



# City of Port Moody

## Report to Finance Committee

Date: December 15, 2020  
Submitted by: Finance and Technology Department – Financial Services Division  
Subject: 2021 Community Grant Program

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### Purpose

To seek direction on the implementation of the 2021 Community Grant Program with adherence to Corporate Policy – 05-1850-01 - Grants to Organizations.

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### Recommended Resolution(s)

**THAT the 2021 budget of \$20,000 for the Community Grant Program be reinstated as recommended in the report dated December 15, 2020 from the Finance and Technology Department – Financial Services Division regarding 2021 Community Grant Program;**

**AND THAT staff be directed to commence the application process in February 2021;**

**AND THAT the 2021 Community Grant Program application deadline be extended to April 2, 2021.**

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### Background

The City's Community Grant Program provides financial assistance to community groups and non-profit organizations that contribute to the general interest and benefit of local residents and businesses. Corporate Policy – 05-1850-01 – Grants to Organizations (**Attachment 1**) sets out the process for applications, and the principles by which Council exercises its discretionary powers to consider grants.

In previous years, the Community Grant Program has had an approved annual budget of \$20,000 with 10% set aside for emergency grant requests, per Corporate Policy – 05-1850-01 – Grants to Organizations. In 2020, in an effort to reduce the 2020 tax increase due to COVID-19, the budget for the Community Grant Program was significantly reduced from \$20,000 to \$4,200.

Building on the success that the program has had in previous years, it is recommended that Council consider resuming the Community Grant Program in 2021 and reinstate the annual budget of \$20,000.

## Discussion

If re-instatement of the Community Grant Program is approved by Council, staff will open the application process in February 2021 and circulate a letter via email to a number of community groups, non-profits, and special interest groups outlining the program, its goals, and the application process. In addition, a media release, newspaper advertisements, and social media promotions will be published throughout February.

In early April, following the close of the application process, the applications will be compiled into a booklet to ensure consistency and for the convenience of the voting group, the Citizen Advisory Group (CAG). The CAG will receive the application booklet in April and will have until May to select their top five organizations. Once the voting is closed, the proposed recipients will be presented to the Finance Committee for approval, and grants will be awarded once successful applicants are approved. Council will also have an opportunity at that time to pare back the Program, as was done in 2020, to meet financial challenges associated with the 2021 Financial Plan.

## Other Option(s)

THAT the Community Grant Program be cancelled for 2021.

## Financial Implications

Reinstating the \$20,000 budget for the Community Grants Program in the 2021 Financial Plan will result in a tax rate increase of approximately 0.036%.

## Communications and Civic Engagement Initiatives

If approved by Council, staff will implement a communications plan to promote the 2021 Community Grant Program including the following communications tactics:

- send letters via email to local non-profit and community groups, including those groups that had previously sought City funding, to let them know about the program and how to apply;
- post updated information for the 2021 program and application process to the Community Grant Program web page on the City website;
- establish feature box on the homepage of the City website;
- publish two newspaper advertisements in the Tri-City News to let groups know about the program and direct them to the City website for more information and the application form;
- promote the program via the City's social media channels;
- advertise via PowerPoint slide for Galleria TV monitors;
- distribute news release to local media;
- send reminder email to local non-profit and community groups three weeks before the application deadline;
- create a consolidated booklet of all grant applications for the Citizens Advisory Group; and
- announce grant recipients.

## Council Strategic Plan Objectives

The Community Grant Program aligns with the Strategic Goal of Service Excellence, specifically the Strategic Action of strengthening relationships with other levels of government, First Nations, community groups, and partners. The program also aligns with the Strategic Action of encouraging public participation.

## Attachment(s)

1. Attachment 1 - Corporate Policy – 05-1850-01 - Grants to Organizations.

## Report Author

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Senior Accountant

## Report Approval Details

Document Title:	2021 Community Grant Program.docx
Attachments:	- Attachment 1 - Corporate Policy - 05-1850-01 - Grants to Organizations.pdf
Final Approval Date:	Dec 17, 2020

This report and all of its attachments were approved and signed as outlined below:

Lorena Miat, Manager of Financial Reporting - Dec 15, 2020 - 3:50 PM

Paul Rockwood, General Manager of Finance and Technology - Dec 16, 2020 - 9:25 AM

Dorothy Shermer, Corporate Officer - Dec 16, 2020 - 1:00 PM

Rosemary Lodge, Manager of Communications and Engagement - Dec 16, 2020 - 7:35 PM

Tim Savoie, City Manager - Dec 17, 2020 - 5:14 PM