

Stephen Keast

From: Lisa Kidd
Sent: April 12, 2011 10:45 AM
To: Stephen Keast
Subject: FW: grants and donations

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-----Original Message-----

From: Ellen Anderson
Sent: April 11, 2011 5:45 PM
To: 'linda@riversidegraphics.net'
Cc: Duncan McKinlay; Lisa Kidd; Reg Russwurm; Corrina Giles; Robert Cummings; David Finbow; Shawn Everitt
Subject: Re: grants and donations

Fantastic in put Linda. Thank you!

----- Original Message -----

From: linda@riversidegraphics.net <linda@riversidegraphics.net>
To: Reg Russwurm; R.J. Gamble; Gail Ardiel; John McKean; Robert Cummings
Cc: Ellen Anderson; Michael Martin; Joe Halos
Sent: Mon Apr 11 08:07:46 2011
Subject: grants and donations

Hi everyone

This email is meant for the finance committee who divides up the grants and donations budget.

I would suggest that a review of this budgetline is in order. It has been reworked over the past 10 years that I have been involved. And it is clear that a better understanding of how this money is used would be helpful both for the council and community organizers.

We used an application form that Collingwood had developed and after the 3rd year sports related asks and anything to do with renting the community centre were moved to the arena budget and a discount was given on rentals for groups that qualified.

There are another 2 streams that apply under this category that should also be moved to different areas

One is services provided by volunteer groups . eg Chamber of Commerce, Beaver Valley Outreach, Beaver Valley Preschool, Marsh Street Centre and others. The Finance committee should meet with these groups to get an understanding of what they offer and if they were not in the community what would it cost the town to offer the same services. If these services are deemed valuable then they should be part of the budget.

The 2nd stream of course is Special Events - last year we knew Feb 22nd if funding was available to make plans.

The Ontario Government budgets \$10 million dollars towards special events in the province. Many of our local event organizers applied for this funding and only one event qualified - Salsa at Blue.

When you have a special events staff person, they need to have a budget. It seemed to me at the last budget meeting, \$10,000 was taken from special events and moved into grants and donations. Cash was not added back in.

However, in the grants and donations special events were funded. From what I remember these were the events the Town supported last year.

Jazz by the Bay \$3,000 - (from the chamber ask) Chili Cookoff \$2,000 Georgian Sound Festival \$2,000 Clarksburg Sesquicentennial, \$2,000 Blue Mountains Apple Harvest Festival Peak to Shore Canada Day Centurion

What is not clear is the amount that came from economic development for events.

I would suggest that if Special Events could still be covered for this year as before that will resolve a number of current issues and then a new grant application should be created just for special events and it should come from the economic development budget. TD Canada Trust has a new on line application form for that purpose and it works very well.

FYI - \$2,000 to Georgian Sound Festival triggered a \$5,900 Heritage Canada Grant, which is part of a \$50,000 budget for GSF which also creates revenue for 10 venues and shops in town and brings over 3,000 people for the weekend

\$3,000 for jazz by the bay triggered a \$3,000 donation from TD for a \$10,000 budget for free concerts with an average of 500 people attending.

\$2,000 for chili cookoff was put towards a \$20,000 budget last year and this year the budget is more like \$100,000.

Patti Kendall from the Village at Blue will be hosting a special meeting to explain the economic impact from events that were tracked for 2010. Hope you will be able to attend.

Linda Wykes

P.S. Some events will not need funding till later in the year, so you have the option to support them as the year goes on and your budget numbers become confirmed.