



<b>SECTION:</b> Finance	<b>EFFECTIVE DATE:</b> February 24, 2025
<b>RECOMMENDATION NO.:</b> GC12-25	<b>COUNCIL APPROVAL:</b> Res. No. 27-25
<b>SUBJECT:</b> Community Grants and Support	<b>POLICY NUMBER:</b> Budget-Financial-36

## 1. Policy Statement

- 1.1. The Town of Huntsville wishes to support community projects, events and initiatives that create opportunities which enhance the quality of life and public benefit for Huntsville residents.

## 2. Purpose

- 2.1. This policy provides guidance and responsibilities with respect to community requests for monetary and/or in-kind support from the Town of Huntsville.

## 3. Scope

- 3.1. This policy applies to all Town departments, committees, and working groups falling within the reporting requirements of the Town of Huntsville.
- 3.2. This policy does not apply to:
  - 3.2.1. Incoming sponsorship of Town programs, services or Town assets, and dedication of Town assets (see Sponsorship and Dedication Policy).
  - 3.2.2. Advertising arrangements.

### 3.2.3. Partnership agreements and/or co-production arrangements.

## 4. Definitions

The following definitions pertain throughout this policy:

- 4.1. **"Applicant"** means the organization or individual who is requesting financial or in-kind support from the Town of Huntsville.
- 4.2. **"Community event"** means an organized occasion within the Town of Huntsville and is open to all members of the public. Events that take place within the District of Muskoka, but not located directly in Huntsville may be considered under special circumstances providing that the event benefits the residents of Muskoka at large.
- 4.3. **"Community program"** means a temporary capital or non-capital process or undertaking which enhances the quality of life for community members.
- 4.4. **"Community Project"** means a temporary capital or non-capital process or undertaking which enhances the quality of life for community members.
- 4.5. **"Grant request"** means a monetary request from an applicant that has a direct financial impact to the Town.
- 4.6. **"Grass root organization"** is a community club or organization, providing a program or service in the areas of inclusion, sport & recreation, and/or art & culture initiatives that support Town of Huntsville residents but may not have charitable designation or be an incorporated non-profit corporation.
- 4.7. **"In-Kind Request"** means a request from an applicant for goods or services provided at no cost. Under this policy, these requests include promotional items.

- 4.8. “**Not-for profit**” is a community club or organization registered in Ontario as a non-profit corporation by the applicable provincial or federal authority or ministry;

## 5. General Provisions

- 5.1. An applicant is limited to the following requests for community grants and support:
- 5.1.1. One grant request every 3 years for a Community Program or recurring Community Event (i.e., grant request for ongoing operational programs and/or annual events);
  - 5.1.2. One grant request per calendar year for a specific Community Project or Community Event (one-time or new events only); and
  - 5.1.3. One in-kind request per calendar year for a specific Community Project or Community Event (recurring, one-time or new events).
    - 5.1.3.1. In-kind requests may be submitted for multiple Community Projects or Community Events. For example: a Not-for-profit Organization submits one application for promotional items for multiple planned fundraisers throughout the calendar year. This is to reduce administrative processing time and promote advance planning of community projects/events.
  - 5.1.4. Applications for community support requests must be made in the same calendar year that the program, project or event is occurring. Special consideration may be given for in-kind support requests for projects or events that occur prior to the launch of the annual application.
  - 5.1.5. Grant applications may be submitted retroactively as long as the support

request is made in the same calendar year that the program, project or event is occurring.

5.1.6. Annual funding limits for each type of request are outlined in Appendix A. Updates to the limits will be approved through the budget process.

5.2. Requests specifically related to enhancing tourism in Huntsville will be first directed to Huntsville's designated tourism entity.

5.3. Applications will be reviewed and awarded based on the overall benefit to the community.

## 6. Eligibility Criteria

### 6.1. Eligible requests

6.1.1. Requests that support the community at large, and the public benefit can be demonstrated.

6.1.2. Requests that do not qualify for funding through Huntsville's designated tourism entity.

6.1.3. Requests for direct financial support (grant requests), and/or in-kind support (promotional items).

6.1.4. Requests must meet the following objectives:

6.1.4.1. Applicants must either provide direct programs, or undertake a Community Project or Community Event that creates opportunities which enhance the quality of life and public benefit for Huntsville residents in one or more of the following areas:

- Arts: Creative activity by professionals or non-professionals in

various fine and applied art forms including but not limited to:  
visual, performing and performance, literary, media and decorative  
arts;

- Culture: Beliefs, customs, education, and traditions of certain communities, societies, or cultural groups relating to language, ethnicity, race, gender, sexual identity, disability, religion, class, and diversity;
- Environment: Beautification, celebration, conservation, documentation, interpretation, preservation, restoration, and research of the environment/natural heritage (air, water, flora, fauna, and natural landscape);
- Heritage: Identification, documentation, interpretation, celebration, commemoration or preservation of built heritage (structure, building or group of buildings, landscape), cultural heritage (archaeology, archives, genealogy, monuments, museums, and galleries/collections), historic people and events and traditions (customs and beliefs);
- Recreation: Activities contributing to physical health and well-being including participation in sports leagues, instructional sports, fitness and wellness activities, leisure, and hobby activities;
- Social Services & Health: Programs and services supportive to the social determinants of health (state of complete physical, mental, and social well-being with a focus on prevention, access to housing, food and clothing, freedom from violence, marginalization and/or discrimination).
- Economic Development: To provide support to a business or

organization for an initiative, event or activity that enhances the quality of life for residents and/or visitors (for example workforce development, attraction, and retention.)

6.1.4.2. Applicants must demonstrate that their programs or opportunities to be created are of significant value to a wide segment of the citizens of Huntsville and may support inclusion in our community.

6.1.5. Priority may be given to applicants with new initiatives for the community.

## 6.2. Ineligible requests

6.2.1. Grant requests that receive funding through Huntsville's designated tourism entity

6.2.2. Private events (examples: weddings, celebration of life, birthdays, anniversary parties, etc.) or events that support only one individual or family.

6.2.3. Requests for funding to support a business or commercial activity, unless the business requesting funds is for a specific event outside of their normal operations.

6.2.4. Events that conflict with the Town's core values, vision or strategic goals or adversely impact the Town's reputation.

6.2.5. Requests from applicants not in good financial or professional standing with the Town of Huntsville, or who is engaged in activity that may be deemed by the Town, at its sole discretion, to have a negative impact the Town's reputation,

6.2.6. Request for funding where the activity duplicates or conflicts with an existing program or activity that is already offered by the Town of Huntsville

(Example: outdoor park/dock yoga or fitness class with instructor).

- 6.2.7. Requests for on-going annual administrative funding (i.e., costs not directly attributable to Community Programs. Ex: rent, office supplies, interest, etc.).
- 6.2.8. Requests from applicants that did not fulfill their obligations during previous events or activities for which support from the Town was received.
- 6.2.9. Funding will not be considered to cover deficits of the Applicant or fund an Applicant's debts.
- 6.2.10. Activities that primarily serve the membership or purposes of any one organization.

## 7. Grant Requests

- 7.1. Requests will be provided by the applicant in writing on a pre-determined form that will be available on-line and in person upon request.
- 7.2. The applicant will provide the Town with financial information relating to the request at no cost to the Town.
- 7.3. Applicants may submit requests related to Community Programs, Community Projects and/or Community Events subject to the limits outlined in the General Provisions section of this policy.
- 7.4. Funding will be limited to the lesser of:
  - 7.4.1. 50% of the costs of the program, project or event, rounded up to the nearest \$50; or
  - 7.4.2. \$1,500/request

#### 7.5. Community Programs and/or recurring Community Events:

7.5.1. Applicants may not request funding for a Community Program or a recurring Community Event that has received funding through this program in the past 2 calendar years (i.e., requests will only be considered for Community Programs and/or recurring Community Event in 3 year cycles, if an application is submitted).

7.5.2. Funds will be paid upon approval by the Economic Development Officer and in accordance with the Town's Cash Disbursements Policy.

#### 7.6. Community Projects and/or one-time or new Community Events:

7.6.1. Funds will only be paid out upon conclusion of the project or event, upon approval by the Economic Development Officer and in accordance with the Town's Cash Disbursements Policy.

7.6.2. Requests for payment of approved grant funds prior to the conclusion of the project or event may be considered in special circumstances at the discretion of the Director of Corporate and Community Strategy and will be limited to 50% of the approved grant amount.

7.7. In the event that the annual budgeted grant amount has not been fully committed by November 1 each year, applicants may submit requests that do not conform with the limits outlined in the General Provisions section of this policy. These non-conforming requests could include:

7.7.1. Applicants may submit requests related to Community Programs and/or recurring Community Events even if they have received funding in the past 2 calendar years; or



- 7.7.2. Applicants may submit requests related to multiple Community Projects and/or one-time or new Community Events.

## 8. Promotional items

- 8.1. The Town sets the participant fees for the various programs, admission, tickets, or other similar items annually through the Fees & Charges Bylaw (ex: individual pass to Muskoka Heritage Place, family swim pass, skating pass, transit passes, etc.).
- 8.2. Requests will be provided by the applicant in writing on a pre-determined form that will be available on-line and in person upon request.
- 8.3. Applicants may submit requests related to Community Projects and/or Community Events only.

## 9. Responsibilities

### 9.1. Council:

- 9.1.1. In the event that an applicant feels their request was not treated in accordance with this policy, Council may review their application and the rationale for the denial of the request.

### 9.2. Senior Management:

- 9.2.1. Ensure managers and staff are adhering to this policy.
- 9.2.2. Ensure that program information is readily available to staff and the public.
- 9.2.3. Provide training to staff on this policy.

### 9.3. Managers:

9.3.1. Ensure any requests for community grants and support are directed to the appropriate online application form, and relevant staff lead.

9.3.2. Review and approve or deny promotional item requests related to appropriate departments.

9.3.3. Track all requests granted as required and outlined in Appendix A.

9.3.4. Ensure that the approved limits as set out in Appendix A are not exceeded.

### 9.4. Economic Development Officer

9.4.1. Administer the Community Grant and Support Request Program.

9.4.2. Review and approve or deny all grant requests.

9.4.3. Provide annual detailed report to Council relating to all requests approved under this policy.

### 9.5. Director of Corporate and Community Strategy

9.5.1. Review any special payment circumstances noted for grant requests and approve or deny early payment in accordance with the Grant Request section of this policy.

### 9.6. Treasurer:

9.6.1. Assist staff in ensuring that the financial reporting requirements set out in this policy are adhered to.

9.6.2. Provide guidance to staff in annual budgets to support the community

requests as outlined in this policy.

## 10. Reporting Requirements

- 10.1. An annual detailed report to Council is required related to all requests (grants and promotional items) approved under this policy.
- 10.2. All approved grant request disbursements will be recorded in the financial accounting system.

## 11. Policy Review

- 11.1. This policy shall be reviewed as deemed necessary by Council.
- 11.2. The Corporate and Community Strategy division may update this policy for minor and administrative amendments, should they be required.

## 12. Appendices

Appendix A: *Community Support Annual Limits*



**APPENDIX A: Community Grants and Support Annual Limits**

**POLICY NUMBER:** Budget&Financial-34

Staff Responsible	Request Type	Annual Financial Limit
Manager of Algonquin Theatre	Promotional items requests for Theatre tickets <sup>1</sup>	\$1,500
Manager of Aquatics	Promotional items requests for aquatics passes.	\$1,500
Manager of Muskoka Heritage Place	Promotional items requests for Museum/train passes	\$1,500
Manager of Recreation, Culture & Heritage	Promotional item requests for recreation and/or leisure passes.	\$1,500
Economic Development Officer	Grant requests	Per annual budget
Director of Operations	Promotional items request for transit passes	\$1,500

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<sup>1</sup> Promotional tickets at Algonquin Theatre are for events/shows that are promoted internally by the Town of Huntsville and do not include complimentary tickets for shows through 3<sup>rd</sup> party promoters.