

CITY OF WHITEHORSE COUNCIL POLICY

POLICY: CITY GRANTMAKING

PURPOSE: To provide a universal framework for all grants funded by taxes

AUTHORITY: Council Resolution #2014-27-06 passed November 24, 2014

CITY GRANTMAKING POLICY

BACKGROUND

This policy provides a universal framework for all City of Whitehorse grants funded by taxes (versus grants funded by outside sources or user fees). City of Whitehorse grants are designed to benefit the residents of the City of Whitehorse. New grant requests in current Impact Areas can be analyzed using the universal criteria laid out in this policy correlated with the detail contained in the individual Program Area policies

Organizations based in the City of Whitehorse can apply for funding from within six different Impact Areas under the City Grantmaking Policy:

1. Arts and culture
2. Community benefit
3. Economic development
4. Environment
5. Heritage
6. Sports, recreation, and leisure

DEFINITIONS

Impact Areas are the broad areas of grantmaking that Council has prioritized for funding

Program Areas are the granting policies and programs that the City currently uses; each program area will fit under an Impact Area

Caps are thresholds defined by policy to govern the amount of funding to Impact and/or Program Areas

GRANTMAKING STRATEGIC FRAMEWORK

1. The Grantmaking Strategic Framework (Table 1) may be reviewed by Council from time to time to inform the budget and strategic planning processes.
2. Requests for grants for new Impact Areas should be referred to administration for analysis and then direction by Council.

UNIVERSAL GRANTMAKING CRITERIA AND CONDITIONS

3. In the event of a conflict between the statements in this policy and those that may be contained in individual Program Areas and their associated policies, the provisions of the City Grantmaking Policy shall be paramount.
4. The applicant's project or program may not be represented as a municipal project or program, and the applicant does not have the authority to hold itself out as an agency of the municipality in any way, the only relationship being that the municipality has approved and granted financial and/or in-kind assistance to the applicant.
5. Grant eligibility is contained and detailed per the individual Program Areas and their associated policies. Each Program Area has documented screening and monitoring components that must be fully complied with by the applicants.
6. The City of Whitehorse supports:
 - (1) groups and organizations based in the City of Whitehorse
 - (2) groups, organizations, activities, and projects when the support benefits the residents of the City of Whitehorse; and
 - (3) activities and projects that are within the City's mandate
7. Impact Area Cap – more than one grant request per organization per Impact Area per year may be considered. However, in no event will cumulative grants per organization per year over all Impact and Program Areas exceed \$50,000.
8. Program Area Cap – only one grant request per organization per Program Area per year will be considered.
9. Granting of assistance in any one year or over several years is not to be interpreted as a commitment to future funding.
10. Public funds are allocated through Council-approved grant programs to meet community needs. By providing grant funding the City does not assume responsibility to perform the function of the recipients in the event of failure. However, it is the City's responsibility to show a duty of care when allocating taxpayer dollars. Accordingly, each grant program shall be designed and operated with grant recipients having specific accountability reporting requirements (both financial and non-financial).
11. Notwithstanding the provisions that are contained and detailed per the individual Program Areas and their associated Program Area policies, grant recipients shall:
 - (1) Keep proper books of accounts of all receipts and expenditures relating to the project or program and provide a yearly report of how the funds were spent, program delivery, and outcomes; and
 - (2) Upon request from the municipality, make available for inspection by the municipality or its auditors all records and books or accounts. An audited statement may be required.

12. The recipient's use of funds will be consistent with municipal priorities and values as determined in the City's sole discretion (sustainability, community benefit, etc.).
13. In the event that grant funds provided by the municipality are not used for the project or programs described in the application, or if there are misrepresentations in the application, the full amount of any such financial assistance may be payable forthwith to the municipality.
14. If the project or program proposed in a recipient's application is not commenced or not completed and municipal funds remain on hand, or the project or program is completed without requiring full use of the municipal funds provided, or if Council directs that the funds be returned, such funds will be returned to the municipality.

VISIBILITY CRITERIA AND CONDITIONS

15. The recipient shall ensure, in a manner acceptable to the City of Whitehorse in its sole discretion, that the City receives full credit for the City's interest in, contribution to, and/or assistance with the recipient's project or program, including but not limited to:
 - (1) All activities
 - (2) Projects
 - (3) Communications
 - (4) Announcements
 - (5) Publicity
 - (6) Signs
 - (7) Any other appropriate means of communication or commemoration over which the applicant has influence or control
16. A reference list of City of Whitehorse visibility requirements is attached as Schedule 1.

■ 2014-11-25

CITY OF WHITEHORSE

Table 1

GRANTMAKING STRATEGIC FRAMEWORK

Impact Areas	Arts & Culture	Community Benefit	Economic Development	Environment	Heritage	Sports, Recreation, and Leisure
Program Areas	Festivals and Special Events Policy	Community Services Grants	Development Incentive Policy	Environmental Grant	Heritage Fund Bylaw	Recreation Grants Policy
	Municipal Charges (applicable to Arts)	Municipal Charges (applicable to community benefit)	Convention Bureau grant (core funding)	Diversion Credit Grant	Heritage Restoration Incentive Policy	Municipal charges (applicable to recreation)
	Recreation Grants Policy (applicable to Arts)	Miscellaneous Council donations		Community Clean-up Grants Policy		
	MacBride Museum grant (core funding)	Christmas Food for Fines Program				
		Youth Strategy funding (core funding)				
		Senior Utility Charges Rebate				

SCHEDULE 1
City of Whitehorse Visibility Requirements

	Pre-Program or Project	During Program or Project
Word mark Placement	<p>On all print materials, such as posters, tickets, and all publications</p> <p>On all print and television advertisements</p> <p>On all displays and banners</p> <p>On all internal and external newsletters</p> <p>On website</p> <p>The size and location of the Word mark should reflect the City contribution. Word mark to be provided by the City</p>	<p>Venue signage</p> <p>On all print materials produced for distribution during the program or project (i.e. programmes, guides etc.)</p>
Print Materials	<p>All major promotional print publications produced for the program or project should provide and/or contain the following:</p> <ul style="list-style-type: none"> • Word mark placement • Message from the Mayor 	<p>All major promotional print publications produced for the program or project should provide and/or contain the following:</p> <ul style="list-style-type: none"> • Word mark placement • Message from the Mayor
Public Events	<p>City representation at all announcements and media events leading up to program or project</p>	<p>City representation at all major announcements and media events during the program or project</p>
Advertising	<p>Where the applicant receives free space in publications or local newspapers, free City Word mark placement should be provided</p>	<p>Where the applicant receives free space in publications or local newspapers, free City Word mark placement should be provided</p>
Public Information	<p>City to be given an opportunity to provide quotes in all news releases where possible</p> <p>Information on the City contribution to the program or project to be available on the recipient's website</p>	<p>City to be given an opportunity to provide quotes in all news releases where possible</p> <p>Information on the City contribution to the program or project to be available on the recipient's website</p>

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