



## **2021 County Grant Guidelines**

### **Mayor and Council**

**Approval Date: November 10, 2020**

**Approval Authority: Staff Report CS 20-45**

**Effective Date: November 17, 2020**

#### **Purpose:**

The County Grant Program invests in community events and programs that build cultural capacity, strengthen the creative community, define the County's unique identity and enrich the quality of life of all residents.

At the November 10, 2020 Meeting, Norfolk County Council approved a one-time modification to Policy MC-05 County Grant Application Process as outlined in Staff Report CS-45.

Service clubs and non-profit organizations are not immune to COVID-19 and associated regulations, and are experiencing unprecedented challenges. These challenges are expected to remain into 2021, so the eligibility criteria and process for County Grants for the 2021 year will be modified, to assist local festivals, events and services in adapting to the COVID-19 restrictions.

#### **Overview:**

In accordance with Section 107 of *the Municipal Act*, Norfolk County Council may provide grants to non-profit organizations and groups who operate within, and/or provide services to, Norfolk County for any purpose that Council considers in the interest of the municipality. These services include but are not limited to the areas of recreation, arts and culture, environmental and other activities that support purposes beneficial to the community and are clearly non-core or non-scheduled services offered by the County.

In response to the pandemic, Council approved adapting the annual Council Grant Application Program for 2021 to focus on support for cultural organizations and events that demonstrate innovation in adapting programs and activities to pandemic restrictions and public health guidelines.

#### **Annual Grant Funding:**

The current Annual Grant Funding is \$34,000, approved in 2020. The final amount allocated in 2021 is subject to Levy Budget deliberations. Applicants are eligible to

receive a grant of 50% of the cost of their proposal, to a maximum grant of \$3,500 per group/organization.

**Guidelines:**

**Qualification of Applicants**

1. Cannot be a commercial or industrial organization. (*Municipal Act*, Section 106)
2. Must be a not-for-profit organization.
3. Must benefit the community.
4. Cannot be agencies whose mandate is the responsibility of other levels of government where funding has been withdrawn.
5. Are not eligible if in arrears to the County.
6. Cannot use this grant to directly provide grants to others.
7. Requests for special events/festivals will be considered with other “in kind” requests.
8. Cannot be currently receiving any additional funding from Norfolk County.

**Evaluation of Applications**

The following evaluation criteria will be used to evaluate the various applications:

1. Preference to organizations that apply for reimbursement of expenses to meet safety requirements that allow cultural events to proceed, or support innovative approaches to ensuring the safe re-opening of cultural destinations.

Additional eligible expenses include:

- Technology related expenses to support digital engagement or contactless experiences
- Expenses related to physical distancing measures implemented at cultural sites and events (signs, plexiglass barriers, etc.)
- Expenses related to innovation in program delivery in response to the pandemic
- Expenses related to other requirements outlined in ‘**A Framework for Reopening our Province**’ <https://www.ontario.ca/page/reopening-ontario>

2. Preference to organizations that provide programs events or services to a large number of children, youth, seniors, or volunteers.
3. Applicants must prove they have established diversified sources of revenue.

4. Applicants may need to provide a comprehensive business plan to justify their application.
5. Applicants will be required to provide evidence of financial need.
6. Applicants shall demonstrate any and all economic spin-off benefits to the community.

**Process:**

1. All applicants must complete a Grant Application Form for submission no later than January 31<sup>st</sup>, 2021.
2. All applications will be initially reviewed by an internal committee led by Financial Services and presented to SLT for approval and recommendation to Council. If a pecuniary interest should exist in regards to an Application, that member of the committee must declare a conflict and withdraw participation in the discussion.
3. Grant entitlements will be paid in full, however grant recipients will need to provide written confirmation of how and where the grant funds were expended by December 31, 2021. Failure to do so may eliminate them from future grant funding consideration.

**Specific Annual Grants**

Norfolk County will make specific grants to each Norfolk based high school to award students for outstanding performance in a variety of areas. The County will provide an annual education bursary of \$500 to each High School located within Norfolk County, for a graduating student applying for or pursuing an education in municipal or public administration, skilled trades, health, or an agricultural related program.

Houghton Agricultural Society	\$2,000.00
Delhi FallFest Committee	\$2,000.00
North Walsingham Agricultural Society	\$2,000.00
Port Rowan BayFest	\$2,000.00
Donnybrook Fair/Charlotteville Agricultural Society	\$2,000.00

**Attachments:**

2021 Grant Application