

City of Belleville

Report No: DF-2024-07

Meeting Date: March 25, 2024



To: Mayor and Members of Council

Department: Finance

Staff Contact: Brandon Ferguson, Director of Finance, Treasurer

Subject: City of Belleville Grant Committee

Recommendation:

“THAT Council approve the recommendations of the Grant Committee as outlined in the Director of Finance/ Treasurer’s Report No. DF-2024-07, City of Belleville Grant Committee.”

Strategic Plan Alignment:

Culture and Recreation: Support a culturally diverse community

Culture and Recreation

Background:

At the November 27, 2023 Council meeting Council approved the revised Grant Policy and guidelines for the new Tourism Grant program. The Policy was updated to align with the new programs and guidelines being recommended and to continue to provide an equitable process for the review and approval of requests for monetary grants, and grants of municipal resources.

The Tourism program focuses on annual, one-time funding to support events that draw visitors from outside of the City to Belleville, provide local entertainment, promote new spending and overnight stays in the City of Belleville. Tourism events will fill a void in the City’s event calendar and will provide activities that meet current tourism market demand. The grants will support the realization of the City’s strategic goals by supporting community-based partners on a priority basis and in a fair and equitable manner. The maximum grant allocation under this program has been established at a total of \$10,000.

Evaluation criteria and scoring are outlined in the approved guidelines and are available on the City’s website. Additionally the Policy outlines evaluation assessment to include the availability of the requested resource, potential financial impact to the municipality, contribution to the

well-being of members of the community, recognition of a worthwhile program/cause, overall community impact, and any other criteria deemed suitable by the Grant Committee.

This is the first intake for the Tourism grant program and the recommended funding allocated represents approximately \$50,000 or 55% of the available funding for this program (\$90,000).

Financial/Analysis:

The following group/organizations submitted proposals outlining the details of their requests. The Staff Review Committee met to review the requests using the prescribed template and provide recommendations for the following submissions.

5.1 Quinte Bass Anglers - Quinte Big Bass Champs "Big Bass Challenge"

Date: June 15, 2024

Request:

Financial Assistance: \$5,000

- To assist with cost of advertising: banners, signs, posters, radio local and regional, social media

Use of Municipally Owned Facility:

- Waiver rental fees for George Street and Herchimer Avenue Boat Launches
- Waive parking fees

Use of Municipally Owned Equipment/ Materials:

- Large bleachers, traffic cones and barriers, fencing, hydro

(This represents a municipal resource cost to the city in the amount of \$2,754 plus H.S.T.)

5.2 Quinte Fishing Series - 2024 Season

Date: May 26, June 16, July 7, 27, September 14 -15, 2024

Request:

Use of a Municipally Owned Facility:

- Waive rental fee for George Street Boat Launch
- Waive parking fees

(This represents a municipal resource cost to the city in the amount of \$6,504 plus H.S.T.)

5.3 Belleville Agricultural Society - RCMP Musical Ride

Date: June 21, 2024

Request

Financial Assistance: \$10,000

Use of Municipally Owned Facility:

- Waive rental fees

Use of Municipally Owned Equipment/ Materials:

- Bleachers, cement blocks, garbage cans, picnic tables

Municipal Staff Support

(This represents a municipal resource cost to the city in the amount of \$5,862.40 plus H.S.T.)

5.4 Belleville Jazz Festival - Jazz Festival

Date: July 26 - 28, 2024

Request:

Financial Assistance: \$10,000

- To assist with artist fees

5.5 Zeke Agency - Endless Summer World Long Drive Championship

Date: July 14 - 15, 2024

Request:

Financial Assistance: \$10,000

- To assist with marketing and advertising (\$5,000)

- To City Swag for the event (\$5,000)

5.6 African Arts Institute - Rhythm Africa (2025)

Date: February 14 - 16, 2025

Request:

Financial Assistance: \$10,000

- To assist with artist fees for performers and workshop leaders

5.7 Centennial Bulldogs R.F.C./ Centennial SS - OFSAA A/AA Boy's Rugby - Barbarian Cup (2025)

Date: June 5 - 7, 2025

Request:

Use of Municipally Owned Facility:

Waive rental fees for M.A. Sills Park

Waive rental fees for MacKay Insurance Arena

Uses of Municipally Owned Equipment/ Materials:

- Tables, Chairs

(This represents a municipal resource cost to the city in the amount of \$9,108.60 + H.S.T.)

5.8 Quinte Arts Council - Quinte en Plein Air

Date: June 20 - 23, 2024

Request:

Financial Assistance: \$10,000

- To assist with juror fees, travel expenses, registration supplies, project coordination

Use of Municipally Owned Equipment/ Materials:

- Waive fees for Quench Buggy

(This represents a municipal resource cost to the city in the amount of \$500).

5.9 Belleville Downtown Blues - Downtown Blues Festival

Date: September 6 - 7, 2024

Request:

Financial Assistance: \$5,000

- To assist with paying for musicians

5.10 Belleville Caribbean Festival Committee - Belleville Caribbean Festival

Date: August 9, 2024

Request:

Financial Assistance: \$10,000

- To assist with covering cost of planning, producing, including procurement, vendors, materials and equipment

Vendor Licenses: \$1,400 (based on last year's festival)

Use of Municipal Resources/ Equipment:

- Generators, tables, chairs, hydro, water, grey water units, cinder blocks, quench buggy

Other requests:

- Security, Policing, courthouse parking, waive vendor fees, waive hawker/ pedlar fees
(This represents a municipal resource cost to the city in the amount of \$12,933.40 plus H.S.T.)

5.11 Rotary Club of Belleville - Rotary Loves Kids

Date: July 24, 2024

Request:

Financial Assistance: \$5,000

Use of Municipally Owned Facility:

- Waive fees for Market Square

Use of Municipally Owned Equipment/ Materials:

- Fencing, tables, chairs, stage, garbage/ recycling bins, water hook up, electrical hook up

Municipal Staff Support

(This represents a municipal resource cost to the city in the amount of \$12,933.40 + H.S.T.)

5.12 Kiwanis Club of Belleville - Walleye World Live Release Fishing Derby

Date: May 3 - 5, 2024

Request:

Use of a Municipally Owned Facility:

- Waive rental fee for George Street Boat Launch

Use of Municipally Owned Equipment/ Materials:

- Electrical hook up, 24 hour washroom access, tables, chairs, fencing

(This represents a municipal resource cost to the city in the amount of \$559.30 + H.S.T.)

Recommendation:

THAT the City of Belleville Grant Committee recommends the following funding approvals under the Tourism funding application intake #1;

Item #	Applicant	Request	Recommended funding approval
5.1	Quinte Bass Anglers	Financial Assistance \$5,000 Municipal Resources \$2,754	Municipal Resources \$2,754
5.2	Quinte Fishing Series	Municipal Resources \$6,504	Municipal Resources \$3,500
5.3	Belleville Agricultural Society	Financial Assistance \$10,000 Municipal Resources \$ 5,862	Municipal Resources \$5,862
5.4	Belleville Jazz Festival	Financial Assistance \$10,000	Financial Assistance \$7,000

5.5	Zeke Agency	Financial Assistance \$5,000 Municipal Resources \$5,000	Financial Assistance \$5,000 Municipal Resources \$5,000
5.6	African Arts Institute (Rhythm Africa - 2025)	Financial Assistance \$10,000	Financial Assistance \$5,000 (deferred to 2025)
5.7	Centennial Bulldogs RFC/ Centennial SS (Barbarian Cup 2025)	Municipal Resources \$9,109	Municipal Resources \$7,000 (deferred to 2025)
5.8	Quinte Arts Council	Financial Assistance \$10,000 Municipal Resources \$500	Financial Assistance \$5,000
5.9	Belleville Downtown Blues	Financial Assistance \$5,000	Financial Assistance \$5,000
5.10	Belleville Caribbean Festival Committee	Financial Assistance \$10,000 Municipal Resources \$12,933	Financial Assistance \$10,000
5.11	Rotary Club of Belleville	Financial Assistance \$5,000 Municipal Resources \$12,162	Financial Assistance \$5,000
5.12	Kiwanis Club of Belleville	Municipal Resources \$559.30	Municipal Resources \$559.30
	Total	\$125,383	\$54,675.30

Conclusion:

That Council approve the Grant Committee's recommendations for the submitted requests as outlined above.

Approved by:

Rod Bovay, Chief Administrative Officer

Status:

None