

TO: Mayor J. Lehman and Members of Council

FROM: K. Oakley, P. Eng., Manager of Corporate Asset Management
Z. Lifshiz, MBA, B.Sc., Executive Director of Invest Barrie

NOTED: R. Forward, MBA, M.Sc., P. Eng., General Manager of Infrastructure and Growth Management
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RE: Ontario 150 Grant Application Submission – 3 Program Streams

DATE: September 26, 2016

The Ontario 150 Program is administered by the Ontario Trillium Foundation (OTF). The OTF's mission is to build healthy and vibrant communities throughout Ontario by strengthening the capacity of the voluntary sector, through investments in community based initiatives. The Ontario 150 Program provides a unique opportunity to strengthen communities and celebrate the people, places and events that make Ontario a global leader in diversity, creativity, innovation, accessibility and inclusion for communities across the province. This program will help support initiatives that celebrate and commemorate Canada's and Ontario's 150th anniversary. The Ontario 150 Program has three possible application streams; Community Capital, Partnership and the Community Celebration Stream. The submission dates for the three streams are:

- Community Celebration Program – September 2, 2016
- Community Capital Program – September 14, 2016
- Partnership Program – September 30, 2016

Community Celebration Stream:

The Community Celebration program's objective is to support communities and organizations across the province to create and deliver impactful, participatory, and inclusive initiatives that celebrate and commemorate Canada and Ontario's 150th anniversary in 2017. The program's priorities include:

- Supporting celebration;
- Commemorating success and highlighting talent;
- Supporting equal opportunity; and
- Empowering people and communities

The evaluation criteria include:

- Create new public programming or amplify existing events or activities that align with Ontario150 themes and priorities; and
- Occur between January 1, 2017 and December 31, 2017

Based on the City of Barrie's total operating budget, Barrie is eligible for receiving funding of up to 75% of the initiative's total eligible cash operating expenses to a maximum of \$70,000.

As directed by Council, City staff has formed a working group and have been coordinating 150 programming that will leave a lasting legacy in our community. The occasion will be commemorated with programming that will ignite a passion for our nation and province that is also reflective of our vibrant community, past and present. The inter-connecting theme of fire and light will be featured throughout the year with a series of new programming and enhancements to existing programming that will highlight our culturally rich and dynamic environment, while showcasing Barrie's downtown and waterfront. Proposed plans include beautifully lit Canada themed ice and snow sculptures at Barrie Winterfest, a series of public art installations on display throughout the summer, and a signature festival. The festival will include a special fireworks show and unique activities that will highlight Canadian and regional culture,

including live entertainment, a food and artisan market, and more. It is anticipated that this programming will provide an opportunity for Barrie citizens to commemorate this special occasion and will act as a tourism driver.

In review of both the eligibility criteria, the City identified an opportunity to apply for funding to support the successful implementation of this programming. The total project cost is \$422,000. The grant amount for this project would be \$70,000, with a requested municipal contribution of \$90,000 (to be requested in the 2017 business plan). Additional sources of funding that will be pursued include other Federal and Provincial grants, sponsorships and partnerships. In addition, the Barrie Public Art Committee will contribute \$27,000 to the program. With assistance from the working group, City staff is currently forming partnerships, engaging sponsors, and exploring other opportunities for funding. An application to the Ontario150 Community Celebration program was submitted on September 2, 2016.

Community Capital Stream:

This program will help to support initiatives that celebrate and commemorate the 150th anniversary of Canada and Ontario. The aim of this program is to align with OTF priority outcomes/investment strategies which include, but are not limited to, increasing community activity and social interaction, and improving the quality of life for people in Ontario.

The evaluation criteria for this program states that the project must be a repair, renovation or retrofit to an existing City asset and the project must be "shovel ready". The project must begin no earlier than January 1, 2017, but must be completed by March 31, 2018.

Based on the City of Barrie's total operating budget, Barrie is eligible for a grant amount of 50% of the eligible project cost, to a maximum of \$500,000.

Following a review of both the eligibility criteria and a number of capital projects, the City identified the "Artificial Ice Rink and Basketball Court" project to be submitted for the Ontario 150 Community Capital Program. For the last several years, the City of Barrie has provided a temporary artificial ice rink at Centennial Park during the winter months, and has been considering opportunities to make the rink permanent. The City has been approached by a private donor who would like to provide a naming sponsorship for a waterfront basketball court. Staff has identified this grant program as an opportunity to combine both initiatives, by upgrading the existing temporary artificial ice to a permanent artificial ice rink during the winter that functions as a basketball court during the summer.

The total project cost is \$630,000 (of which \$520,000 is eligible for this grant). The grant amount for this project would be \$260,000, with a required municipal contribution of \$290,000 (to be requested through the 2017 capital plan). The naming sponsorship for the basketball component would offset part of the municipal contribution. The City will pursue additional sponsorship opportunities for the artificial ice component.

An application to the Ontario150 Community Capital program was submitted on September 14th, 2016.

Partnership Stream:

This Ontario 150 Partnership Program supports collaborative projects that foster innovative ways to engage and empower youth in one of the Program's priority areas. The Program aims to:

- Encourage new partnerships among community and corporate organizations;
- Facilitate new methods to engage youth in priority areas; and
- Strengthen organizations' capacity to deliver on their mandates in innovative ways

The evaluation criteria include:

- Demonstrate a high level of engagement and collaboration;
- Exhibit the ability to engage a broad base of youth groups;
- Demonstrate expertise in an identified Ontario 150 Partnership Program Priority Area;

- Support learning and innovation within and across sectors; and
- Have a means to show tangible benefits and results

With the program's focus on collaborative projects through partnership, the Barrie Public Library will be the lead applicant for the Partnership Program, with both Invest Barrie and the City's Recreation Department as official partners. The Library will submit an application focusing on the priority area of "Supporting Youth Entrepreneurship". The application will be for a digital media maker space - a physical space that combines digital equipment and targeted programming (including educational programming) that enables community members to design, prototype and create projects that would not be feasible to pursue without the specialized equipment and expertise. This type of maker space will be highly beneficial to young entrepreneurs that are starting or growing their businesses. The digital media maker space will help youth entrepreneurs take their education and ideas to the next level by providing them with the space and equipment to create new and innovative projects, and by offering a variety of supports to assist them with bringing their ideas to reality. Invest Barrie will partner with the library by engaging with industry experts, and supporting programming in the space that can help young entrepreneurs learn new skills. The Recreation Department will leverage their youth engagement expertise to promote the new space and programs to young entrepreneurs that exist within the community. The digital media maker space will provide equipment and software for youth to have the opportunity to fuel their business aspirations and see their visions begin to take shape.

The Ontario 150 Partnership Program is able to support up to 75% of eligible project costs, up to a maximum funding amount of \$100,000. As the Barrie Public Library is the lead applicant on this project, the City of Barrie will be considered a partner whose participation to the project would include a combination of both in-kind and cash contributions from Invest Barrie's 2017 base operating budget.

Updates will be provided to council regarding the submission process and outcomes of these three Ontario 150 applications.