



COMMITTEE OF THE WHOLE

CDR# 2019049

Date: May 21, 2019

TO: Mayor Kogon and Members of Council

SUBMITTED BY: Bill Schurman, Director of Recreation

DATE: May 21, 2019

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

ORIGIN: Last year for the first time Council initiated the “A” Fresh Start program. In general, pursuant to Policy 72000-08 (attached), in order to qualify the presentation, idea, or use of the money must be for creative, new events or initiatives or that enhance current programs.

LEGISLATIVE AUTHORITY: Authority is provided under Section 65, *Municipal Government Act*, as amended and the Community Support Grants Policy

RECOMMENDATION: That Council forward the top 5 applications to the May 27, 2019 Regular Council meeting for approval as presenters at the next presentation event.

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: A total of twelve (12) applications from the following groups were received by the April 1st deadline for the ‘A’ Fresh Start Community Support Initiative:

Amherst Market Café
Autism Nova Scotia Cumberland Chapter
Bordertown Biker Bash
Cumberland African Nova Scotian Association
Cumberland County Museum
Cumberland Y Service Club
Eat Plants, Run Wild
LA Animal Shelter
Multicultural Association of Cumberland
Tantramar Community Radio

Based on the Community Support Grant Policy the top five (5) applications received were to be recommended to Mayor and Council by an internal committee which includes CAO Greg Herrett, Chief Financial Officer Shelley Rector, Marketing, Culture & Event Coordinator Jennifer Bickerton and myself. The following five out of 12 applications received are being put forward for consideration. Copies of all applications will be distributed separately.

Five (5) recommended applications for consideration:

Autism Nova Scotia Cumberland Chapter has requested \$2,271 for an addition of a Lego Zone, for the Walk for Autism event being held June 22nd, 2019. The application was submitted by Tonia Hyslop, President of Autism Nova Scotia, Cumberland Chapter.

The Cumberland African Nova Scotia Association requested \$8000 for A Celebrate Multicultural Day event that will take place June 27, 2019. The day will be filled with activities free of charge to the public to experience the rich culture of our community including food, entertainment, and a variety of vendors and displays. The application was submitted by Elizabeth Cooke Sumbu.

Eat Plants, Run Wild requested \$4450 to host a One Day in Amherst Ultra Fun – Run Event, a unique 3, 6 or 12 hour run that will be held at Dickey Park. The event date has not been determined and the application was submitted by Debra Megeney.

The Lillian Albion Animal Shelter requested \$3,900 to host The Creepy Carnival Monster Bash to be held Saturday October 26, 2019, featuring live music, entertainment, a children's dance, face painting, photo booth, magic show, tarot card readings, carnival games, attraction and food vendors. The application was submitted by Karen Cormier.

The Multicultural Association of Cumberland requested \$1,300 to host a Multicultural Colour Festival and Ethnic Dance Night, the dates of the events have not been determined. The application was submitted by Heeyeon Son, Immigrant Settlement Staff.

The policy calls for each of the applicants to present and pitch their concept to the general public. This is scheduled for Thursday, June 13th starting at 6:30pm at the Community Credit Union Business Innovation Centre. The general public will have the opportunity through purchasing a ballot to vote which will help rank the individual proposals to assist Mayor and Council with the decision on the Town financial contribution. The Council meeting will take place immediately following the presentations on June 13, 2019.

FINANCIAL IMPLICATIONS: A maximum annual allocation of \$35,000 (\$17,500 per presentation event) may be granted.

COMMUNITY ENGAGEMENT: A public meeting to hear the presentations of the Top 5 applicants will be advertised for June 13, 2019.

ENVIRONMENTAL IMPLICATIONS: There are no environment implications.

ALTERNATIVES: Council may choose other applications for consideration.

ATTACHMENTS:

1. Community Support Grants Policy, 72000-08

Report prepared by: Bill Schurman, Director of Recreation
Report and Financial approved