CITY ENRICHMENT FUND

2020 WORKPLAN

September 23, 2019

Discussion Agenda

- Introductions & Meeting Process

- 2020 Workplan
    - Administrative Staffing Changes
    - Arts - Creation & Presentation Stream
    - IT Upgrade
    - GIGIT
    - 2019 EDI Summary
    - 2020 Budget
    - Funding Phase Out Policy

- Questions/Concerns

Administrative Staffing Changes

- **Rosanna Melatti,** Grants Coordinator, currently Interim Executive Assistant to City Manager

- **Tameem Miri,** Financial Coordinator (Grants), was promoted to a position in Corporate Services, July 2019
    - *Currently conducting interviews to fulfill divisional obligations*

- **Lisa Branston**, Acting Grants Coordinator, will be going on maternity leave November 2019

- New Acting Grants Coordinator (maternity leave) will start November 1, 2019

Creation & Presentation Program

Background:
- The City Enrichment Fund launched the Creation & Presentation Grants for Arts Professionals stream in 2016. Since that time, CEF has been streamlined each year with the goal of administering and delivering the program consistently across each of the six program areas.

- This continuous improvement effort is made with consideration of the applicants all of which are not-for-profit organizations, with one exception. The Creation & Presentation stream remains apart, as it is the only stream that funds artist projects.

- Each year, staff update the CEF program with the goal of implementing a consistent approach for the applicant and to the administrative process. The inconsistency in the type of applicant requires a set of exceptions within the CEF process.

Next steps:
- Staff from the Tourism and Culture division and the City Manager's Office will work together to
    - review the Creation & Presentation stream under CEF
    - survey previous applicants / public
    - provide alternative program delivery, if applicable

IT Upgrade

- A new platform launched in 2017, which was supported by the City of Hamilton's internal IT team. Currently, CEF is the only external facing program still leveraging the current platform.

- Staff will explore options for a new IT platform to increase efficiencies in the application and adjudication process.

- Rational for change as current system
  - is exceptionally manual on the backend. Significant staff time is spent on manual processes instead of improving and moving forward other areas of the CEF program
  - requires additional budget to upgrade the backend and staff have limited confidence that the end result will outweigh dollars spent
  - is outdated compared to similar grant programs and the applicant experience could be improved

- Dollars will come from the existing CEF administrative budget

- Expected timeline: launch for 2022 funding cycle

![gigit logo]
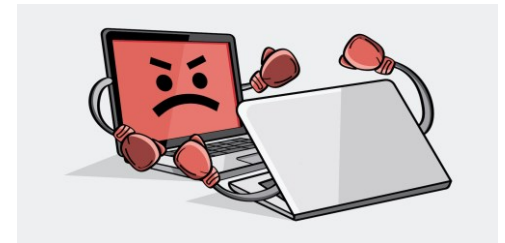
What is GIGIT?

- Gigit is a free social media platform, fundraising tool and relationship management solution for non-profit organizations. It allows for organizations to manage donors, volunteers and fundraising all in one place.

How can GIGIT help CEF organizations?

- Fundraising tool
  - Online ticket sales
  - Peer to peer fundraising
- Volunteer Management
  - Event and ongoing opportunities
  - Custom application forms
  - Hour tracking
- Donor Management
  - One time or reoccurring
  - Donor engagements
  - Database of donors and donations

GIGIT will be hosting workshops for CEF applicants in Fall 2019 to provide more information and help onboard interested applicants.
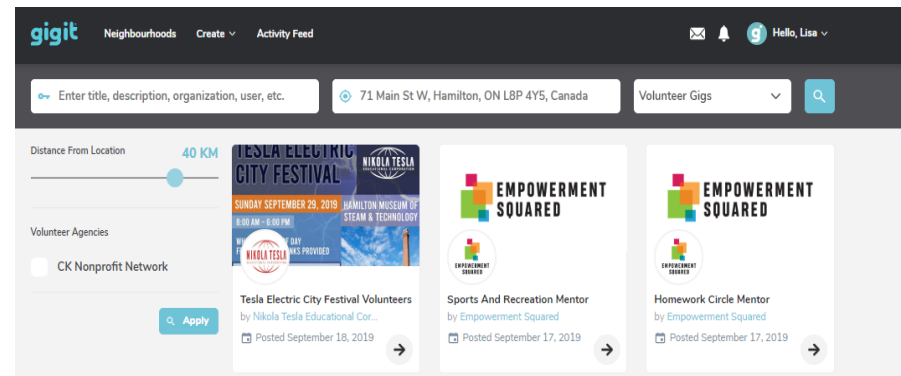
EDI Summary

- At Grants Sub-Committee meeting in May 2019, staff offered to provide a summary of CEF programs applying an Equity, Diversity, Inclusion (EDI) lens.

- The summary is based on the main target audience of the programs as opposed to the organization and

    1) identifies what areas are currently being funded

    2) helps identify who is currently being underserved by the program

    3) provides a foundation for an EDI strategy

- This summary does not include larger Arts organizations who offer programming to areas of inclusion but are not considered their main target audience. These organizations and benefits will be captured as the EDI strategy evolves.

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Summary by Filters of Inclusion
main target of program

Filter of Inclusion	# of Programs Funded	Total Dollars
Persons w/disability	14	$ 238,134
Immigrants/Refugees	5	$ 94,994
LGBTQS community	3	$ 42,650
Ethnicity	17	$ 136,598
Geographically underserved	25	$ 485,665
Low Income	40	$ 925,617
Francophone	2	$ 28,810
Survivors of Sexual Violence	8	$ 262,663
Youth at Risk	3	$ 57,808
Seniors at Risk	7	$ 163,313
TOTAL	**124**	**$2,436,252**

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Summary by Program Area

Program Area	# of Programs Funded	% of Total Programs Funded	Total Dollars Allocated	% of Program Area Budget
Community Services	78	82%	$ 2,015,459	93%
Sport & Active Lifestyle	15	30%	$ 95,305	34%
Communities, Culture & Heritage	21	30%	$ 162,481	28%
Environment	5	62%	$ 81,256	55%
Agriculture	2	11%	$ 29,741	20%
ARTS*	3	3%	$ 52,010	2%
TOTAL	**124**	**37%**	**$2,436,252**	**40%**

does not include larger organizations who provide programming to areas of inclusion but is not their main target audience

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EDI Summary

Key Takeaways
- 40% of the total CEF budget is allocated to programs serving areas of inclusion
- Currently, CEF does not support any organizations that have a primary target audience of Aboriginal/Indigenous

Next Steps:
- Conduct community engagement to further identify underserved groups and help understand the needs of these communities
- Identify appropriate framework for EDI lens for the City Enrichment Fund
- Identify potential impact on current CEF adjudication & funding processes
- Engage with the Equity, Diversity and Inclusion Steering Committee and align priorities with the City of Hamilton's EDI framework
- Staff will present findings for further discussion at Grants Sub Committee meeting in Spring 2020

2020 Budget

July 12, 2019, Council approved subsection (e) to Item 4 of the General Issue Committee Report 19-013, which reads as follows:

2020 Budget Guidelines, Outlook and Process (FCS19054) (City Wide) (Item 9.2)

 (e)   That all other Boards and Agencies including Hamilton Beach Rescue Unit, Royal Botanical Gardens, Farmers' Market and <u>the City Enrichment Fund target a 0% increase and that any increase beyond the guideline be forwarded for consideration with explanation;</u>

What does this mean?

- Staff are limited to recommend funding within the total approved budget.

- For the 2020 funding cycle, CEF has a modest reserve of $ 17,937

- With no new money coming into the program, it limits the ability to

    – offer incentives for applicants to submit strong applications (80%+ receive 2% increase)

    – recommend funding to new applicants and/or programs

What can we do?

- Encourage committee members to refer considerations to annual budget process if incremental funds are required

- Implement the previously Council approved Funding Phase Out policy (next slide)

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Funding Phase Out Policy

This Council approved policy outlines the conditions in which staff may recommend that funding to some returning recipients be discontinued or reduced.

- CEF grant represents less than 5% of the program's budget – 1 year transition

- CEF grant represents between 5%-15% of the program's budget – 2 year transition

- CEF grant represents more than 15% of the program's budget – 3 year transition

Staff will review programs to identify applicants who
- successfully achieve sustainable revenues and the proportion of City funding within the overall budget is limited.
- fail to fulfill organizational mandate or showcase financial instability

In early 2020, staff will bring forward recommendations for funding phase out/reduction based on program/financial analysis and consultation with Ward Councilllors.

QUESTIONS?