

Topic: Parkland Celebrates Canada 150 Grant

Introduction:

Canada's 150th anniversary of Confederation in 2017 is a pivotal milestone for our country that allows us to connect with our past, celebrate who we are, honour our exceptional achievements, and build a legacy for tomorrow.

Parkland County Council made a commitment to supporting the celebration of Canada's 150th by providing financial assistance to Community Associations and Not for Profit Organizations to host events.

Background Information:

The Parkland Celebrates Canada 150 program was designed to:

- Provide Parkland County residents with opportunities to actively participate and/or celebrate together, promoting and building a deeper understanding of Parkland County and Canada, its people and what it means to live in Parkland County and be Canadian;
- Recognize and promoting exceptional Parkland County/Canadian people, places, achievements and events that continue to shape our county and country; and
- Encourage participants to give back to Parkland County and Canada through gifts of time and energy, in ways that leave a legacy for the future.

To be eligible for funding under the Parkland Celebrates Canada 150 program, proposed projects must:

- Contribute to the achievement of the project objectives;
- Not be identified as ineligible under the *Ineligible Projects* section provided in the application.

Examples of Projects and Programs approved:

Canada's 150 Birthday Celebrations,
Winter Carnivals,
Play mob,
Commemorative stained glass art,
150 Memories Book,
Community Suppers,
Environmental workshops,
Tree planning,
Celebration BBQ

Council approved a budget of \$50,000 for this program. \$5,000 was allocated for program marketing and promotional materials and activities. In addition, 30 grants of up to \$1,500 were available for groups to apply for.

Advertising for the program was done through a variety of social media platforms, newspapers, a presentation at presidents form and direct emails to not for profit organizations. 12 ads went in Parkland County papers over 8

weeks from October 7th to November 28, 2016 (Reporter/Examiner 6 weeks, Devon Dispatch 2 weeks, Pembina Post/Voice 4 weeks).

22 applications were received for the grant. 21 of the 22 were approved. The approved applications totaled \$29,818.87 in funding requests out of a possible \$31,500.

Applicants represented a range of organizations across the county. Organizations included Parkland County Community Associations (13), Playschools and children's organizations (3), a Rural Crime Watch (1), environmental group (1), historical group (1), agricultural group (1) and a school parent group (1).

There are a minimum of two events happening in each division.

The one application that was not approved did not meet the criteria of the event being held in Parkland County.

With the remaining amount left in the grant fund, we will be putting out a second call for applications, it is possible to fund an additional ten organizations at \$1500.

Conclusion/Summary:

Attached is a listing of all the events that are taking place in part thanks to this funding.

Thanks in part of this funding, Parkland County organizations are able to contribute to their communities in a way that will foster a greater sense of belonging, and bring people and communities together as we celebrate this monumental occasion and how lucky we are to be Canadians!

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Date written: February 2, 2017