

Date: 2022-06-10

Subject: **Advance Brampton Fund – 2023 Program Framework**

Contact: **Kelly Stahl, Senior Manager, Cultural Services**
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Report Number: Corporate Support Services-2022-550

Recommendations:

1. That the report from Kelly Stahl, Senior Manager, Cultural Services, dated May 30, 2022, to the Committee of Council meeting June 22, 2022, titled **Advance Brampton Fund - 2023 Program Framework**, be received;
2. That Council endorse the 2023 Advance Brampton Fund framework as outlined in this report; and
3. That the Director, Strategic Communications, Culture and Events, Corporate Support Services, be delegated authority to approve funding recommendations and execute on behalf of the City any required grant agreements and other agreements and documents deemed necessary for implementing approved funding from the Advance Brampton Fund, on such terms and conditions as may be satisfactory to the Director, Strategic Communications, Culture and Events or designate and in a form satisfactory to the City Solicitor or designate.

Overview:

- The City of Brampton’s Community Grant Program has been in operation since 2015, with the goal of providing funding to eligible unincorporated and incorporated non-profit organizations (NFPs) and charities in Brampton for events, programs and projects that have positive city-wide impact and increase local quality of life.
- At the October 16, 2019, Council meeting, Council approved a framework for a new Community Grant Program, the Advance Brampton Fund (CW386-2019).
- The base operating grant fund of \$600,000 has remained consistent since 2020, however, the request for support has increased year over year. A 2019 report by

Hill Strategies reported Brampton's cultural grants were very low both as a per capita dollar figure and as a proportion of overall cultural investment.

- In order to better meet demonstrated community need, and bring the City of Brampton into closer alignment with regional comparators, staff will request incremental funding for the Emerging program stream in the 2023 budget submission. Pending Council approval of this additional funding, staff will begin the intake process for the Emerging stream in Q2 2023.
- A dedicated annual operating budget for the Marquee Events and Sports Tourism Fund should be considered for the 2023 program year.
- Data gathered through the 2021 grant close out reports demonstrates the City of Brampton's investment in to NFPs yielded significant impact on the community.
- The Advance Brampton Fund framework remains consistent for 2023, with the exception of the Emerging Projects Stream, moving from bi-annual to one intake period in Q2 2023, in response to a delayed municipal budget process.
- Over the past three years, the City has delivered 31 programs to 346 community organizers as part of the NFP Sector Learning Series. The program will launch again in Q4 2022, with a focus on a dual curriculum of core skills for running and managing a NFP, including grant writing as well as advanced topics focused on sector trends and best practices.
- Staff will conduct two surveys in 2022 as part of the Advance Brampton Fund. Survey results will be analyzed and implications for future programming will be considered.

Background:

The City of Brampton's Community Grant Program has been in operation since 2015, with the goal of providing funding to eligible unincorporated and incorporated non-profit organizations (NFPs) and charities in Brampton for events, programs and projects that have positive city-wide impact and increase local quality of life.

As directed by the Council-endorsed Culture Master Plan, in January 2019 staff launched a review of the Community Grant Program for 2020, to explore opportunities for strategic re-alignment with Council priorities, process enhancements, and meeting community need.

At the October 16, 2019, Council meeting, Council approved a framework for a new Community Grant Program, the Advance Brampton Fund (CW386-2019). This framework responds to community need and aligns program outcomes with the Term of Council priorities.

The Advance Brampton Fund is open to Brampton-based unincorporated NFP organizations, incorporated NFP organizations, and registered charities, for strong project

proposals that advance Council priorities and take place in Brampton. All applicants are screened to ensure base eligibility is met.

Contributing to a “City of Opportunities” and a “Well-Run City”, the Advance Brampton Fund offers a consistent and transparent structure to provide funding to implement programs, projects and initiatives that support local development and deliver on Term of Council priorities:

- Brampton is a Mosaic
- Brampton is a Green City
- Brampton is a Healthy and Safe City

The Advance Brampton Fund uses a scaled model that is focused on project growth, building grantees towards sustainability and greater capacity to partner, collaborate and lead well-managed work within the NFP sector. Initially, the program limited projects to a maximum of three consecutive annual granting cycles. However, in support of NFP sector COVID-19 recovery and resiliency and an anticipated review of the grant model for the 2024 funding year, staff propose that 2023 applications be considered for a fourth cycle.

Grant Funding

In 2020, due to COVID-19 restrictions a number of organizations cancelled their programs and withdrew their funding applications. Those who remained in the program chose to amend their delivery models to a virtual format, reducing overall costs. Staff received approval from Council to develop the COVID-19 Relief Fund for Artists and Arts Organizations and reallocated \$500,000 in operating budget to this program.

In 2021, Council approved a one-time allocation of \$150,000 to the Advance Brampton Fund to expand program priorities to include a new Community Safety stream, bringing the Advance Brampton Fund budget to \$750,000. Staff received further approval from Council to develop the COVID-19 Recovery Fund for Individual Artists and reallocated \$150,000 in operating budget to this program.

In 2022, the Advance Brampton Fund allocated the remaining Community Safety funding and granted the operating budget in full, leaving no additional funds to support relief and recovery programs.

While the number of applications submitted to the Advance Brampton Fund has been consistent, the total request for funding has increased by 32% since 2020. With an annual operating budget of \$600,000 the program has been limited to approving less than 50% of requested funding since its launch. (Table 1)

A 2019 report by Hill Strategies reported Brampton’s cultural grants were very low both as a per capita dollar figure and as a proportion of overall cultural investment. The City of Mississauga delivers \$4.4M annually, with approx. 50% to arts and culture

specifically. Staff will request incremental funding for the Emerging program stream in the 2023 budget submission. Pending Council approval of this additional funding, staff will begin the intake process for the Emerging stream in Q2 2023. Further, a dedicated annual operating budget for the Marquee Events and Sports Tourism Fund should be considered for the 2023 program year.

Table 1: Advance Brampton Fund Grant Allocations (2020-2022)

Year	Number of Applications Submitted	Total Request Value	Total Number Approved	Total Value of Grants Funded	% of Requested Funding	Average Score
2020	113	\$1,080,600	48	\$435,561	40%	58.8%
2021	122	\$1,336,614	67	\$634,302	47%	72.5%
2022	122	\$1,427,019	64	\$615,769	43%	74.8%

Current Situation:

Program Highlights

Data recently gathered through the 2021 grant close out reports demonstrates the City of Brampton’s investment into NFPs yielded significant impact on the community:

- Grant supported programs engaged 675 volunteers who contributed over 14,500 hours to project planning and delivery in Brampton.
- The Term of Council Priority Area Brampton is a Mosaic funded 200 creative productions and hired over 300 Brampton based artists.
- The Term of Council Priority Area Brampton is a Healthy and Safe City reported over 700 Brampton residents feeling more mentally and physically healthy through over 150 programs delivered.
- The Term of Council Priority Area Brampton is a Green City engaged over 1,000 Brampton residents with Green Programming and provided over 50 different educational resources to Brampton residents.

2023 Advance Brampton Fund

Consistent with the 2022 program year, staff recommends the 2023 Advance Brampton Fund framework as presented in Table 3.

On an annual basis, staff review the program framework and consider feedback received from applicants and grant recipients. The following update is proposed for the 2023 program year:

- Intake (Emerging Projects) - The Emerging Projects Stream moves from bi-annual to one intake period in Q2 2023. This change is in response to a delayed municipal

budget process in 2023. Developing and Amplifying Project streams will open for annual intake in Q4 2022, as in previous years.

Table 3: 2023 Advance Brampton Fund Framework (proposed)

Advance Brampton Fund – 2023 Framework			
Term of Council Priorities:			
<ul style="list-style-type: none"> • Brampton is a Mosaic • Brampton is a Green City • Brampton is a Healthy and Safe City 			
Program Stream	Emerging*	Developing	Amplifying
Tiers	Up to \$5,000 Up to 50% of eligible expenses, including up to \$2,500 in capital expenses.	Up to \$12,500 Up to 50% of eligible expenses, including up to \$5,000 in capital expenses.	Up to \$25,000 Up to 50% of eligible expenses, including up to \$5,000 in capital expenses.
Project Types	New and emerging projects	Existing projects with potential to grow and develop	Projects with a proven track record of well-managed success
Project Timelines	January 1 – December 31, 2023		
Funding Allocations	\$200,000 40 projects** @ \$5,000	\$250,000 20 projects** @ \$12,500	\$350,000 14 projects** @ \$25,000
Eligible Organizations (must be Brampton-based)**	<ul style="list-style-type: none"> • Unincorporated NFPs**** • Incorporated NFPs • Registered Charities 	<ul style="list-style-type: none"> • Incorporated NFPs • Registered Charities 	<ul style="list-style-type: none"> • Incorporated NFPs • Registered charities
Insurance Requirement	All organizations must carry \$2M Commercial General Liability insurance year-round. Proof of this insurance is a requirement to submit an application and if successful, must be kept in full force for the duration of the funding agreement.		

Intake	Annual (opens Q2 2023)	Annual (opens Q4 2022)
Evaluation	<ul style="list-style-type: none"> • Applications are evaluated by City staff with subject matter expertise within tiers with other projects of the same scope and scale. • Evaluated on likelihood of project success and advancement of Term of Council priorities. • Projects must take place in Brampton. • Any third-party fundraising efforts must be secondary components of the project and be directed back into the city of Brampton. 	
Funding Allocation	<ul style="list-style-type: none"> • Minimum 50% score to be considered for funding. • Funding is allocated to highest scoring project within each stream and priority until available funding is depleted. Once allocation is complete, funding recommendations are prepared for Director's approval. 	
Approval Authority	<ul style="list-style-type: none"> • Director, Strategic Communications, Culture and Events, Corporate Support Services to approve funding recommendations and execute any required agreements and other documents deemed necessary for the 2023 Advance Brampton Fund in a form satisfactory to the City Solicitor or designate. 	
Results	<ul style="list-style-type: none"> • At the end of each intake period applicants are notified of funding decisions. 	
Closeout	<ul style="list-style-type: none"> • Closeout is to ensure final reports are received and evaluated, allowable costs are determined and holdback payments are made. Closeout reports must be submitted within 60 days of the end of the project period, or December 31, 2023 (whichever is earlier). Failure to submit timely and accurate final reports may affect future funding to the organization. 	

* Emerging project stream would open in Q2 2023, pending Council approval of the 2023 operating budget.

**Actual number of approved projects dependent on number of applications received and total funding requested.

*** Brampton-based" as defined by having a permanent organizational address in the city of Brampton.

**** When two or more Brampton residents agree to pursue a common purpose, which is not-for-profit. The organization must be governed by a volunteer Board of Directors, provide evidence of their non-profit purpose and activity (i.e. the organization's by-laws, constitution, terms of reference or charter), and have two authorized Board Members over the age of 19 with permanent residential addresses in Brampton, who will execute grant application and the City's grant agreement both personally and on behalf of the organization.

Not-For-Profit (NFP) Sector Development

It is further recognized that in order to enhance the effectiveness of the Advance Brampton Fund program in meeting Council's objectives, the City must invest in strengthening and building the capacity of Brampton's NFP sector. Over the past three years, the City has delivered 31 programs to 346 community organizers. One of the measurable impacts of this training can be seen in the year-over-year increase in applicants' average scores from 59% in Year 1 to 74% in Year 3.

The learning series will continue in Q4 2022, with a focus on a dual curriculum of core skills for running and managing a NFP, including grant writing as well as advanced topics focused on sector trends and best practices. While these learning series are valuable, there is future opportunity for the City to demonstrate municipal leadership and innovation in developing this sector through consideration of dedicated advisory services.

Stakeholder engagement

It is a directive from the Culture Master Plan to provide direct lines of input from the community and work with local creators as co-curators in program development and delivery. Staff will conduct two surveys in 2022 as part of the Advance Brampton Fund: one with organizations who have participated in the NFP Sector Development learning opportunities and another with organizations who have applied for a grant through the Advance Brampton Fund (whether successful or not). Survey results will be analyzed and implications for future programming will be considered.

Next Steps

Pending approval of this report:

1. Developing and Amplifying Project Streams will open for applications in Q4 2022. Funding decisions will be announced in Q1 2023.
2. Emerging Projects Stream will open for applications in Q2 2023, following Council approval of the 2023 Annual Operating Budget. Funding decisions will be announced in Q3 2023.
3. A robust communications plan, information sessions and grant writing workshops will be delivered to ensure that funding priorities, timelines and program eligibility is clear and that new and returning applicants feel confident and supported in the process.

Corporate Implications:

Financial Implications:

The base budget includes approximately \$600,000 in approved funding which is sufficient for the recommendations in this report subject to Council approval.

In addition, staff will request incremental funding for the Emerging program stream in the 2023 budget submission, subject to Council approval.

Other Implications:

Legal Services will review and approve as to form all grant and other agreements required for the Advance Brampton Fund.

Term of Council Priorities:

- This recommendation aligns with the Term of Council Priorities. Responsible program administration supports a *Well Run City*, while the Advance Brampton Fund directly contributes to a City of Opportunities. The program furthers Brampton as a *Green City*, a *Mosaic* and a *Healthy and Safe City*, by providing grant funds within administrative limits to the NFPs that deliver programs and projects in these service areas.

Conclusion:

This report outlines the proposed framework and timelines for delivery of the 2023 Advance Brampton Fund program

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