

DATE: March 15, 2021

REPORT NO: T-09-2021

SUBJECT: **2021 Corporate Sponsorships and Cemetery and Hall Board Grants**

CONTACT: Donna DeFilippis, Director of Finance and Treasurer

OVERVIEW:

- **Corporate Sponsorship applications received total \$30,200 with a recommended funding totaling \$19,300**
- **Grant applications from the Cemetery and Hall Boards who operate and maintain the Cemeteries and Community Halls were received in the amount of \$18,300 and a total grant allocation is recommended of \$22,800**
- **The grants to the Cemetery and Hall Boards provide a base level of funding for items such as repairs, maintenance, equipment, etc.**

RECOMMENDATION:

- 1) That, Report T-09-2021 regarding “2021 Corporate Sponsorships and Cemetery and Hall Board Grants”, dated March 15, 2021 be received; and,
- 2) That the Corporate Sponsorships and the Cemetery and Hall Board grants for 2021 as recommended in this report, be approved.

ALIGNMENT TO STRATEGIC PLAN:

Theme #4

- **Local Attractions:** West Lincoln has amenities, programs and services that bring the community together to celebrate small-town and rural way of life.

BACKGROUND:

A copy of the Community Sponsorships Policy (POL-C-02-02) is attached to this report as Schedule A. Copies of each group’s grant request and their financial information has been provided to the Treasurer and is available should any Councillor have a question. A notice for local non-profit organizations was placed in the local newspaper on January 14, 2021 indicating that the Township was accepting applications under the Sponsorship Fund program. The ad and information including the policy and application forms were also posted on the Township’s website. The deadline for submission was February 22, 2021.

As per the Township policy, a Community Group is defined as follows: “Community Groups shall mean service clubs, sports, cultural, recreational and youth groups and other similar types of associations recognized by the Council and who represent primarily the residents of West Lincoln and/or whose membership primarily constitutes residents of the Township of West Lincoln.”

CURRENT SITUATION:

2021 Corporate Sponsorships:

As part of the 2021 Operating Budget, an amount of \$19,300 has been allocated for Corporate Sponsorship grants. The chart below outlines the applications received and the recommended grants.

COMMUNITY GROUP	2020 REQUEST (\$)	2020 Recommended GRANT (\$)	2021 REQUEST (\$)	2021 Recommended GRANT (\$)
West Lincoln Santa Claus Parade	\$0	\$0	\$3,000	\$3,000
Royal Canadian Legion Branch 393 (Smithville Branch)	\$3,500	\$2,000	\$7,500	\$2,800
West Niagara Agricultural Society	\$6,500	\$5,000	\$5,000	\$5,000
West Lincoln Chamber of Commerce	\$2,500	\$1,300	\$3,000	\$1,300
Caistor Plowmens Association	\$200	\$ 200	\$200	\$200
Foundation of Resources for Teens (FORT)	\$5,000	\$5,000	\$6,000	\$5,000
Kristen French Child Advocacy Centre of Niagara	\$1,500	\$ 750	\$1,500	\$0
Niagara 4H Association	\$2,000	\$1,000	\$2,000	\$1,000
Smithville Bridge Club	\$2,600	\$ 500	\$0	\$0
West Lincoln Historical Society	\$5,000	\$2,500	\$0	\$0
Caistor Minor Ball Association	\$1,000	\$ 500	\$0	\$0
Smithville Garden Club	\$0	\$0	\$1,000	\$1,000
St. Catharines Shoebox Project for woman	\$0	\$0	\$1,000	\$0
Smithville Terry Fox Run	Use of Municipal Office Green Space & Washroom	Use of Municipal Office Green Space & Washroom	Use of Municipal Office Green Space & Washroom	Use of Municipal Office Green Space & Washroom
TOTAL	\$29,800	\$18,750	\$30,200	\$19,300

Many of the applications received in 2021 are from groups that the Township has a long partnership with and have supported them on an annual basis, those groups are: West Lincoln Santa Claus Parade, West Niagara Agricultural Society, West Lincoln Chamber of Commerce, Caistor Plowmen's Association, FORT, Niagara 4H Association and the Smithville Terry Fox Run. All of these organizations provide community activities within the Township.

The Royal Canadian Legion Branch 393 (Smithville Branch) have made a request for \$7,500 in 2021. The funds are being requested to enhance their patio with furniture, a covered cooking facility, storage shed, concrete base and lighting. This is in response to the impacts of COVID-19 to their organization. Their application indicates that they have also submitted applications to other groups such as Trillium. Staff is recommending a grant of \$2,800, which is an increase of \$800 over the 2020 allocation.

The Smithville Garden Club has requested \$1,000 through the Township program. The funds would be used to celebrate the 100th anniversary of the club which would be commemorated through the purchase of a tree and plaque. Staff has recommended the full funding of this request.

The following two groups have not been allocated grant funds: Kristen French Child Advocacy Centre of Niagara and the St. Catharine's Shoebox Project for Women. This action was based on the fact that with limited funding, the focus would be on groups that were West Lincoln based.

In reviewing all of the applications, staff recognizes the importance of all community groups and events. The decision making process was based on focusing on West Lincoln based groups and activities.

Hall Boards:

Annually, the Township requests grant applications from the Hall Boards who operate and maintain the Community Halls. The grants provide a base level of funding for maintenance/minor capital at these facilities. The Township owns all of the properties below, except for the Fulton Hall. In addition, Silverdale Hall is also owned by the Township and this grant is available to that Hall Board. However, an application has not been received from that Board since 2015.

The chart below outlines the application amount and the recommended grant for 2021. In 2020, as a response to COVID-19, the Township provided additional funds to Wellandport Hall (\$4,950) and Caistor Community Hall (\$2,620). These additional funds were allocated to assist with utility costs in light of the fact that hall rental revenue had declined or was non-existent.

The Township budgets for Hall Board grants under account 1-16-16340-530003 with a 2021 budget of \$5,100. In addition, the 2021 budget anticipated that additional funds would be necessary to support the Hall Boards given that rental restrictions would still exist in 2021. Staff budgeted \$7,600 towards this expense and coded this to a COVID expense.

As per the chart below, staff is recommending that additional funds be allocated to the Hall Boards in 2021 to assist with Covid-19 impacts.

	2020				2021			
	Request	Grant	COVID Relief	Total	Request	Grant	COVID Relief	Total
Wellandport Hall	\$1,000	\$1,000	\$ 4,950	\$ 5,950	\$1,000	\$1,100	\$ 4,900	\$ 6,000
Fulton Hall	\$2,000	\$1,500	\$ -	\$ 1,500	\$2,000	\$1,550	\$ 450	\$ 2,000
Caistor Community Center	\$3,000	\$2,000	\$ 2,620	\$ 4,620	\$4,000	\$2,100	\$ 2,550	\$ 4,650
TOTAL	\$6,000	\$4,500	\$ 7,570	\$12,070	\$7,000	\$4,750	\$ 7,900	\$12,650

Cemetery Boards:

The Township currently maintains 21 cemeteries. In addition, there are six active cemeteries which are maintained by other cemetery boards. In 2021, Council approved \$10,300 in grants to these boards. The funds were allocated to general operations and various capital improvements such as headstone repairs and equipment purchases. The grant allocation is based on a calculation of \$666/per acre. This was determined in 2009 by the Municipal Cemetery Board.

The requests have been reviewed and the charts below show the previous year's grant, the 2021 request and the proposed 2021 recommended grant.

CEMETERY GRANTS

Cemetery	Request 2020	Grant 2020	Request 2021	Grant 2021
Caistorville United Church	\$ 4,500	\$ 4,000	\$ 4,500	\$ 4,000
St. Luke's Anglican	\$ 1,400	\$ 1,200	\$ 1,400	\$ 1,200
Kimbo Free Methodist	\$ 1,000	\$ 900	\$ 1,000	\$ 900
Smithville United Church	\$ 2,500	\$ 2,300	\$ 2,500	\$ 2,300
Elcho United Church	\$ 500	\$ 500	\$ 500	\$ 500
St. Martin's Catholic Church	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400
TOTAL	\$11,300	\$10,300	\$11,300	\$10,300

FINANCIAL IMPLICATIONS:

All of the funding amounts are within the 2021 approved budget.

INTER-DEPARTMENTAL COMMENTS:

This report was reviewed by the CAO.

CONCLUSION:

It is recommended that Council approve the Corporate Sponsorship and Cemetery and Hall Board Grants as outlined in this report.

Prepared & Submitted by:

Donna DeFilippis

Donna DeFilippis, Director of Finance

Approved by:

B. Hendry

Bev Hendry, CAO