office enhanced the program outreach by engaging Vancouver's Business Improvement Areas (BIAs). As a result, the program received applications from seven BIAs interested in promoting the 2010 Winter Games in neighbourhoods across the city.

DISCUSSION

Fifty-seven (57) applications, totalling an aggregate cash request of \$506,110, were received by the September 2009 intake for the Host a City Happening Community Grant Program. Upon receipt, applications were screened for eligibility. Eligible applicants who were missing documentation were contacted and permitted an opportunity to provide the additional information prior to the adjudication review dates.

Applications were thereafter evaluated by the Host a City Happening Adjudication Committee, comprised of representatives from Parks and Recreation, 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 a City Happening Adjudication Committee recommended funding for 17 applications as listed in Table 1 below and described in Appendix A.

As in the past two rounds of funding, the amount recommended for events and projects is generally less than the amount requested by organizations in the application forms due to limited funding (see Appendix A). The Olympic and Paralympic Operations Office has contacted selected organizations to gauge whether projects are still viable with partial city funding. The organizations confirmed that the request for funding is scalable and events and projects will continue without full funding. In the past two years of operations, only two organizations out of 47 projects cancelled funding because the amount recommended by the Host a City Happening Community Grant Program was not enough to follow through with event.

Table 1: Host City Happenings Community Grant Recommendations

Organization Name	Requested	Recommended
Boca del Lupo	10,000	7,000
Cineworks Independent Filmmakers Society	10,000	4,000
CommUnify Organizational Group (within Sir Charles Tupper Secondary)	10,000	4,000
Downtown Eastside Vancouver Centre for the Arts	10,000	3,000
Entertainment Media Arts Society	9,600	1,000
Knowledgeable Aboriginal Youth Association - Kaya Studios	10,000	5,000
La Boussoule Project	8,800	3,000
LOVE-Leave Out Violence-BC	5,150	4,000
Mount Pleasant Commercial Improvement Society	10,000	2,000
Mount Pleasant Community Centre Association	8,950	2,000
New Hope Community Services Society	8,250	4,000
PHS Community Services Society/Lifeskills Centre	9,880	8,000
Omunity/Pacific Foundation for the Advancement of Minority Equality (PFAME)	10,000	4,000

Organization Name	Requested	Recommended
Street Corner Media Foundation	10,000	7,125
Vancouver Chinatown Business Improvement Society	10,000	2,000
Vancouver Jewish Film Society	5,000	1,000
West End Business Improvement Society	10,000	2,000
	\$155,630	\$63,125

Of the 57 applications reviewed, 40 were not recommended for funding. Applications not recommended for funding are summarized in Appendix B. All applicants, regardless of funding, will be encouraged to contact the City’s 2010 Partners, such as the Canadian Olympic Committee to incorporate low-cost Games related components in local events and activities.

With Council’s approval of the funding recommendations, the Host a City Happening Community Grant Program has supported 80 organizations and dispersed \$300,000 in 24 months of operations. The Olympic and Paralympic Office will report back to Council in April 2010 with more specific information on outcomes realized in the community through this initiative.

FINANCIAL IMPLICATIONS

The Host a City Happening Community Grant program allotted \$300,000 for projects from 2008 through 2010. In 2008, Council approved a total of \$166,075 in grants. In May 2009, Council approved a total of \$75,000 and the remaining funds carried forward to the final intake with an additional \$4,200 from cancellations of events funded in May 2008. Approval of funds recommended in this report will conclude the community grant component of the Host a City Happening Program.

CONCLUSION

Staff recommends approval of a total of \$63,125 in Host a City Happening Community Grants for 17 organizations (as listed in Table 1 in this report). A new outreach strategy adopted for the fourth intake has given the program new exposure into the business community, as well as improved capacity of local businesses to promote the 2010 Winter Games in Vancouver neighbourhoods through community-based events.

The Host a City Happening 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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September 2009 HOST A CITY HAPPENING COMMUNITY GRANT RECOMMENDATIONS

Boca Del Lupo

A grant of \$7,000 is recommended for *HIVE3*, a series of eight community celebrations held at Great Northern Way and co-presented by the Cultural Olympiad during the 2010 Paralympic Games. Funding from the Host a City Happening Program is in support of Boca Del Lupo's goals to increase both physical and economic accessibility at the celebrations. Funds are recommended towards increasing accessibility for patrons with limited mobility and other disabilities; reaching out to the disabled community, including participating 2010 Paralympians; and providing subsidized tickets to targeted community groups.

Cineworks Independent Filmmakers Society Vancouver

A grant of \$4,000 is recommended for the *containR*, a winter sports, performance and dance mobile film festival screened in reconfigured, recycled shipping containers during the 2010 Vancouver Olympic and Paralympic Games. The installation and film festival will provide the public with a chance to celebrate the links and dynamic interaction between physical performance in art and sport. Funding is recommended for curatorial costs of screening films.

Downtown Eastside Vancouver Centre for the Arts Society

A grant of \$3,000 is recommended towards the *Nighthawk Aboriginal Arts and Music Festival*, a free festival during the 2010 Paralympic Games celebrating Aboriginal arts and culture. Funding is recommended towards costs associated with materials and supplies to support the festival operations.

Entertainment Media Arts Society

A grant of \$1,000 is recommended for the *2010 ATCs in Vancouver*, an artist trading card project that encourages artists of all styles and abilities from all over the world to exchange miniature works of art. The goal of this project is to collect 2010 cards that encourage art that incorporates Olympic and Paralympic themes, such as peace, solidarity and friendship. The exhibition will be housed in several galleries and shops along the 600 Block of East 15th Ave in Vancouver during the 2010 Olympic and Paralympic Games.

Knowledgeable Aboriginal Youth Association - Kaya Studios

A grant of \$5,000 is recommended in support of *Songweavers Studio Hip Hop Week 2009*, a free week long after school event. By breaking down the stereotypes around Hip Hop, KAYA and Songweavers Studio engages youth, families, teachers, community members and support workers to build bridges, and connect the generation gaps using popular forms of music, culture and lifestyle. This year, the event will highlight the contributions of 90 First Nations, Inuit and Métis artists have provided to the 2010 Aboriginal Arts Programs, as well as the proposed programming at the 2010 Aboriginal Pavilion. Funding is recommended towards performers fees and purchasing technical equipment.

La Boussole Project

A grant of \$3,000 is recommended in support of the *Let's Celebrate Diversity through Art! Project*. Two community arts events will showcase and strengthen skills and assets of the local community. Both events will incorporate 2010 Winter Games elements by inviting athletes, such as former Olympian Anne-Marie LeFrancois to share stories of solidarity and optimism for the community to enjoy. Funding is recommended for performers fees.

Leave Out Violence of British Columbia

A grant of \$4,000 is recommended for the *Lights, Camera, Action Project*, an event designed to invite member of the public to participate in youth-led media collaboration. Under an open-air tent in Sehal Park, Leave Out Violence of B.C will host an evening of youth-produced films, photography, and live performances that focus directly on the themes of cross-cultural friendships, solidarity, identity and fair play; all contextualized by the question "What is 2010 for you?" Funding is recommended towards equipment and facility rental costs.

Mount Pleasant Commercial Improvement Society

A grant of \$2,000 is recommended in support of *Greeting the World*, an event that welcomes the 2010 Olympic Torch Relay in historic Mount Pleasant. Funding is recommended towards materials and supplies.

Mount Pleasant Community Centre Association

A grant of \$2,000 is recommended for the *Vancouver Sport Summit*, an event inviting Vancouver's sport community to gather and celebrate sport in the City of Vancouver. All Sport Summit activities are free and promote increased participation from all sectors of the sport community. This event will promote community spirit and raise awareness of the upcoming Games by inviting former Olympians to share their stories of achievements. The goal is to acknowledge the support structure athletes received from their communities with the hope of building partnerships with community groups into the 2010 Games and beyond. Funding is recommended towards marketing and publicity costs.

New Hope Community Services Society

A grant of \$4,000 is recommended for *A Taste of 2010*, a series of events and activities to encourage for new immigrant and refugee families in Vancouver to learn about the upcoming 2010 Winter Games. Funding is recommended for materials and supplies costs.

PHS Community Services Society/Lifeskills Centre

A grant of \$8,000 is recommended for *Keeping it Reel*, a series of short videos on Olympic and Paralympic themes and City of Vancouver values. The premiers showings will be timed to coincide with the Olympic and Paralympic Opening Ceremonies and include a welcoming feast hosted at the Lifeskills Centre for athletes and visitors from around the world. Funding is recommended for performers and technicians fees.

Qmunity/ Pacific Foundation for the Advancement of Minority Equality (PFAME)

A grant of \$4,000 is recommended for *Vancouver Pride House*, a open and welcoming venue for the Lesbian, Gay, Bisexual and Transgender (LGBT) community to celebrate diversity and

inclusiveness through the 2010 Olympic and Paralympic Winter Games. Funding is recommended towards equipment and marketing costs.

Sir Charles Tupper Secondary School Students' Society

A grant of \$4,000 is recommended for *CommUnify - Unity at Tupper Secondary*, a student-led initiative to host participatory arts and sports activities at Sir Charles Secondary School that celebrate the 2010 Winter Games. Funding is recommended for performers and materials costs.

Street Corner Media Foundation

A grant of \$7,125 is recommended for funding towards a special 2010 Winter Games issue of *Megaphone* Magazine. *Megaphone* is a magazine sold on the streets of Vancouver by homeless and low-income vendors. The focus of the special issue will be on the Downtown Eastside, with an interest in dispelling the myths and preconceptions about the neighborhood. Funding is recommended towards publishing costs.

Vancouver Chinatown Business Improvement Society

A grant of \$2,000 is recommended to *Passing the Torch in Chinatown*, an event that welcomes the 2010 Olympic Torch Relay in historic Chinatown. Funding is recommended towards performers fees.

Vancouver Jewish Film Society

A grant of \$1,000 is recommended for *A Sporting Chance: A Part of Host a City Happening*, an evening of the Jewish Film Festival presenting sports-themed films and athletes. Funding is recommended towards film rental costs.

West End Business Improvement Society

A grant of \$2,000 is recommended in support of *Mascot Mania*, an event that welcomes the 2010 Olympic Torch Relay in the West End of Vancouver. Funding is recommended towards materials and supplies.

September 2009 HOST CITY HAPPENINGS COMMUNITY GRANT
Applications exceeding ability to recommend for funding

Organization Name	Funds requested
Vancouver Native Health Society: Red Fox Active Outreach	10,000
Dr. Sun Yat-Sun Garden Society of Vancouver	10,000
Coyote Arts Percussive Performance Arts Society	6,000
Bill Reid Museum Foundation	10,000
Full Circle: First Nations Performance Society	10,000
Vancouver Cantonese Opera	8,600
Strathcona Community Centre Association	10,000
Coast Foundation Society	10,000
French Connection Culture Association of British Columbia	10,000
British Columbia Society of the Deaf	6,500
Collingwood Business Improvement Society (1)	10,000
Collingwood Business Improvement Society (2)	10,000
Hastings North Business Improvement Society	10,000
Kitsilano 4th Avenue Business Improvement Society	8,300
Point Grey Village Business Improvement Society	8,250
Vancouver International Comedy Festival Society	8,250
Reel to Reel: A Celebration of Moving Images for Youth Society	10,000
Museum of Vancouver	7,319
New Orchestra Workshop Society	12,000
African Stages Association of British Columbia	10,000

City of Vancouver Heritage Conservation Foundation	12,500
New Performance Works Society	6,300
Mascall Dance Society	10,000
Kitsilano Neighbourhood House	2,850
Urban Ink Productions Society	6,000
Karen Jamieson Dance Society	6,000
Vancouver West Side Theatre Society	10,000
Centre of Integration for African Immigrants	10,000
British Columbia Powerlifting Association	7,700
Chinese Cultural Centre of Vancouver	4,500
Contemporary Art Society of Vancouver	10,000
Farm Folk-City Folk Society	9,977
MartamartaHop Society(mmHop)	10,000
Movement Dance Productions Society	8,000
Vancouver International Dance Festival	9,665
Playhouse Theatre Company Society	6,000
Vancouver Access Artist Run Centre Society	10,000
BC Bereavement Helpline (1)	9,794
BC Bereavement Helpline (2)	4,225
Creekview Tiny Tots Society	10,000
Granville Island Business and Community Association	10,000
	\$350,480

Program Guidelines: Host a City Happening Community Grant Program

The Host a City Happening 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.