Celebrate Markham
Part A: General Criteria - Program Guidelines (All Categories)

*Changes to the Criteria are shown in italics or strikeout

PROPOSED ELIGIBILITY CRITERIA
To make a Celebrate Markham Application:

- Applicants must be a not-for-profit organization, either incorporated or unincorporated;
- Events, activities, and programs must take place in the City of Markham;
- Events, activities and program must not be eligible or funded through other City of Markham funding programs;
- The organization must be supported by a volunteer Board of Directors, Steering Committee or similar body;
- *the majority of the organization’s Board of Directors must be residents of the City of Markham unless significant community benefits can be demonstrated as part of the application review process*;
- Membership in the organization and the organization’s activities must be open to the public, *without restrictions or limitations*.

Applicants **must** also meet the criteria for the specific category in which they are applying, detailed in Part B (Attachment 2 to this report):

1. Culture Events and Programs
2. Major Community Festivals
3. Sports Events
4. Seniors’ Clubs

The following entities are ineligible:

- For-profit organizations;
- Schools, universities, hospitals, daycares, group homes, or any group that has a mandate/activities covered under provincial/federal legislation;
- Political parties and lobby groups;
- Religious groups where services/activities include promotion, or require adherence to a faith (in the event religious services are provided, there must be clear separation between religious and community service functions at event and budget levels);
- National and provincial organizations, unless they have an affiliate club or local chapter within the municipality;
- Grant-making or fundraising organizations;
- Landlord/tenant/condominium corporations;
- Organizations in major deficit or debt positions as a result of financial mismanagement;
- Individuals.

ELIGIBLE EXPENSES
Grants through Celebrate Markham may **NOT** be used for ongoing operating costs. The following table details eligible and ineligible expenses.
Celebrate Markham Funding Program

<table>
<thead>
<tr>
<th>Eligible expenses</th>
<th>Ineligible expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible activities and expenses include project-specific costs for the planning, organization and implementation of events, activities and programs, as well as administration costs, as follows:</td>
<td>Ineligible activities and expenses include use of the City grants for:</td>
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<tr>
<td>• Rental space;</td>
<td>• Staff salaries and benefits;</td>
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<tr>
<td>• Rental equipment;</td>
<td>• Capital costs / building renovations;</td>
</tr>
<tr>
<td>• General liability insurance;</td>
<td>• Fundraising, or donations to charitable causes;</td>
</tr>
<tr>
<td>• Event/activity/program management;</td>
<td>• AGM’s, business meetings;</td>
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<tr>
<td>• Event marketing;</td>
<td>• Consultant Fees;</td>
</tr>
<tr>
<td>• Performer or instructor fees;</td>
<td>• Loans or interest payments;</td>
</tr>
<tr>
<td>• Delivery and materials costs;</td>
<td>• Debt repayment or deficit reduction;</td>
</tr>
<tr>
<td>• Interpretation and translation for events and communications;</td>
<td>• Purposes that result in direct, or indirect private benefits to the recipient;</td>
</tr>
<tr>
<td>• Up to 20% of the approved expenses in administration costs including: bookkeeping, office supplies and associated auditing costs.</td>
<td>• Political or religious activities;</td>
</tr>
</tbody>
</table>

EVALUATION CRITERIA
Successful applications to the Celebrate Markham program must demonstrate the following:
• That the goals and objectives of their event, activity or program align with the Vision and Guiding Principles of Celebrate Markham;
• That their event/activity/program will benefit the community;
• That they have a plan and the staff, support, volunteers and partners to achieve results;
• That they have sound financial management; and,
• That they have other sources of revenue than the City of Markham

All applicants must demonstrate that their event/activity/program etc. will comply with the policies and bylaws of the City of Markham including Zero Waste event policies.

APPLICATION POLICIES
• Applications must be complete and submitted by the Celebrate Markham program deadline;
• Applications must be made through the official application process;
• Applicants may apply to only one category, once a year;
• Only 1 grant award will be made per organization for a 12 month funding cycle;
• Event/activity/program must be completed by the date as stated on the application form, otherwise the funding must be returned;
• Recipients must submit a Project Outcome/Financial report for approval at the conclusion of the project and within sixty (60) days. New grant applications will not be accepted unless the Project Outcome/Financial report is approved and the organization is in good standing with the City of Markham.