



Report
Staff Report
 The Corporation of the City of Brampton
 6/26/2024

Date: 2024-06-20

Subject: Request to Reinstate Funding for the Brampton Excelsior Lacrosse Club (RM 26/2024)

Contact: Kelly Stahl, Director, Cultural Services, Community Services

Report number: Community Services-2024-502

RECOMMENDATIONS:

1. That the report from Kelly Stahl, Director, Cultural Services, Community Services, to the Council Meeting of June 26, 2024, re: **Request to Reinstate Funding for the Brampton Excelsior Lacrosse Club (RM 26/2024)**, be received;
2. That Council directs staff to open a new capital project to provide a one-time grant of \$40,000 to the Brampton Excelsior Lacrosse Club, funded from Reserve #16 – Community Grant Program; and
3. That the Commissioner, Community Services, be delegated authority to execute on behalf of the City any required grant agreements and other agreements and documents deemed necessary for recommendations in this report, on such terms and conditions as may be satisfactory to the Commissioner, Community Services or designate, and in a form satisfactory to the City Solicitor or designate.

OVERVIEW:

- On May 22, 2024, the Brampton Excelsior Lacrosse Club (BELC) requested the reinstatement of annual operating funding from the City of Brampton.
- BELC requested a 5-year annual funding commitment of \$40,000, totaling \$200,000, to support various operational expenses.
- Council directed staff to report back before the summer break with consideration of options for addressing the Club's current funding shortfall.
- BELC's historical significance is a unique factor that has influenced the consideration of its funding request.
- The City has provided \$553,250 in financial support to BELC from 2001 to 2020, including cash grants and in-kind contributions.

- **The multi-year request is ineligible under existing City funding programs designed to support specific projects and initiatives rather than general operational costs.**
- **Sufficient budget is available in Reserve #16 to provide a one-time \$40,000 grant in 2024.**
- **BELC is agreeable to working with City staff to develop eligible applications for existing funding programs for 2025 and beyond.**

BACKGROUND:

Delegation:

At the May 22, 2024, Committee of Council Meeting, Council heard a delegation from Glenn McClelland, President, and Ron Evans, Treasurer, from the Brampton Excelsior Lacrosse Club requesting that the City of Brampton consider reinstating annual operating funding for the Club. With the City's support, the Club was well established and played a significant role in the community, contributing to Brampton's identity and enhancing the national lacrosse program. However, without this support, it has been difficult to maintain the level of engagement and operational stability required for organizational success. Council directed staff to report back before the summer break with consideration of options for addressing the Club's current funding shortfall.

Brampton Excelsior Lacrosse Club:

Established in 1871, the Brampton Excelsior Lacrosse Club is one of Brampton's oldest and most storied organizations, significantly contributing to lacrosse development in Ontario and Canada. The Club's long-standing presence and deep-rooted history in Brampton have been central to its impact on local sports culture and the broader community. This historical significance is a unique factor that has influenced the consideration of their funding request.

Historical City Support for the Brampton Excelsior Lacrosse Club:

In July 2005, following Council direction (C127-2005), the City established a Letter of Understanding (LOU) with the Brampton Excelsior Lacrosse Club, which outlined the City's annual grant of \$30,000 for the limited purpose of assisting with marketing and communication for the Excelsiors' playing seasons and specified the funding conditions that the Club was required to meet. See Attachment 1. The LOU was in place as a 'Heritage Grant' until Council approved a new Community Grant Program in 2016, now known as the Advance Brampton Fund, which requires all Brampton-based non-profit organizations to submit an annual application for project funding.

Between 2001 and 2020, the City provided \$553,250 in financial support (\$535,750 cash and \$17,500 in-kind) to the Brampton Excelsior Lacrosse Club. In addition to the cash and in-kind contributions, the Club receives a reduced rate for their floor time at

Memorial Arena through their affiliated status. The annual financial support significantly contributed to the ongoing success and relevance of the club, ensuring it remained a vibrant part of the community and an essential component of Brampton's identity. By supporting the Excelsiors, the City helped foster a sense of local pride and continuity, enhancing Brampton's reputation as a center for sports excellence.

Year	Request	Amount
2001	Loan for General Club Operations	\$40,000
2003	General Club Operations	\$20,000
2004	General Club Operations	\$25,000
2005-2015	Letter of Understanding: \$30k annual contribution to Marketing & Communications	\$330,000
2016	Community Grant Program: Various Sports Tournaments (Cash \$15,750; In-kind \$17,500)	\$15,750
2017	Minto Cup Hosting	\$65,000
2022	Sport Tourism Hosting Program: Founders Cup	\$40,000
Total	Cash \$535,750, In-kind \$17,500	\$553,250

CURRENT SITUATION:

Brampton Excelsior Lacrosse Club Request for Support:

As part of the delegation, the Brampton Excelsior Lacrosse Club requested a 5-year annual funding commitment of \$40,000 from the City. Since that time, staff have met with representatives from the Brampton Excelsior Lacrosse Club (BELC) to discuss the funding situation and potential solutions.

With a 2024 goal of reaching new participants, fans, and sponsors for the 2025 season, this funding request aims to stabilize the Club's operations and reemerge with a strong Brampton Excelsiors brand and identity. The Club plans to achieve this through active participation in community events, engagement within schools, and partnerships with the City and other organizations. The 2024 funding is thus critical not only for sustaining current activities but also for setting the foundation for expanded outreach and deeper community integration in the coming years. A proposed budget is provided in Table A.

Table A: 2024 BELC Budget for City Grant (proposed)

Category	Budget
Marketing and Communications	\$9,000
Events & Community Engagement	\$19,000
Team Operations	\$12,000
Total	\$40,000

The BELC is agreeable to working closely with City staff to apply for existing funding programs as outlined in this report for 2025 and beyond. This collaborative approach ensures that the Club's future proposals align with the programs' expressed purposes and funding criteria, thereby enhancing their chances of securing necessary support while maintaining the integrity of the City's funding processes. Approving funding requests outside the established grant programs may require establishing new policies to manage and assess such requests equitably.

FUNDING OPTIONS:

2024: One-time Operating Grant for \$40,000

Considering the unique historical significance of the Brampton Excelsior Lacrosse Club and its specific challenges in securing operational funding, staff recommend providing a one-time grant to address the Club's current funding shortfall. Sufficient funding is available in Reserve #16 – Community Grant Program, which is the remaining funds from the legacy Community Grant Program, to support an in-year request of up to \$40,000 for operational support.

2025 and beyond: Apply to Existing Grant Programs

The Brampton Excelsior Lacrosse Club is agreeable to developing applications to the existing funding programs with proposals that meet each program's expressed purposes and funding criteria for 2025 and beyond.

- **Advance Brampton Fund (ABF):** The Advance Brampton Fund supports the development of the non-profit sector. It provides up to \$25,000 in matching grants to eligible Brampton-based non-profit or charitable organizations to support initiatives that advance key priority areas of Arts and Culture, Recreation, and Community Safety and Well-being.
- **Tourism Sponsorship Program:** The Tourism Sponsorship Program supports major festivals that produce compelling experiences, increase economic activity, celebrate multiculturalism, and create awareness of Brampton as a destination. It also supports one-time sports hosting for tournaments that foster civic pride and generate a significant and positive economic impact for the City.

CORPORATE IMPLICATIONS:

Financial Implications:

Financial impact of \$40,000 in 2024. Staff recommend creating a new capital project, funded from Reserve #16 – Community Grant Program, which is the remaining funds from the legacy Community Grant Program. There are no financial impacts in future years as the Brampton Excelsior Lacrosse Club will be advised to apply to the existing funding programs with which the approved operating budget currently exists.

Reserve #16 - Community Grant Program	Amount
As at April 30, 2024	\$ 105,599.37
1 Year Funding	-\$ 40,000.00
Remaining Balance	\$ 65,599.37

Legal Implications:

Legal Services will review and approve as to form any grant and other agreements required to implement the financial support as determined by Council.

STRATEGIC FOCUS AREA:

This report aligns with the City of Brampton's commitment to fostering a vibrant and engaged community. By considering the historical significance and unique contributions of the Brampton Excelsior Lacrosse Club, the City acknowledges the importance of preserving local heritage and supporting organizations that have played a pivotal role in shaping community identity.

CONCLUSION:

This information report responds to RM26/2024. Pending approval of the recommendations, staff will prepare the grant agreement for execution between the City of Brampton and the Brampton Excelsior Lacrosse Club. Staff will also work with BELC to develop applications for future funding through existing programs.

Authored by:

Kelly Stahl
Director, Cultural Services
Community Services

Approved by:

Bill Boyes
Commissioner, Community Services
Community Services

Approved by:

Marlon Kallideen
Chief Administrative Officer

Attachments:

- Attachment 1 – Letter of Understanding dated July 21, 2005.