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FINANCE COMMITTEE

TO: Mayor & Council DATE: November 17, 2014

FROM: General Manager, Parks, Recreation & Culture FILE: 1850-01
General Manager, Finance & Technology

SUBJECT: Community Enhancement Partnership Program Grant – Ocean Park
Community Association’s Winter Wonderland

RECOMMENDATION

The Parks, Recreation and Culture Department and the Finance and Technology Department recommend that the Finance Committee recommend that Council approve a grant under the Community Enhancement Partnership Program in the amount of \$1,000 for the Ocean Park Community Association’s Winter Wonderland at Ocean Park Hall.

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
- **Partnership Grants** - to support projects that build community relationships through celebration and activity.

The CEP Program Guidelines are attached as *Appendix I*.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities and on the City’s website and social media outlets. A Grant Selections Committee has been established with representatives from various Departments and is responsible for assessing grant applications that are received under the Program. Fifty six (56) CEP Program grants have been approved to date by City Council.

DISCUSSION

The following sections of this report provide a description and evaluation of an application for a grant under the CEP Program that was recently received by the City.

Ocean Park Community Association Winter Wonderland

The Ocean Park Community Association (OPCA) is planning an outdoor Winter Wonderland seasonal display, celebration and a clean-up at the Ocean Park Hall. The group plans to decorate the Hall with lights, seasonal décor and a wooden sleigh made by volunteers. The community of Ocean Park and South Surrey will be invited to attend a seasonal party including a movie screening and free pizza at the Hall on December 7th, 2014.

The OPCA has requested a grant of \$1,000 to help cover costs of outdoor seasonal décor for the Hall. The roof display will be up from early December to the end of the year and a yard display will remain until just after the party on December 7th. The OPCA wants to evaluate the community response to the yard display, if it is received positively they plan to keep it up longer in future years and plan more community activation at the Hall. The decorations will be reused in subsequent years. It is anticipated that \$700 will be spent on lights and seasonal décor, and \$300 on a custom made wooden sleigh. The group estimates 30 hours of volunteer time to organize the seasonal party, 10 hours to decorate the Hall and 20 hours to build the sleigh. The OPCA will be contributing \$600 in building supplies, other decorations and drink boxes, and local businesses are contributing to cover costs of the food and movie projection equipment.

The event will be advertised through social media, schools and local businesses to Ocean Park residents. The OPCA is hoping to attract 50 children and their families to the seasonal party. The group intends for this to become an annual community building event in Ocean Park.

The Grant Selections Committee has confirmed that the event is consistent with the grant guidelines associated with the CEP Program. As such, staff is recommending that a grant of up to \$1,000 be provided to the Ocean Park Community Association for the Winter Wonderland at the Ocean Park Hall.

Funding

Appendix II provides information on the status of funding related to the Community Enhancement Partnership Program based on an assumption that Council will approve the recommendation 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 Charter scope action items SC6, SC7, SC8 and SC13.

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 \$1,000 for the Ocean Park Community Association's Winter Wonderland at Ocean Park Hall.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Vivienne Wilke, CGA
General Manager
Finance & Technology

Appendix I: CEP Program Overview and Guidelines

Appendix II: Status of Community Enhancement Partnership Program Budget

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APPENDIX I



Community Enhancement Partnership Program (CEPP) 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.

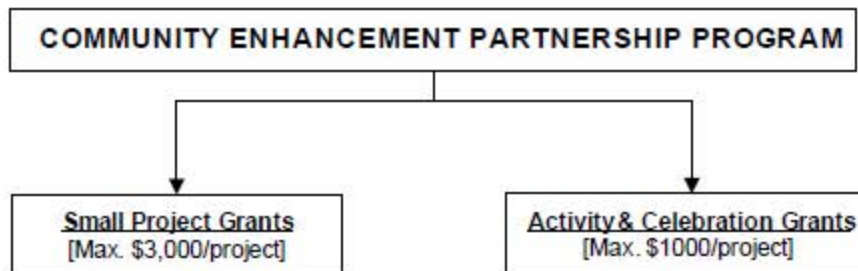
FUNDING CRITERIA & ELIGIBILITY

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 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

- Project corresponds with the objective to “beautify **and** celebrate Surrey”.

Project Proposal & Feasibility

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

Community Building

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

Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- 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 or maintain 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.



2014 FINANCIAL PLAN
COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to	
		Date	Remaining
Carried Forward from Previous Years		\$	38,037.42
Grants awarded in 2012			
24. Surrey Appreciates ME (SAME) Group	\$ 3,000.00		
25. Friends of Semiahmoo Bay Society, Little Campbell Watershed Society	\$ 3,000.00		
26. Bolivar Heights Community Association and James Ardiel Elementary School	\$ 527.60		
27. LA Matheson Secondary School	\$ 3,000.00		
28. Community Clean Landscapes- Cedar Hills Elementary	\$ 800.00		
29. East Panorama Community Celebration	\$ 500.00		
30. Royal Heights Fall Fest	\$ 1,000.00		
Grants awarded in 2013			
31. West Panorama Ratepayers	\$ 3,000.00		
32. Fun Fun Playground Project	\$ 1,000.00		
33. Hall's Prairie Earth Day Project	\$ 1,000.00		
34. Hillcrest Elementary Boulevard Landscape	\$ 2,860.00		
35. Alexandra Neighbourhood House Community Garden	\$ 3,000.00		
36. Blockwatch 3-230 Chimney Hill	\$ 300.00		
37. Port Kells Farmer's Market	\$ 2,000.00		
38. Middleglenn Place Block Clean-up and Celebration	\$ 795.00		
39. Panorama Neighbourhood Association	\$ 1,000.00		
40. Surrey Urban Mission	\$ 1,000.00		
41. Sources- Food For Thought	\$ 3,000.00		
42. FCA Swank Storyboard	\$ 3,000.00		
Grants awarded in 2014 (to date)			
43. West Panorama Ratepayers Delta View	\$ 3,000.00		
44. Friends of the Grove	\$ 1,000.00		
45. Keys Health- Street Sweepers Social Club	\$ 3,000.00		
46. Whalley's Corner Community Festival	\$ 1,000.00		
47. Fleetwood 84th Ave Café StreetFEST	\$ 1,000.00		
48. FAÇADE- 10729 King George Blvd- Yang Family	\$ 1,260.00		
49. East Panorama street clean up	\$ 300.00		
50. Panorama Neighbourhood Association	\$ 1,000.00		
51. Streetrich HipHop Society	\$ 1,000.00		
52. Spirit Garden Trellises	\$ 3,000.00		
53. 101A Ave Block Party	\$ 400.00		
54. FAÇADE- 10768 King George Blvd Flamingo Hotel	\$ 2,615.00		
55. 124th and 68th Ave boulevard planting	\$ 500.00		
56. FAÇADE- 7 Days Grocery	\$ 3,000.00		
57. Ocean Park Community Association Winter Wonderland (proposed)	\$ 1,000.00		
Total allocations :	\$ 56,857.60	\$	94,895.02
		\$	59,554.98