



Media Release: Friday, May 29, 2015 at 4:30 p.m.

Regional Municipality of Waterloo

Economic Development and Promotion Committee

Agenda

Wednesday, June 3, 2015

4:00 p.m.

Regional Council Chambers

150 Frederick Street, Kitchener

- 1. Declarations Of Pecuniary Interest Under The Municipal Conflict Of Interest Act**
- 2. Delegations**
 - a) Rob Deyman, Executive Director, and Bob Westhaver, Board Treasurer, Kitchener Blues Community Inc.(KBCI)
 - b) Karen Gallant, President & CEO, Junior Achievement of Waterloo Region
- 3. Reports – Finance**
 - a) [COR-TRY-15-54](#), 2015 Economic Development and Promotion Grant Requests 3
- 4. Information/Correspondence**
- 5. Grant Requests**

Applications distributed to Committee Members only

 - a) Junior Achievement of the Waterloo Region 10
 - b) Waterloo Region Small Business Centre 62

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| c) Business & Education Partnership of Waterloo Region | 75 |
| d) Cambridge Highland Games | 101 |
| e) Kitchener-Waterloo Oktoberfest Inc. | 120 |
| f) Kitchener Blues Community Inc. | 149 |

6. Reports

- a) Regional Economic Development Strategy and Region Economic Development Corporation (Verbal Update)

7. Other Business**8. Next Meeting****9. Adjourn**



Report: COR-TRY-15-54

Region of Waterloo
Corporate Services
Treasury Services

To: Chair Helen Jowett and Members of the Economic Development and Promotion Committee

Date: June 3, 2015

File Code: F25-20

Subject: 2015 Economic Development and Promotion Grant Requests

Recommendation:

For Discussion

Summary:

This report addresses the 2015 requests for grants and the available funding under the Region's Economic Development and Promotion program.

Report:

2015 Grant Requests

Earlier this year, application forms for 2015 grants under the Economic Development and Promotion (EDP) program were sent to organizations that received an EDP grant in 2014 and prior years on an annual basis. Potential applicants were advised that there is no additional or new funding for 2015 and the amount of grant funding for 2015 is at the same level as years 2012-2014. The 2015 grant requests have now been received. The applications include organizations requesting funds for events having an economic benefit to the Region and organizations requesting funding for economic development and partnership programs. All five groups that have received ongoing EDP grants in 2014 and prior years submitted requests for 2015. One group, which received a one-time grant in 2014, requested an application form and has also submitted a grant request for 2015. The following table summarizes the 2014 approved grants and the 2015 grant requests.

Organizations – Ongoing / Annual Funding	2014 Grant	2015 Request
Junior Achievement of the Waterloo Region Inc.	\$ 21,600	\$ 21,600
Waterloo Region Small Business Centre	50,000	50,000
Business & Education Partnership of Waterloo Region	8,000	8,000
Cambridge Highland Games	10,000	10,000
K-W Oktoberfest	<u>65,000</u>	<u>65,000</u>
Sub-total	\$154,600	\$154,600
One-Time Grants		
Grand Valley Woodcarvers	2,000	n/a
The For Hungarians in Canada Association	3,000	n/a
Kitchener Blues Community Inc.	5,000	16,500
Total	<u>\$164,600</u>	<u>\$171,100</u>

Funding for 2014 grants for the five organizations that receive ongoing or annual funding was from the operating budget for Economic Development and Promotion grants. The one-time grants for 2014 were funded from the float refurbishment reserve. The 2014 funding for the Kitchener Blues Festival was for a project receiving partial funding from the Region of Waterloo Arts Fund and was done as a one-time grant.

Additional information on the 2015 requests can be found in the grant applications included in the EDP Committee agenda.

Approach to EDP Grants

In February of this year, the EDP Committee received report COR-TRY-15-13, Approach to Economic Development and Promotion Grants. The report outlined the amount of funding for EDP grants, the types of initiatives funded by EDP grants, and other economic development initiatives funded by the Region. The report also noted issues raised by the EDP Committee over the past years relative to the grants including:

- Reducing grants or phasing-out of grants for agencies that are maturing, building equity and turning a profit over time; (2012)
- Greater emphasis on economic development rather than promotion; (2013)
- Scaling back grants where organizations have a healthy balance sheet; (2014)
- Funding of community festivals may require a policy; (2014)

- Review of the Committee's mandate to ensure the focus is economic development (2014)

The Committee agreed to continue with the EDP grant process for this year and consider changes following the 2015 process. Committee members may wish to review the approach to EDP grants prior to the finalization of the 2016 budget.

Corporate Strategic Plan:

Economic Development and Promotion grants support the Growth Management Focus Area of the 2011-2014 Strategic Plan and the objective of fostering a diverse, innovative and globally competitive economy.

Financial Implications:

Grant requests for 2015 total \$171,100, comprising \$154,600 in requests from organizations receiving ongoing or annual funding and \$16,500 from a one-time 2014 grant recipient. The approved 2015 operating budget includes \$154,000 for Economic Development and Promotion grants and activities funded from the property tax levy. This is the same amount provided in the 2012-2014 budgets. Of the \$154,000, \$10,000 is intended for the maintenance and refurbishing of the Regional float leaving a balance of \$144,000 for grants and other promotional activities.

In past years, Committee had utilized some of the Region's operating budget contingency for EDP grants. That funding is no longer available as the operating budget contingency was removed from the operating budget in 2014.

Other Department Consultations/Concurrence:

Staff from the Council and Administrative Services Division assists with the EDP grant process.

Attachments:

Appendix 1 – Policy on Financial Assistance for Events Having an Economic Benefit to the Region

Prepared By: Angela Hinchberger, Director of Treasury Services and Tax Policy

Approved By: Craig Dyer, Commissioner of Corporate Services/Chief Financial Officer

Appendix 1

THE REGIONAL MUNICIPALITY OF WATERLOO
POLICY ON FINANCIAL ASSISTANCE FOR EVENTS PROVIDING
AN ECONOMIC BENEFIT TO THE REGION

POLICY OBJECTIVE

The Regional Municipality of Waterloo recognizes that certain events held in the Region of Waterloo may provide an economic benefit to Region and the area municipalities. As such, Regional Council has adopted a policy, as recommended by the Economic Development and Promotion Committee, with respect to providing financial assistance for these events. Financial assistance provided under this policy may be in the form of cash grants, transit services or other in-kind services.

The objective of the policy is to ensure that funding assistance is provided in accordance with an established set of criteria and processes. In addition, the policy recognizes that the economic benefits to the community may change over time and the financial assistance provided to events should reflect the changes.

This policy is specific to financial assistance for events having an economic benefit to the Region. Grants for voluntary organizations; capital grants for hospitals; grants for disaster relief activities; and grants for events taking place at the invitation of Regional Council are covered under separate policies of Regional Council.

LEGISLATIVE AUTHORITY

Section 107(1) of the Municipal Act:

Despite any provision of this or any other Act relating to the giving of grants or aid by a municipality, subject to section 106, a municipality may make grants, on such terms as to security and otherwise as the council considers appropriate, to any person, group or body of any kind, including a fund, within or outside the boundaries of the municipality for any purpose that council considers to be in the interest of the municipality.

APPROVAL

This policy was approved by Regional Council on September 24th, 2003.

1) CRITERIA

The following criteria will be considered when reviewing requests for financial assistance for events having an economic benefit:

- events are to be one-time events or special events being held in the Region;
- objectives and values of the event are to be consistent with those of the Region;
- events are to be non religious / non-denominational;
- events should provide a quantifiable economic benefit to the region;
- sponsorship of the event by charitable or non-profit organizations which does not in-turn provide grants to other organizations;
- use of the proceeds from the event;
- planned use of financial assistance requested from the Region (assistance not provided to cover deficits);
- the appeal of the event to a broad sector of persons;
- the accessibility of the event for spectators;
- the ability of the event to bring people into the Region;
- the ability of the event to result in repeat visits by those attending;
- the ability of the event to enhance the Region's image;
- the ability of the event to promote the Region within and beyond its boundaries;
- media coverage for the event (including television, newspaper and radio);
- how the Region's support would be recognized;
- the heritage, cultural or recreational significance of the event;
- overlap with other Regionally funded programs (e.g. Grants to Voluntary Organizations);
- other sources of funding for the event.

It is recognized that some of the above criteria will be difficult to quantify or measure and there will need to be some reliance on the organization making the request to provide such information.

For specific requests for Transit Services or for opportunities to provide transit services in lieu of a cash grant, consideration will also be given to the ability of the event to create additional riders for Grand River Transit.

2) AMOUNT OF FINANCIAL / IN-KIND ASSISTANCE

Unless otherwise approved, \$5,000 is the maximum financial assistance to be provided as either cash or services in-kind for events having an economic benefit.

In-kind assistance in the form of advertising on the Region's buses may be available subject to certain limitations. Use of exterior space for advertising is a contracted service and while the contractor has the exclusive right to handle the lease of exterior space for advertising, some advertising space may be available at discounted rates. In addition, the Region will provide some of its own exterior advertising space, if available, to a maximum of one community event per area municipality per year. The Region has some rights over the use of interior space for advertising and may provide the use of such space as an in-kind service subject to availability.

3) LOCAL / COMMUNITY REQUESTS FOR TRANSIT SERVICES

Grand River Transit will accommodate "smaller" local or community requests for service or charters within the Transit budget. Generally such requests are from charitable, non-profit and community organizations linked to a fund raising campaign or community event.

In reviewing these requests, consideration will be given to the following:

- the nature of the organization as a registered local charitable or non-profit organization;
- the nature of the event as a charitable fund raiser with all funds raised donated to the local organization or a subsidized or "no fee" community event;
- the marketing value of the event;
- the extent of Regional involvement and Regional presence at the event;
- other Regional funding for the group or the event; particularly funding provided through the Grants to Voluntary Organizations program.

Grand River Transit will accommodate "smaller" local and community requests subject to the following limitations:

- for charitable fund raising events, up to 5 hours free service; services in excess of 5 hours provided at 50% of the full charter rate;
- for non-profit community events, services provided at 50% of the full charter rate for a maximum of 5 hours per event;
- existing annual subsidized services for Oktoberfest, New Years Eve and Seniors Christmas Lights Tour will continue to be provided as per previous arrangements.

Requests for such services under Section 3 are to be provided at least 30 days in advance and the provision of services is subject to the availability of resources (including funds within the transit budget) and shall not impact on the delivery of regularly scheduled service.

4) PROCESS FOR REQUESTING FINANCIAL ASSISTANCE

- a) Requests for financial assistance for events are to be submitted to the Chief Financial Officer by March 1st in the year in which the event is to be held. Finance staff will prepare a report on the requests for consideration by the Economic Development and Promotion Committee with recommendations going forward to Regional Council. Requests for financial assistance received after March 1st will be considered at the discretion of the Committee. In either case, requests for financial assistance must be submitted no later than 60 days prior to the event. Committee will not consider requests for financial assistance that are received after the event has occurred.
- b) Requests for transit services for local or community events (per Section 3) are to be submitted to the Director of Transit Services. Requests for services received by Grand River Transit that do not fall under Section 3 will be forwarded to the Chief Financial Officer for review by the Economic Development and Promotion Committee per Section 4 a) above.

5) PAYMENT OF FUNDS

Cash grants may be provided prior to the event or at the completion of the event as recommended by the Economic Development and Promotion Committee and approved by Regional Council and payment is subject to any reporting conditions established by Regional Council.

6) GRANTS IN-KIND

The awarding of a grant in-kind is subject to any conditions that Regional Council may impose such as insurance, safety of regional employees and participants in the activity and indemnification of the Regional Municipality of Waterloo.

In-kind services will be accounted for once the event has been completed and the final costs for the in-kind services are known.

7) USE OF FUNDS

Any financial assistance provided by the Region of Waterloo must be used for the purposes approved by Regional Council unless subsequent approval is given by Regional Council to change the purpose of the assistance.

8) RECOGNITION OF THE REGION'S CONTRIBUTION

Organizations receiving financial assistance for an event from the Region of Waterloo will recognize the Region's contribution in promotional literature prepared for the event or other agreeable advertising. Use of the Region's logo in advertising and promotional literature will be coordinated through the Region's Communications Department.