

NO: R175

COUNCIL DATE: September 16, 2019

REGULAR COUNCIL

TO: **Mayor & Council** DATE: **September 11, 2019**

FROM: **General Manager, Parks, Recreation & Culture** FILE: **1850-01**
General Manager, Finance

SUBJECT: **Community Enhancement Partnership Program Grant Application – Ocean Park Village Banners**

RECOMMENDATION

The Parks, Recreation & Culture Department and the Finance Department recommend that Council approve a grant under the Community Enhancement Partnership (“CEP”) Program for \$3,000 to Ocean Park Community Association for the Ocean Park Village Banners project located in the area of 16 Avenue – 17 Avenue and 128 Street – 129 Street.

INTENT

The intent of this report is to recommend Council award a CEP grant to support the Ocean Park Community Association for the Ocean Park Village banners project which proposes to replace the current damaged banners installed in 2017 with 24 new banners that will beautify the Ocean Park neighbourhood.

BACKGROUND

In January 2010, Council adopted the CEP Program, which is intended to provide financial support for projects focussed on community engagement and neighbourhood enhancement. Under the CEP Program, residents, businesses and community groups may apply to the City for a grant under three separate categories; these being:

- **Small Project Grants** - to support in planning, organizing and implementing projects intended to directly improve the physical aesthetic appeal of a neighbourhood.
- **Partnership Grants** - to support projects that build community relationships through celebration and activity.
- **Façade Grants** – enable small businesses or commercial property owners to apply for funding to renovate or improve their building facades.

The CEP Program Guidelines are attached as Appendix “I”.

The community has been notified of this program through stakeholder mail-outs, newspaper ads, press releases, promotional posters at civic facilities and on the City's website and social media channels. A Grant Selections Committee has been established with representatives from various departments and is responsible for assessing grant applications that are received under the CEP Program. 44 CEP Program grants have been approved in 2019.

The following sections of this report provide a description and evaluation of the application for a grant under the CEP Program that was recently received by the City.

DISCUSSION

The Ocean Park Community Association has applied for a Small Project Grant to support the creation of Ocean Park Village Banners. The project consists of replacing the current damaged banners with new ones to improve the beautification of the area. The banners are a coveted memorabilia piece in the Ocean Park community. Many Ocean Park community members collect old banners for memories, therefore, the community plans to distribute old banners by donation. All proceeds will go towards the supplies needed for the new set of banners.

The purpose of this project is to beautify the neighbourhood with 24 new banners with visuals that represent the community (Appendix "II"). The proposed banners have been designed by Ocean Park community members, which resulted in an increase of community pride. The new banners will improve the aesthetics of the neighbourhood and enhance the pathways within the Ocean Park village. The banner project cost is estimated to be \$3,480 and the applicant has applied for a \$3,000 grant to offset some of the material and labor costs.

Based on a review of the project according to the CEP Program criteria, a grant of up to \$3,000 for the Ocean Park Village Banners Project is considered reasonable, subject to the group submitting photographs documenting the progress and outcomes of the project.

FUNDING

The 2019 CEP Program has a budget of \$45,000. Appendix "III" provides information on the status of funding related to the CEP Program based on an assumption that Council will approve the recommendation of this report.

SUSTAINABILITY CONSIDERATIONS

The CEP Program meets the goals of the City's Sustainability Charter 2.0 by encouraging social connections, community pride, volunteerism, community ownership and placemaking at the neighbourhood level. Specifically, the initiatives support the following Desired Outcome ("DO") and Strategic Direction ("SD"):

- Community Pride and Engagement DO 20: Surrey residents are proud of their community.
- Community Pride and Engagement SD15: Work at the neighbourhood level to empower local clubs, groups, individuals and agencies to contribute to a vibrant community.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a CEP Program grant for \$3,000 to the Ocean Park Community Association for the Ocean Park Village Banners Project.

Laurie Cavan
General Manager
Parks, Recreation & Culture

Kam Grewal, CPA, CMA
General Manager
Finance

Appendix "I": CEP Program Overview and Guidelines

Appendix "II": Project Details and Location

Appendix "III": Status of Community Enhancement Partnership Program Funding

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Community Enhancement Partnership Program (CEPP) Program Overview and Guidelines

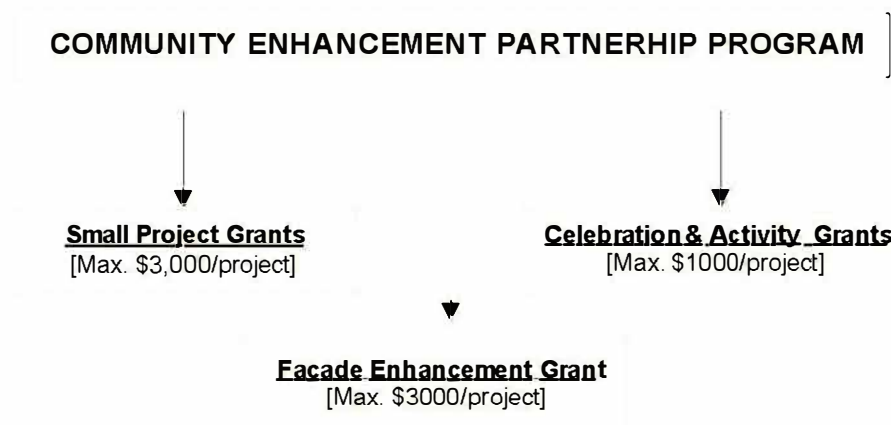
The Community Enhancement Partnership Program (CEPP) is an initiative of Council to encourage neighbourhood projects and activities that beautify our streets and public spaces. Through the Program, residents, groups and businesses can apply to the City for a grant to plan, organize and implement small beautification and place-making projects, activities and celebrations. Successful applicants match their requested grant amount with contributions of volunteer labour and services, donated materials, and/or cash. The Grant program is a partnership in which the applicant and the City contribute towards the applicants proposed project. Projects must be completed within twelve (12) months of a grant being awarded.

FUNDING CRITERIA & ELIGIBILITY

Grants are available to all Surrey residents, students, community groups, organizations or associations. Small businesses will also be considered for building or landscaping beautification projects in targeted areas. All applications must encourage inclusive neighbourhood participation. Projects must be undertaken within the geographic boundaries of Surrey. All applicants must demonstrate their project or activity will:

- focus on beautifying, celebrating and creating engaging places in Surrey;
- generate a public benefit in an inclusive and cooperative manner;
- involve members of the community in the project;
- commit to overseeing the project and any resulting maintenance;
- have broad neighbourhood support.
- improve the look and feel of City streets

PROJECT GRANT CATEGORIES



i) Small Project Grants

Small project grants have a maximum amount of \$3,000 per project. They are offered to support planning, organizing and implementing projects that physically improve the appearance of the City. As examples, a neighbourhood garden, boulevard landscaping, community pathway, floral tree plantings, decorative lighting display or a neighbourhood entrance feature would fall under this category.

ii) Celebration & Activity Grants

Celebration & Activity grants have a maximum amount of \$1,000 per project. They are offered to support community activism and celebration. As examples, a neighbourhood festival or block party or a neighbourhood improvement campaign would fall under this category. Projects that create opportunities to develop neighbourhood organization and promote community leadership are encouraged. Ideally, the community celebration will ultimately encourage people to get involved in improving their neighbourhood for the long term.

iii) Façade Enhancement Grants

Facade Enhancement Grants help to encourage commercial property owners and businesses to invest in their buildings and storefronts through façade renovations. Property owners are urged to renovate, building façades through grants, matching up to 30% of the eligible costs to a maximum of \$3,000. Through the Façade Enhancement Grant Program, property owners and businesses will help to improve the streetscape of the local community, attracting residents, businesses and customers to the area. Façade grants are targeted towards different areas around the City each year.

PROJECT MANAGEMENT & RECOGNITION

For awarded projects, photos must be submitted to the City as a permanent record and for potential posting on the City's website and within local newspapers.

Awarded projects may be subject to inspection by City staff. Annual inspections may be undertaken to monitor maintenance and upkeep of projects.

- Applicants that have failed to undertake or maintain projects, as outlined on submitted applications, may be eliminated from consideration for future City grant opportunities.
- Applicants are required to abide by all Municipal, Provincial and Federal laws and regulations.
- The City of Surrey reserves the right to remove any physical installations or improvements on public land at any time.

APPLICATION REVIEW PROCESS

Each application will be evaluated by a grant evaluation committee using the following evaluation criteria and within available funding.

Evaluation Criteria

Overall Community Enhancement Program Objective

- Project corresponds with the objective to “beautify, animate and celebrate Surrey”.

Project Proposal & Feasibility

- Provides a clear description of what the project is and why it is proposed.
- Provides a clear public benefit.
- Is well planned with a realistic timeline and a clear beginning and end.
- Has a reasonable budget.

Community Building

- Community contribution is documented, demonstrating broad community participation and support for the project.
- Encourages inclusive community participation and provides opportunity to bring people together.
- Encourages interaction between different groups, such as different cultural groups, tenants, seniors and business owners.
- Encourages collaboration between all age groups, particularly youth and adults.

Outcomes

- There is a clear understanding of how the community will be improved as a result of the project, with anticipated outcomes clearly documented.
- Project is designed for low maintenance and the applicant and stakeholders commit to project maintenance, with the majority of maintenance undertaken by the applicant.

Grants will **NOT** be awarded to/for:

- The purpose of private gain.
- Government agencies, political or partisan groups, formal business associations, universities, exclusive clubs or associations, newspapers and non-Surrey-based organizations (based or originating).
- Applicants who have failed to document a community contribution.
- Applicants who have failed to successfully carry out or maintain a project for which a grant was previously awarded.

Grants must **NOT** be used to:

- Duplicate an existing public or private program.
 - Support ongoing programs or services.
 - Replace funding lost from other sources or provide gap funding.
 - Pay for the applicants operating expenses that are not directly related to the project for which the grant is awarded.
 - Purchase land or buildings.
 - Pay for out of City travel expenses.
 - Pay for expenditures or financial commitments made *before* the organization’s grant application was submitted.
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Project Details-
16th - 17th Avenue & 128th-129th Street

Eagle

Finished Size - W 30" x H 60" (along the green line)
 Image : Single Sided
 Color : CMYK print no PMS color
 Pocket : 4" Pocket on Top & Bottom
 Qty : 13 pairs (13 Left + 13 Right)

WO 11376

Left

Right



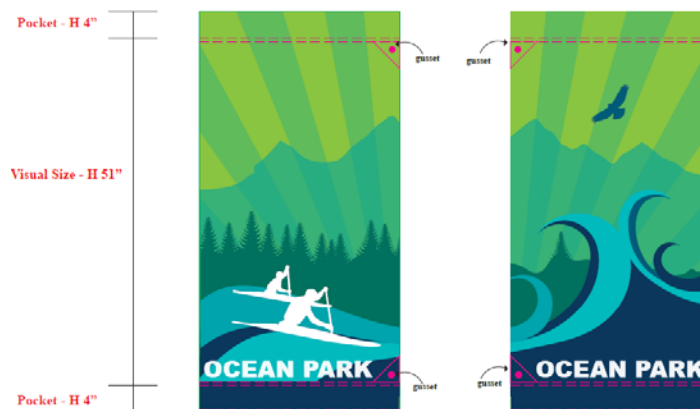
Canoe

Finished Size - W 30" x H 60" (along the green line)
 Image : Single Sided
 Color : CMYK print no PMS color
 Pocket : 4" Pocket on Top & Bottom
 Qty : 11 pairs (11 Left + 11 Right)

WO 11376

Left

Right



APPENDIX “III”

Status of Community Enhancement Partnership Program Funding



2019 FINANCIAL PLAN COMMUNITY ENHANCEMENT PARTNERSHIP PROGRAM

Description	Amount	Allocation to date	Remaining
Carried Forward from Prior Year	\$ 51,341		
2019 Adopted Budget	\$ 45,000		\$ 96,341
Grants Awarded in 2019 (to date)			
1. Cloverdale Block Party		\$ 500	
2. 78 Avenue Block Party		\$ 500	
3. Annual Easter Egg Hunt		\$ 500	
4. Gardiner Street Block Party		\$ 369	
5. Dufferin Park Butterflyway Project		\$ 1,750	
6. Rosewood Park Block Party		\$ 500	
7. 129A Street Block Party		\$ 500	
8. 141 Street Block Party		\$ 489	
9. Whalley's Corners Community Festival		\$ 1,000	
10. Superhero Day		\$ 500	
11. Family Photo Project		\$ 500	
12. Growing Together		\$ 3,000	
13. 153A Street Block Party		\$ 500	
14. Summer Solstice Mardi Gras 2019		\$ 500	
15. Harvest Wynde Block Party		\$ 500	
16. Hycroft Block Party		\$ 500	
17. 195A Street Block Party		\$ 500	
18. Provinceton Block Party		\$ 500	
19. National Indigenous People's Day		\$ 1,000	
20. UN International Day of Yoga		\$ 500	
21. 135A Street Fence Beautification Project		\$ 1,000	
22. Vacant Storefront Proposal		\$ 1,000	
23. Cigarette Buy Back Pilot Project		\$ 500	
24. YMCA Family Fun Night		\$ 500	
25. MishMash at the PLOT and Newton Medicine Wheel		\$ 500	
26. Christmas in July		\$ 500	
27. 185B Street Block Party		\$ 500	
28. Clayton Lane Block Party		\$ 200	
29. Applewood Townhomes Block Party		\$ 500	
30. OliverTownhomes Block Party		\$ 500	

31.	Clayton Heights Block Party	\$	500	
32.	Dufferin Park Block Party	\$	500	
33.	148 Street Block Party	\$	500	
34.	16 Avenue Block Party	\$	230	
35.	Melrose Block Party	\$	500	
36.	Park Drive Block Party	\$	300	
37.	Summer End Block Party	\$	307	
38.	108A Avenue Block Party	\$	500	
39.	156A Avenue Block Party	\$	500	
40.	60 Ave Alley Block Party	\$	500	
41.	Upper Provinceton Block Party	\$	500	
42.	Jedburgh Place Block Party	\$	490	
43.	Westfield Strata Block Party	\$	500	
44.	Edgewood Gate Block Party	\$	500	
45.	Ocean Park Village Banners (Proposed)	\$	3,000	
	Allocations for 2019	\$	29,635	\$ 66,706