



AMHERST TOWN COUNCIL

RFD# 2018119

Date: September 28, 2018

TO: Mayor Kogon and Members of Council

SUBMITTED BY: Bill Schurman, Director of Recreation

DATE: September 28, 2018

SUBJECT: 'A' Fresh Start Initiative – Community Support Grants Policy 72000-08

ORIGIN: Every year the Town receives more grant requests than it can fund. The purpose of this policy is to establish equitable guidelines for the distribution of limited amounts of funds to non-profit and charitable organizations in the community in a manner approved by Council.

LEGISLATIVE AUTHORITY: Authority is provided under Section 65, *Municipal Government Act*, as amended.

RECOMMENDATION: It is recommended that Council approve amendments to the Community Support Grants Policy, 72000-08 to include the "A" Fresh Start Initiative.

BACKGROUND: Council directed the Recreation Department to oversee the implementation of the "A" Fresh Start Initiative, which is aimed at encouraging organizations/individuals to develop new events within the Town of Amherst or enhance existing ones. The initiative would provide enhanced community support grants to the selected organizations/individuals.

Since then a news release on the initiative has been released and a committee, consisting of CAO Greg Herrett, CFO Shelley Rector, Recreation Director Bill Schurman and Culture and Marketing Coordinator Jennifer Bickerton, has met to set guidelines for the first "A" Fresh Start Initiative.

DISCUSSION: The total amount of community support grants available is up to \$17,500 this term. To qualify for the grant, the money sought by an organization/individual must be used for creative new events within the town, or major enhancements to an existing event. Organizations/individuals seeking a grant must be prepared to make a 10-minute presentation to the general public in October explaining why their event should receive a community support grant, how much money the project requires and how it will be spent. Members of the general public attending the October event, provided they are 16 years of age or older and have purchased a ballot for \$2, will get to vote on the quality of the presentation made by the organization/individual. (Note 1: It would be preferred that registered organizations apply for this grant, but non-registered groups or individuals may also apply.) (Note 2: The money raised through the purchase of the ballots will be donated to a charity of Amherst Town Council's choice.) The event for which a grant is sought must be completed by March 31, 2019.



Applications can be found online at amherst.ca or at Town Hall, located at 98 Victoria St., Amherst.

Applications will be accepted at Town Hall between September 5 and September 28. The committee will present the Top 5 applications to Council on or around October 1. The Top 5 applications will then be made public and a meeting to hear the presentations will be held at the Community Credit Union Business Innovation Centre on October 25, beginning at 6:30 p.m., with the results of the public vote regarding the quality of the presentation to Amherst Town Council on October 25. Council will then immediately hold a special Council meeting in order to determine the final placing of each organization/individual after considering the results from the presentation vote and other factors. Those receiving grants will receive 80 per cent of the funds in advance and the final 20 per cent upon receipt of a report that must be presented to the Town following the completion of the event. Those receiving grants agree the Town of Amherst will be recognized on any advertisement as a partner of the event and that copies of those advertisements will be provided to the Town.

FINANCIAL IMPLICATIONS: A maximum annual allocation of \$35,000 will be granted.

COMMUNITY ENGAGEMENT: A public meeting to hear the presentations of the Top 5 applicants will be advertised for October 25, 2018.

ENVIRONMENTAL IMPLICATIONS: There are no environment implications.

ALTERNATIVES: Council may choose not to approve these changes to the Community Support Grants Policy, 72000-08.

ATTACHMENTS:

1. Community Support Grants Policy, 72000-08
2. Memo – 'A' Fresh Start Initiative
3. 'A' Fresh Start Application