

NO: **F015**

COUNCIL DATE: **March 12, 2012**

FINANCE COMMITTEE

TO: **Mayor & Council**

DATE: **March 5, 2012**

FROM: **General Manager, Parks, Recreation & Culture**
General Manager, Finance & Technology

FILE: **1850-01**

SUBJECT: **Grant under the Community Enhancement Partnership (CEP) Program – LA Matheson Secondary School Mural Artwork Project**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance & Technology Department recommend that the Finance Committee recommend that Council approve a grant under the CEP Program in the amount of \$3,000 to the group from LA Matheson Secondary School proposing the creation of a mural that portrays the diverse culture of the community all as generally described in this report.

BACKGROUND

In January 2010 Council adopted the Community Enhancement Partnership (CEP) Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood beautification. Under the CEP Program, residents and community groups may apply to the City for a grant under either of two separate categories; these being:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood; or
- **Activity and Celebration Grants** - to support projects that build community relationships through celebration and activity.

The CEP Program Guidelines are attached as **Appendix 1**. The CEP Program has an annual budget of \$25,000.

A Grant Selections Committee has been established with representatives from various Departments, which is responsible for evaluating Program grant applications as and when applications are received. Twenty five (25) CEP Program grants have been approved to date by Council.

DISCUSSION

An application has been received for a Small Projects Grant under the CEP Program. A description and an evaluation of the application in relation to the CEP Program Guidelines are contained in the following section of this report.

LA Matheson Secondary School Mural

The applicant, a teacher at LA Matheson Secondary School is coordinating a youth engagement project and is proposing to create a mural on the School building that portrays the diverse culture of the community, including its Aboriginal, South Asian, Spanish and European roots. The intent is to enhance the exterior entrance of the school, build pride in the students and the community and help to curb graffiti on the school facade on which the mural will be placed. This project is supported by the Principal of LA Matheson Secondary School and the Surrey School District.

The project will include gathering input and ideas from students, staff and parents in the community through a survey. Students in the school's graphic arts program will contribute to the artwork design. The digital mural design will be printed on a large format canvas and mounted on the front entry wall of the school.

The LA Matheson School has requested a grant of \$3,000 from the City to support this project. The grant will be used for materials and the use of equipment in developing the artwork. Volunteers will be involved in organizing a community meeting to discuss the mural with students, parents and teachers and student volunteers will assist in creating the design of and producing the artwork.

Based on an evaluation of the proposal using the CEP Program Guidelines, a grant of \$3,000 is recommended subject to a commitment by the applicant:

- Allow the City to review the final mural design prior to its production.

Funding

Appendix 3 provides information on the status of funding related to the Community Enhancement Partnership Program on an assumption that Council will approve the recommendations of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program supports the goals of the City's Sustainability Charter by encouraging social connections, volunteerism, community ownership and citizen engagement, in accordance with the Socio-Cultural Action items SC6, SC7, SC8 and SC13 of the City's Sustainability Charter.

CONCLUSION

Based on the above discussion, it is recommended that the Finance Committee recommend that Council approve a grant under the CEP Program in the amount of \$3,000 to the group from LA Matheson Secondary School proposing the creation of a mural that portrays the diverse culture of the community all as generally described in this report.

Vivienne Wilke, CGA
General Manager
Finance & Technology

Laurie Cavan
General Manager,
Parks, Recreation & Culture

Appendix 1: 2012 CEPP Program Overview and Guidelines

Appendix 2: Site Location

Appendix 3: Status of Community Enhancement Partnership Program funding



Community Enhancement Partnership Program (CEPP) 2012 Program Overview and Guidelines

The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces.

Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Program is a partnership in which the applicant and the City contribute equally towards the applicants proposed project.

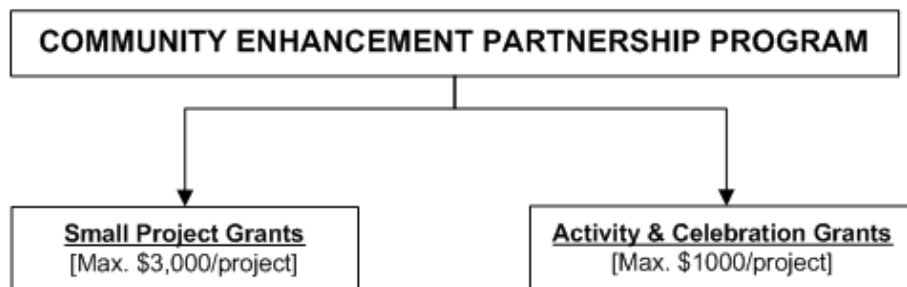
FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for street or landscaping beautification projects. All applications must encourage neighbourhood participation without discrimination. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- Focus on “beautifying and/or celebrating Surrey”;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support; and
- fall within one of the Project Grant Types listed below.

PROJECT GRANT TYPES

The Program has two separate grant categories as illustrated below.



i) Small Project Grants

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category. Creativity is encouraged.

Projects in this category must be completed within twelve (12) months of a grant being awarded.

ii) Activity & Celebration Grants

Activity and celebration grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. Projects should engage, educate and celebrate community members. As examples, a neighbourhood festival or block party, a street clean-up day, a property owner awards program or a neighbourhood improvement campaign would fall under this category.

Projects that create opportunities to develop neighbourhood organization and promote community leadership, such as citizen engagement workshops or anti-graffiti training seminars, are also encouraged.

Projects in this category must be completed within six (6) months of a grant being awarded.

PROJECT MANAGEMENT & RECOGNITION

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers. All projects under the Program will be eligible for Civic Beautification Awards and/or plaque or site markers.

PLEASE NOTE:

- Awarded projects may be subject to inspection by City staff during project work and upon completion.
- Applicants that have failed to undertake projects, as outlined on submitted applications, may be eliminated from consideration for future grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

Evaluation Criteria

Overall Community Enhancement Program Objective (up to 25 points)

- Project corresponds with the objective to “beautify and/or celebrate Surrey”. (25)

Project Proposal & Feasibility (up to 25 points)

- Provides a clear description of what the project is and why it is proposed. (10)
- Provides a clear public benefit. (5)
- Is well planned with a realistic timeline and a clear beginning and end. (5)
- Has a reasonable budget. (5)

Community Building (up to 30 points)

- Community contribution is documented, demonstrating broad community participation and support for the project. (10)
- Encourages inclusive community participation and provides opportunity to bring people together. (10)
- Encourages interaction between different groups, such as different ethnic groups, tenants, seniors and business owners. (5)
- Encourages collaboration between all age groups, particularly youth and adults. (5)

Outcomes (20)

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented. (10)
- Project is designed for low maintenance and the applicant and stakeholders commit to the project’s on-going maintenance. (10)

Grants will **NOT** be awarded to:

- Individuals, for the purpose of private gain.
- Religious organizations, government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out a project for which a grant was previously awarded.

Grants must **NOT** be used to:

- Duplicate an existing public or private program.
 - Support ongoing programs or services.
 - Replace funding lost from other sources or provide gap funding.
 - Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
 - Purchase land or buildings.
 - Pay for out of City travel expenses.
 - Pay for expenditures or financial commitments made *before* the organization’s grant application was submitted.
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APPENDIX 2
MURAL LOCATION





2012 FINANCIAL PLAN
COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to		Remaining
		Amount	Date	
2009 Budget Allocation	\$ 25,000.00			
2010 Budget Allocation	\$ 25,000.00			
2011 Budget Allocation	\$ 25,000.00			
2012 Budget Allocation	\$ 25,000.00			\$ 100,000.00
Grants awarded in 2010				
1. Rotary Club of Surrey (May 17, 2010)	\$ 3,000.00	\$ 3,000.00		
2. Halls Prairie Elementary School Parent Advisory Committee	\$ 1,000.00	\$ 4,000.00		
3. Lexington Townhouse Development	\$ 3,000.00	\$ 7,000.00		
4. Lakebridge Townhouse Complex	\$ 1,500.00	\$ 8,500.00		
5. Riverdale Junior Leadership Group	\$ 1,037.42	\$ 9,537.42		
6. East Panarama Ridge Community Association - Partnership	\$ 600.00	\$ 10,137.42		
7. East Panarama Ridge Community Association - Small Projects	\$ 1,200.00	\$ 11,337.42		
8. Surrey Crime Prevention Society	\$ 3,000.00	\$ 14,337.42		
9. AHP Matthew Elementary School PAC	\$ 2,000.00	\$ 16,337.42		
Grants awarded in 2011				
10. 112 Ave Neighbourhood Association	\$ 3,000.00	\$ 19,337.42		
11. Anniveille - Royal Heights Advocates	\$ 200.00	\$ 19,537.42		
12. Bolivar Heights Community Association	\$ 3,000.00	\$ 22,537.42		
13. Fleetwood Community Association	\$ 3,000.00	\$ 25,537.42		
14. Chimney Hill Ratepayers	\$ 900.00	\$ 26,437.42		
15. West Panorama Ratepayers Association	\$ 3,000.00	\$ 29,437.42		
16. 130B Street Group	\$ 500.00	\$ 29,937.42		
17. Anne Van Rhyn	\$ 450.00	\$ 30,387.42		
18. Residents of 13101-51 108 Avenue	\$ 200.00	\$ 30,587.42		
19. Surrey Urban Farmers Market	\$ 1,450.00	\$ 32,037.42		
20. Khalsa School	\$ 1,000.00	\$ 33,037.42		
21. Blockwatch 5-281	\$ 750.00	\$ 33,787.42		
22. Creekside Grove Residents Group	\$ 1,250.00	\$ 35,037.42		
23. South Fraser Community Services Society	\$ 3,000.00	\$ 38,037.42		
Grants awarded in 2012 (to date)				
24. Surrey Appreciates ME (SAME) Group	\$ 3,000.00	\$ 41,037.42		
25. Friends of Semiahmoo Bay Society, Little Campbell Watershed Society	\$ 3,000.00	\$ 44,037.42		
26. Bolivar Heights Community Association and James Ardiel Elementary School	\$ 550.00	\$ 44,587.42		
27. LA Matheson Secondary School	\$ 3,000.00	\$ 47,587.42		
Total allocations to date:		\$ 47,587.42		\$ 52,412.58