



## POLICY No. 2011-03 Community Partnership Program – Community Beautification Grants

**Originating Department** PED-COM-26-2011

**SMT Approval:**

**Council in Committee:** 2011-09-19

**Recommendation #:** 2 and 3

**Council Approval:** 2011-09-26

**Resolution #:** 225-11

**Revision History:**

[Click here for revision history](#)

### 1. PURPOSE

The purpose of this policy is to provide a framework for granting partnership funding to community organizations within Haldimand County for beautification-related projects. The funding, which is part of the County's overall Community Partnership Program (CPP), was established in 2005 in recognition of the importance of beautification to the vitality of any community as well as the sense of pride and quality of life it fosters for residents.

### 2. POLICY

#### **Background:**

In 2005, the "Grants to Organizations/Haldimand County Community Partnership Program (HCCPP)" was established in recognition of the importance of beautification to quality of life and economic opportunity in the County.

The success of this program was a factor in the move towards a more comprehensive Community Partnership Program (CPP) which enables the County to identify, pursue and evaluate potential not-for-profit partnerships to develop and enhance community assets on County-owned property. The CPP ensures a fair, clear and consistent approach to identifying and evaluating partnership opportunities.

Through the enhanced CPP, Haldimand County now provides three streams of capital funding for community groups to access: (i) Community Projects Capital Grants; (ii) Community Beautification; and (iii) Community Halls—as well as operating agreements with Community Halls and Field Management groups.

Currently, \$60,000 capital funding (through the County's operating budget) is set aside annually to support Community Beautification proposals; groups may apply for 50% of funding up to a maximum of \$4,000 per project.

Where the County is being requested to provide beautification grant funding, whether it be in whole or in part, in conjunction with a community group and/or organization, the following conditions and requirements will apply:

- 2.1. Grant funding shall only be provided through the framework and Guidelines of the Community Beautification Program within the following four categories:

*Category 1 – Community Signage*

- (a) Entrance
- (b) Promotional and directional
- (c) Heritage street signs, etc.

*Category 2 – General Community Beautification*

- (a) Flowers, shrubs, trees, etc.
- (b) Hanging baskets, plant boxes, flowerbeds, etc.

*Category 3 – Community Streetscape/Park Improvements*

- (a) Vertical pole or regular flags
- (b) Benches
- (c) Artistic murals
- (d) Christmas lights
- (e) Other permanent fixtures (e.g. gazebo, rest centre, plaque, monument, etc.)

*Category 4 – Other Innovative Community Projects*

- 2.2 Requests for grants/funding which fall outside of the framework of the Community Beautification Program or the overall Community Partnership Program and its related funding opportunities, shall be referred to Council as information only, with the understanding that Council may consider any request on an individual basis.
- 2.3 Community Beautification submissions shall only be accepted from a *lead* organization which is a legally-recognized and incorporated representative body or group of a community within the municipal jurisdiction of Haldimand County (e.g. Chamber of Commerce, Board of Trade, BIA, Service Club, etc.) or combination thereof with appropriate partners (e.g. local horticultural society). **No private company or individual shall be eligible.**
- 2.4 The allocation of the annual \$60,000 Community Beautification budget shall be based upon the merits of each submitted project with a capped limit of 50% of the proposed project budget to a maximum of \$4,000 per project/per lead organization.
- 2.5 The lead applicant (and their partners) must clearly show their ability to adhere to all required criteria and guidelines before the project is given final approval.
- 2.6 All proposed projects are subject to County, provincial and federal by-laws and regulations.
- 2.7 The lead applicant (and their partners) must clearly demonstrate their financial ability to maintain and sustain the proposed project prior to final approval of County funding.
- 2.8 Depending upon the nature of submitted projects, there will be a number of County Departments and/or outside agencies which will be required to comment/sign-off on each proposal to address any regulatory, liability or other potential requirements and concerns. Staff will work with applicants to determine where such approvals are required.

- 2.9 In situations where groups are unable to complete the work approved through the Community Beautification program, those groups will be required to return to Haldimand County any funding which has been received by them for that project. As well, if projects are completed for less than the budgeted amount, groups will be required to return any unspent portion of the Haldimand County funding (e.g. 50% of the total project cost up to a maximum of \$4,000 per project per year).

### 3. DEFINITIONS

- 3.1. *Partner/Community Group*: A community-based volunteer Board of Directors on behalf of a not-for-profit, incorporated group/organization or an established community association or organization.
- 3.2. *Capital*: Haldimand County uses the definition of Tangible Capital Assets from the Public Sector Accounting Board. As well, the County utilizes principles to determine when an item should be deemed a 'capital' asset for financial reporting purposes.
- 3.3. *Existing Initiative*: An enhancement to or accelerated replacement of an existing asset currently provided by Haldimand County.
- 3.4. *New Initiative*: An asset that is not currently provided by Haldimand County.
- 3.5. *Partnership Parameters*: The guiding principles by which Haldimand County determines eligibility of potential partners.
- 3.6. *Partnership Criteria*: The details by which Haldimand County assesses potential partners and their proposals.
- 3.7. *Wide Scope of Interest*: An initiative or asset that affects more than one user group or has identified value for tourism and/or economic development. This project would have a positive effect to the community-at-large or the County as a whole.
- 3.8. *Narrow Scope of Interest*: An initiative or asset that affects only the user group or entity, or a specific segment of the community.
- 3.9. *Project Proposal*: A detailed outline of the proposed initiative or asset, including all required resources and documentation (financial and human, including volunteer time and equipment, insurance, WSIB, etc.), timelines, implementation, sustainability and reconciliation. The Plan should further address the community need or benefit in implementing the initiative/asset.
- 3.10. *Project Review & Implementation*: Projects will be reviewed by a staff team with a view to helping the community group—as much as possible—succeed with its vision. While the County will use a rigorous evaluation and pre-consultation process to ensure the need, benefit and viability of the project, it will also help community groups identify and source relevant financial and other supports to maximize the success of the project.
- 3.11. *Appeals Process*: The process through which community groups will have an opportunity to appeal a decision recommended by staff.

- 3.12. *Grant/Release of Funds*: Following approval of a project, funds will be disbursed to the community group/lead applicant.
- 3.13. *Reporting/Reconciliation*: All grant recipients will be required to provide a final report regarding the project.

#### **4. RESPONSIBILITIES**

##### *4.1. Scope of the Community Beautification Program:*

This policy applies to requests from community groups and/or individuals in partnership with an appropriate lead group, to initiate or enhance the beautification of a new or existing asset on County land.

##### *4.2. Partnership Formula:*

Haldimand County has developed its partnership funding formulas through a process which incorporates elements consistent with previously-successful granting programs, current best practices and community consultation and support.

Given that it is the goal of Haldimand County to enhance financial and in-kind support to community groups through this process, the CPP and Community Beautification Program intend to balance the rigor of the review process with flexibility. Community opportunities which may present an exception to the relevant policies may be assessed through an appeals process or by an exception to the policy (which would be reviewed by Council).

##### *4.3 Criteria*

Community Beautification Program Guidelines, Application Forms and Reporting Forms are available from the Community Partnership Liaison (Community Development & Partnerships Division) or on the Haldimand County website, [www.HaldimandCounty.on.ca](http://www.HaldimandCounty.on.ca).

##### *4.4 Procedure*

1. Applications (for the following year) must be submitted to the attention of the County's Community Partnership Liaison, Community Development & Partnerships Division, by October 31 each year (annually) for budgetary consideration.
2. The lead applicant is expected to review the Community Beautification Program Guidelines and complete all appropriate sections of the Application Form as they relate to the proposed project.
3. Applications must demonstrate the benefits to the community and County as a whole, should the submitted project be approved.
4. All applications shall be reviewed and prioritized according to the CPP and Community Beautification Program criteria, with preference given to projects which have the highest return on investment/positive impact for the community. The County will use a matrix system to objectively assess all Community Beautification requests.

5. Eligible projects—which have been reviewed and prioritized by staff based upon the above-noted criteria—will be presented in a Report to Council for approval prior to annual budget deliberations. In the event that total funding requests exceed the annual \$60,000 Community Beautification Fund budget, Council has the authority to determine which projects (or parts thereof) shall receive funding for that fiscal year.
6. In situations where groups are unable to complete the work approved through the Community Beautification program, those groups will be required to return to Haldimand County any funding which has been received by them for that project. As well, if projects are completed for less than the budgeted amount, groups will be required to return any unspent portion of the Haldimand County funding (e.g. 50% of the total project cost up to a maximum of \$4,000 per project per year).

## 5. REFERENCES

- 5.1. Community Partnership Program – Policy No. 2011-01.

REVISION HISTORY					
REPORT	CIC		COUNCIL		DETAILS
	Date	Rec#	Date	Res#	
	Date	Rec#	Date	Res#	
	Date	Rec#	Date	Res#	
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