

Implementation Plan for the Proposed New 'City Enrichment Fund'

Objectives

1. To ensure that the public at large is aware of the proposed new 'City Enrichment Fund', and the changes from the previous models now integrated into the new fund.
2. To ensure that those entities requesting funding, understand the complete process of the proposed new 'City Enrichment Fund'.
3. That the proposed new 'City Enrichment Fund' is efficiently and effectively launched for the 2015 grants cycle, with the best interests of community organizations as our highest priority.

Components

Pre-launch - in Preparation for the 2016 Grants Cycle:

1. Complete pre-launch engagement with community groups who have contributed input to the process to date, for final input on new application forms, and make the appropriate revisions in time for the 2016 grants cycle.
2. Finalize testing of the online application form with a sample of organizations participating in the Sport and Active Lifestyles Program.
3. Final design (to ensure AODA compliance and meeting of corporate standards) and printing of Program Guidelines and application forms.
4. Complete all necessary budget transfers as outlined in Appendix "D" of Report FCS14024(b).
5. Develop workshop /information seminar contents and delivery schedules for each program.
6. Develop an executive internal communications plan e.g. Contact Centre, Councillors and relevant staff.
7. Develop an executive external communications plan e.g. update City website(s) and social media channels as appropriate.
8. Prepare media notices and buys, as appropriate, in traditional and social media to advise the community of the 2016 grants cycle dates and relevant educational information forums.

9. Develop the reporting requirements for recipient organizations.
10. Finalize and document internal administration processes and guide.

Post Launch – in Preparation for the 2016 Grants Cycle:

1. Schedule individual organization and group community feedback sessions.
2. Refine the measureable outcomes, impacts, and key performance indicators used to assess applicants, allocate funds, and follow-up that acceptable execution was achieved.
3. Develop program tools including, but not limited to, funding agreements, notice of awarding of grant letters, contact database.
4. Develop an appeal process for those applicants who are unsuccessful.
5. Assess the online application pilot and prepare a recommendation for the General Issues Committee regarding 2016 implementation.
6. Develop 'phase out' and 'phase in' policies, procedures and communication strategy for applicants beginning 2016.
7. Continue community engagement to determine which elements of the City Enrichment Fund's processes, documents, and support tools are working well and should be retained, and which elements require revision before the 2016 grant.
8. Develop strategic funding priorities for the new term of Council.
9. Identify and prepare recommendations for any organizations that should be moved into or out the City Enrichment Fund from any operating department of the City.