

**VAUGHAN**

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## memorandum

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<b>COMMUNICATION</b>
FAA - <u>September 6/16</u>
ITEM - <u>9</u>

**DATE:** August 19, 2016

**TO:** MAYOR AND MEMBERS OF COUNCIL

**FROM:** LAURA MIRABELLA-SIDDALL, CHIEF FINANCIAL OFFICER AND CITY TREASURER  
TIM SIMMONDS, CHIEF CORPORATE INITIATIVES AND INTERGOVERNMENTAL RELATIONS  
LLOYD NORONHA, DIRECTOR OF FINANCIAL PLANNING AND DEVELOPMENT  
FINANCE AND DEPUTY CITY TREASURER

**RE:** COMMUNICATION - FINANCE, ADMINISTRATION AND AUDIT COMMITTEE -  
September 6, 2016  
ONTARIO 150 GRANT PROGRAMS

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### Recommendation

The Chief Financial Officer / City Treasurer, Chief Corporate Initiatives and Intergovernmental Relations, and the Director of Financial Planning and Development Finance / Deputy City Treasurer, in consultation with the Corporate Management Team, recommend:

1. That this communication be received; and
2. That Council ratify the actions taken.

### Purpose

To provide Council with the details to the projects proposed to be submitted under the three grant programs:

- Ontario 150 Community Celebration\*
- Ontario 150 Community Capital
- Ontario 150 Partnership

*\*Due to timing of application deadlines, this application was submitted on September 2, 2016.*

### Background - Analysis and Options

#### **Project Proposals Developed over the Summer**

Over the summer months, staff have worked on developing program proposals that align with the requirements of the program. Below are the details of the project proposals for each grant program.

#### **Ontario 150 Community Celebration Program – Total up to \$93,500, Grant funding up to \$70,000**

Submission Date: September 2, 2016

Vaughan's Recreation Services and the Economic Development and Culture Services Department are partnering to present a program that brings the community together to celebrate its heritage and cultural diversity. The program consists of two components:

#### Enhanced Canada Day Celebrations

The enhanced Canada Day celebration will feature many new exciting attractions as outlined below:

- A community stage will highlight performances from many diverse cultural entertainers.
- A Multicultural Food Zone will showcase and offer a variety of ethnic foods for purchase encouraging the participation of local restaurants, food trucks and community organizations.

- Community groups will be invited to set up a display booth/area showcasing their respective cultures.
- Mechanical rides will augment the Kidz Zone engaging the participation of local and visiting youth while enhancing the overall event experience.
- A laser show performed to cultural music will culminate the event. These festivities should help set the stage for the next event.

#### Colours of Vaughan Multicultural Festival

The Justin Poy Agency is proposing to partner with City of Vaughan and a Vaughan-based cultural not-for-profit organization to ensure that there is full inclusiveness and representation at this celebration. The event is to celebrate the cultural diversity of Vaughan, highlighting the impact that these cultural groups have had on Vaughan.

This is to be a three day event. The group is awaiting confirmation of a centrally located venue in Vaughan.

Activities include, but are not limited to:

- Food stalls that represent the best culinary examples of diversity that Vaughan has to offer.
- Grand stage performances that embody music and dance, in addition to roaming entertainers such as musicians, artists, magicians and more.
- Youth Corridor section that includes youth entrepreneur booths, creative booths with digital demonstrations and youth artists and performers.
- Cultural Activities showcase lead by community organizations along with sponsor-initiated activities.
- Free sampling from businesses in Vaughan showcasing what they have to offer to the community on a regular basis.

It is envisioned that this event will launch a long-standing legacy event for the City, which will evolve and grow with the City.

#### **Ontario 150 Community Capital Program – Total up to \$1,000,000 Grant funding up to \$500,000**

Submission Date: September 14, 2016

Staff are proposing to renovate the City's only community theatre: The City Playhouse. The City Playhouse takes pride in being a celebrated place for family entertainment and for providing a much needed community theatre venue in York Region. The City Playhouse Theatre is a 386 seat proscenium theatre that house professional and community based theatre productions, dance and music performances in dance and music, school productions, art exhibitions and a variety of cultural and business events for residents of Vaughan and other communities. The theatre has an impressive 80% utilization rate per year with a mix of programming, rentals, and events.

The City Playhouse Theatre is currently 20 years old and has had minor capital investment over the years. Feedback from customers has affirmed the need for renovation and upgrade work to the theatre in a number of areas that will help sustain its use, appeal, operational effectiveness and revenue stream. The theatre delivers extensive community theatre programs and engagement opportunities including free Family Day and March Break shows for families and a unique seniors theatre program called Musical Mavens for local seniors. In addition, its youth academy courses provide great opportunities for youth to experience and explore performing arts and theatre arts courses. A primary user/customer of the theatre is cultural groups and organization that use the theatre for cultural celebrations and performances throughout the year.

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The key areas for renovation include:

- New seating for the existing 386 seats
- Upgrade to technical equipment
- New stage flooring
- Updating lighting and lobby area

**Ontario 150 Partnership Program – Total up to \$133,500, Grant funding up to \$100,000**

Submission Date: September 30, 2016

Vaughan's Recreation Services and the Economic Development + Culture Services Department are partnering to build a holistic youth program addressing mental health issues, fitness, social and gender identity, etc. and equally important, empowerment through being able to foster avenues for self-expression; make informed career choices and create meaningful employment and entrepreneurship opportunities. This multi-pronged approach provides coping and confidence building strategies to the City's youth and utilizes the services of community partners, social agencies, educational institutions and business mentors. The **Youth Empowerment Program** is aligned with the goals of both the Active Together Master Plan and the Economic Development Strategy: Building a Gateway to tomorrow's Economy.

Partnering with Vaughan Community Health Care (VCHC), Welcome Centre - Vaughan and YMCA, youth related programs and health services will be delivered in our community centres and youth rooms. Drop-in programs and workshops will tackle topics related to mental health and physical health such as, addiction, anxiety, bullying, nutrition, the benefits of physical activity, issues related to the LGBTQ community, general healthy lifestyle choices and leadership/mentoring educational programs. In collaboration with the City's Youth Workers, Recreation Coordinators and the VCHC, and other program partners noted above, a city-wide program would be developed to include confidence building techniques in an effort to break down barriers in understanding how to play sports in a non-intimidating environment. A special focus for this will be girls in sports.

The smART Lab will provide an opportunity for creative, enterprising young people aged 18 – 29 who want to start, grow or innovative a creative industry small business. smART Lab will inspire the next generation of youth to build careers in the culture sector. The program partners are recognized industry professionals providing hands-on business coaching and training, as well as mentoring from local artists, makers and business leaders in the creative and innovation industries. The duration of the program will run within 10 week increments over one year of in-class workshops facilitated by smART partnering organizations and in-field speakers. These inspiring individuals and companies will help guide youth to shape their creative business ideas into reality. The program is intended for individuals participating in the Vaughan Youth Empowerment project who want to be working at the intersection of art, design and innovation.

**Report prepared by:**

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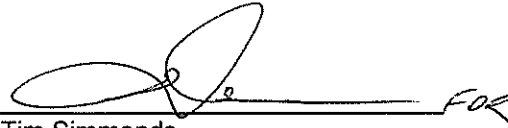
Mirella Tersigni  
Community Development Coordinator

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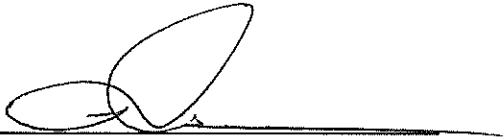
Respectfully submitted,



Laura Mirabella-Siddall  
Chief Financial Officer and City Treasurer

 FOR

Tim Simmonds  
Chief Corporate Initiatives and  
Intergovernmental Relations



Lloyd Noronha  
Director, Financial Planning and  
Development Finance / Deputy City Treasurer