

MANAGEMENT REPORT

Date: June 20, 2023
To: Finance and Labour Relations Sub-committee
From: Karmen Krueger, CPA, CA, Director of Corporate Services
Report #: FIN23-018
Attachments: 1) Stratford Live Music and Food 2023 Community Grant Appeal Request
2) Stratford Live Music and Food 2023 Community Grant Application

Title: 2023 Community Grant Appeal Request

Objective: To consider an appeal of Council's decision regarding a 2023 community grant for Stratford Live Music and Food.

Background: Council approved 2023 community grant awards to various organizations on May 8, 2023.

Each group was advised of Council's decision and given the opportunity to have the decision reconsidered by submitting a formal appeal in writing to the Finance and Labour Relations Sub-committee by May 26, 2023. Each group was also given the option of participating in the meeting as a delegation.

Groups were asked to provide additional or new information in their appeal request not previously provided or considered in their original application. Groups were also asked to clearly outline their justification for the increased request and explain how it fits with the City's Community Grants Policy.

Analysis: One organization, Stratford Live Music and Food, has submitted an appeal request. The appeal request is attached to this report as well as the original 2023 grant application.

Organization	2023 Request	2023 Approved	2023 Appeal	2022 Request	2022 Approved
Stratford Live Music and Food	\$7,000.	\$0 (denied)	Requesting at least \$4,000.	\$7,000.	\$4,000

Through its deliberations, the Community Grants Evaluation Committee recommended denying the Stratford Live Music and Food request, and Council supported this recommendation. The committee considered various factors for each application, and viewed this event as better suited to alternate funding options, such as user-pay, sponsorships, or applications to other government grants, rather than City taxpayers, due to the commercial nature of the event. The original application indicated several other sources of revenues for the event, including bar sales, admission revenues, sponsors and provincial grants. The organization also recorded a net income from the 2022 event in excess of \$30,000 (though, the 2023 event is expected to just break-even based on the submitted budget and assuming the City and provincial grants were received).

The application from 2022 was \$7,000 and \$4,000 was awarded, and for 2023 the application was for \$7,000. The organizers have indicated that they would like the City to reconsider the request of \$4,000 minimum, similar to what was awarded last year.

Financial Implications:

Financial impact to current year operating budget:

Should the grant request/appeal be approved, funding would come from the Community Grant reserve, which currently has a sufficient unassigned balance that could accommodate the request. Approving this request would not have an impact on the 2023 approved budget.

Financial impact on future year operating budget:

Funding for Community Grants is awarded as part of the City's annual budget process. There is no budget impact for future years related to this appeal request, as it only impacts the 2023 budget.

Alignment with Strategic Priorities:

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Developing our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Equity and Local Economy

Creating safe, equitable places to live and work which support local prosperity and international fair trade.

Culture and Community

Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living.

Staff Recommendation: THAT the decision of Council on May 8, 2023, denying a grant request to Stratford Live Music and Food, be upheld.

Prepared by:

Karmen Krueger, CPA, CA, Director of Corporate Services

Recommended by:

Karmen Krueger, CPA, CA, Director of Corporate Services

Kim McElroy, Director of Social Services/Acting CAO