

The Corporation of the  
CITY OF WHITE ROCK



Grants-In-Aid Sub-Committee  
AGENDA

Wednesday, May 12, 2021, 4:00 p.m.

City Hall Council Chambers

15322 Buena Vista Avenue, White Rock, BC, V4B 1Y6

**\*Live Streaming/Telecast:** Please note that all Committees, Task Forces, Council Meetings, and Public Hearings held in the Council Chamber are being recorded and broadcasted as well included on the City's website at: [www.whiterockcity.ca](http://www.whiterockcity.ca)

The City of White Rock is committed to the health and safety of our community. In keeping with Ministerial Order No. M192 from the Province of British Columbia, City Council meetings will take place without the public in attendance at this time until further notice.

T. Arthur, Director of Corporate Administration

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Pages

1. CALL TO ORDER

Members:

- *Councillor Kristjanson, Chairperson*
- *Councillor Fathers*
- *Councillor Manning*

2. MOTION TO CONDUCT THE GRANTS-IN-AID SUB-COMMITTEE MEETING WITHOUT THE PUBLIC IN ATTENDANCE

RECOMMENDATION

WHEREAS COVID-19 has been declared a global pandemic;

WHEREAS the City of White Rock has been able to continue to provide the public access to the meetings through live streaming;

WHEREAS holding public meetings in the City Hall Council Chambers, where all the audio/video equipment has been set up for the live streaming program, would not be possible without breaching physical distancing restrictions due to its size, and holding public meetings at the White Rock Community Centre would cause further financial impact to City Operations due to staffing resources and not enable live streaming;

**WHEREAS Ministerial Orders require an adopted motion in order to hold public meetings electronically, without members of the public present in person at the meeting;**

**THEREFORE BE IT RESOLVED THAT the Grants-In-Aid Sub-Committee authorizes the City of White Rock to hold the May 12, 2021 meeting to be video streamed and available on the City's website, and without the public present in the Council Chambers.**

**3. ADOPTION OF AGENDA**

**RECOMMENDATION**

**THAT the Grants-In-Aid Sub-Committee adopt the agenda for May 12, 2021 as circulated.**

**4. ADOPTION OF MINUTES**

**3**

**RECOMMENDATION**

**THAT the Grants-In-Aid Sub-Committee adopt the minutes of the November 4, 2020 meeting as circulated.**

**5. 2021 GENERAL GRANTS-IN-AID**

**7**

Corporate report dated May 12, 2021 from the Director of Financial Services titled "2021 General Grants in Aid".

**RECOMMENDATION**

**THAT the Grants-In-Aid Sub-Committee make recommendations to Council on 2021 General Grants-In-Aid for approval.**

**6. 2021 GRANTS IN AID - ARTS AND CULTURE**

**15**

Corporate report dated May 12, 2021 from the Director of Recreation and Culture titled "2021 Grants in Aid - Arts and Culture".

**RECOMMENDATION**

**THAT the Grants-in-Aid Committee make recommendations to Council on the 2021 Arts and Culture events allocation of grant funding.**

**7. CONCLUSION OF THE MAY 12, 2021 GRANTS-IN-AID SUB-COMMITTEE MEETING**

**PRESENT:** Councillor Chesney, Chairperson  
Councillor Johanson  
Councillor Trevelyan

**STAFF:** C. Ponzini, Director of Financial Services  
E. Keurvorst, Manager of Cultural Services  
J. Brierly-Green, Manager of Revenue Services  
S. Lam, Deputy Corporate Officer  
K. Sidhu, Committee Clerk

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The meeting was called to order at 5:30 p.m.

**1. MOTION TO HOLD THE GRANTS-IN-AID SUB-COMMITTEE MEETING  
PUBLIC VIA ELECTRONIC MEANS**

2020-GIA-011

**It was MOVED and SECONDED**

WHEREAS COVID-19 has been declared a global pandemic;  
WHEREAS the City of White Rock has been able to continue to provide the public access to the meetings through live streaming;  
WHEREAS holding public meetings in the City Hall Council Chambers, where all the audio/video equipment has been set up for the live streaming program, would not be possible without breaching physical distancing restrictions due to its size, and holding public meetings at the White Rock Community Centre would cause further financial impact to City Operations due to staffing resources and not enable live streaming;  
WHEREAS Ministerial Order No. 192 requires Council carry a motion in order to hold public meetings electronically, without members of the public present in person at the meeting;  
THEREFORE BE IT RESOLVED THAT Council authorizes the City of White Rock to hold the November 4, 2020 Grants-in-Aid Sub-Committee meeting streamed on the City's website, and without the public present in the Council Chambers.

**CARRIED**

**2. AGENDA APPROVAL**

2020-GIA-012

**It was MOVED and SECONDED**

THAT the Grants-In-Aid Sub-Committee adopt the agenda for the meeting scheduled for November 4, 2020 as circulated.

**CARRIED**

**3. PREVIOUS MINUTES**

a) Grants-In-Aid Sub-Committee Meeting – July 13, 2020

2020-GIA-013

**It was MOVED and SECONDED**

THAT the Grants-In-Aid Sub-Committee adopt the minutes of the July 13, 2020 meeting as circulated.

**CARRIED**

**4. 2020 GRANTS-IN-AID FOLLOW-UP**

Note: The Committee considered 4b prior to 4a.

**b. PROVISIONALLY APPROVED GRANT-IN-AID APPLICATIONS**

Corporate report dated November 4, 2020 from the Director of Financial Services titled "2020 Grants-in-Aid Follow-up".

Staff summarized the corporate report and the following comments were noted:

**Semiahmoo Seniors Planning Table: Seniors Lunch and Learn**

- The event is currently on hold
- There may be virtual events in the future; however, nothing has been officially planned
- At this time, the applicant has not requested use of the funds

**White Rock South Surrey Stroke Recovery Branch: Evidence based Therapies for Stroke Recovery**

- It was noted that the organization provides good work for the Community

**Christmas on the Peninsula Society: Holiday Festival**

- There will be a virtual event
- The Society has not asked to repurpose the grant
- The Grants-in-Aid Committee could convene if a modified proposal is submitted to the City
- Staff clarified that they will review the proposal and use discretion to ensure monies are awarded in line with the application

**Holiday Home Tour for Hope: Tour amended to Magazine Publication**

- The organization has moved from a live-tour to a magazine publication
- There is a cost to publishing a magazine (printing, artwork, etc.)
- The magazine will go to print soon (potentially tomorrow). If it has already gone to print by the time Council considers the grant, and

it is awarded, staff will propose an insert be included with the magazine

**White Rock Players Club: Gala Events (On Table)**

- A modified gala will be held with a reduced attendance (50 persons)

2020-GIA-014

**It was MOVED and SECONDED**

THAT the Grants-In-Aid Sub-Committee recommends that Council approve the following Grants-in-Aid be awarded:

Organization	Event/Program	Recommended Grant
Semiahmoo Seniors Planning Table	Seniors Lunch & Learns	\$500
White Rock South Surrey Stroke Recovery Branch	Evidence based therapies for Stroke Recovery (virtual, and working on a plan for when in-person is permitted)	\$2,000
Christmas on the Peninsula Society	Christmas on the Peninsula Festival. Event has gone virtual.	\$2,000
Holiday Home Tour for Hope	Holiday Home Tour for Hope - Benefiting Peace Arch Hospice Society and Surrey Hospital Foundation (Breast Health and Children's clinics). Publication of a magazine	\$ 2,000

**a. PENINSULA PRODUCTIONS: REQUEST FOR CAMERA & EQUIPMENT**

Verbal update from the Manager of Cultural Services regarding the request from Peninsula Productions. The following information was provided to Council at the July 13, 2020 Regular meeting, where the matter was deferred back to the Grants-in-Aid Committee for further discussion:

- The City received a grant application request for \$3,500 which included a budget breakdown
- Equipment package total cost is \$6,272
- It is not typical for the City to include a holdback for a portion of the camera equipment package
- The Society has pivoted in response to the COVID-19 Global pandemic
- The Society is expected to continue operating

The following two (2) emails have been attached for reference purposes:

- September 16, 2020 from the Director of Recreation and Culture
- August 11, 2020 from Peninsula Productions

The Committee expressed support for the request; however, suggested that the City have the first option to purchase back to the equipment in the event the Society dissolves. The City would pay the balance of the camera in order to account for the full cost of the camera.

2020-GIA-015

**It was MOVED and SECONDED**

THAT the Grants-in-Aid Sub Committee recommends that Council award a \$3,500 grant to Peninsula Productions for the purchase of a camera, as outlined in their 2020 application; and

THAT, in the event the Peninsula Productions dissolves, the City of White Rock have the first option to purchase back the camera by paying the remaining balance of the camera (as quoted in the 2020 application).

**CARRIED**

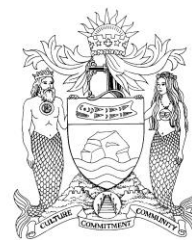
**5. CONCLUSION OF THE NOVEMBER 4, 2020 GRANTS-IN-AID SUB-COMMITTEE MEETING**

The Chairperson declared the meeting concluded at 6:08 p.m.

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Councillor Chesney, Chairperson

  
\_\_\_\_\_  
S. Lam, Deputy Corporate Officer

# THE CORPORATION OF THE **CITY OF WHITE ROCK** CORPORATE REPORT



**DATE:** May 12, 2021

**TO:** Grants-In-Aid Sub-Committee

**FROM:** Colleen Ponzini, Director, Financial Services

**SUBJECT:** 2021 General Grants-In-Aid

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## **RECOMMENDATION**

THAT the Grants-In-Aid Sub-Committee make recommendations to Council on 2021 General Grants-In-Aid for approval.

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## **EXECUTIVE SUMMARY**

This report provides information on 2021 General Grants-In-Aid requests, to assist the sub-committee in making recommendations on the allocation of grant monies.

## **INTRODUCTION/BACKGROUND**

The City's criteria and process for dealing with grants-in-aid are provided in City Council Policy No. 302. A copy is attached as Appendix A. It should be noted that one "general" grant may be awarded per organization, with a maximum award of \$2,000.

Review of the applications reveals that the some are likely to be impacted by the imposed restrictions on social / physical distancing due to the COVID-19 pandemic. As such it will be difficult for those organizations to fulfill their desired outcomes. Staff recommend that if the Committee wishes to provisionally approve grants, staff will ensure that the event will take place before releasing funds.

The City received 21 regular grants-in-aid applications for 2021. A total of \$35,200 was requested. Attached are the following documents:

- Appendix B – Summary of 2021 General Grants-In-Aid Applications.
- Appendix C – 2020 Grants-In-Aid Applications.

The 2021 grant-in-aid budget is \$30,000. Council Policy No. 302 requires that 5% of the budget be held back for late submissions. After allowing for the 5% late submission holdback, \$28,500 in funding is available for these applications. The City also offers supplementary funding to support and develop arts and culture events. Additional applications were received for that program, which are dealt with in a separate report.

Two of the applications are not from formal organizations (Surrey Youth Theater Company is sponsored by the Peninsula Arts Foundation and Together-White Rock is a volunteer lead support group).

### **Permissive Tax Exemptions**

The following organizations receive Permissive Tax Exemptions from the City as outlined below:

<b>Grant Application Category</b>	<b>Organization Name</b>	<b>Estimated Value of Municipal Property Tax Exemption (2021)</b>	<b>Notes</b>
General	Sources Community Resources Society	\$8,580	Exemption is for the duration of the lease of City property
General	White Rock Players' Club	\$35,970	Exemption is applied for and requires Council approval annually
General	White Rock Lawn Bowling Club	\$3,160	Exemption is for the duration of the lease of City property.
General	Mann Park Bowling Club	\$1,540	Exemption is for the duration of the lease of City property.

### **Other Grants**

The White Rock Museum and Archives Society has an Operating and Services Agreement with the City. In accordance with this Agreement, and the City's Financial Plan process, the City provides an annual grant to the Museum of \$150,700.

### **OPTIONS / RISKS / ALTERNATIVES**

The following options are available for the Committee's consideration:

1. Recommend Council to approve general grants in aid, and/or,
2. Recommend Council to provisionally approve general grants in aid, funds to be released when confirmation that event or program is not cancelled or significantly altered due to COVID-19 restrictions.

### **CONCLUSION**

It is recommended that the Grants-In-Aid Sub-Committee make recommendations to Council on the 2021 allocation of grant funding.

Respectfully submitted,



Colleen Ponzini, CPA, CGA  
Director, Financial Services



**Comments from the Chief Administrative Officer**

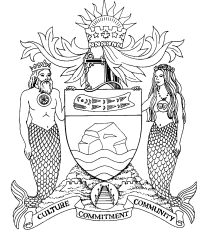
I concur with the recommendation of this corporate report.

A handwritten signature in black ink, consisting of a stylized 'G' followed by a horizontal line and a small upward stroke.

Guillermo Ferrero  
Chief Administrative Officer

- Appendix A: Council Policy No. 302 – *Grants-In-Aid*
- Appendix B: Summary of 2021 General Grants-In-Aid Applications
- Appendix C: 2021 Grants-In-Aid Applicants (binder)

THE CORPORATION OF THE  
**CITY OF WHITE ROCK**  
15322 BUENA VISTA AVENUE, WHITE ROCK, B.C. V4B 1Y6



**POLICY TITLE: GRANTS –IN-AID**

**POLICY NUMBER: FINANCE - 302**

<i>Date of Council Adoption:</i> February 25, 2019	<i>Date of Last Amendment:</i> March 5, 2018
<i>Council Resolution Number:</i> 2013-346, 2015-336, 2016-282, 2018-088	
<i>Originating Department:</i> Finance	<i>Date last reviewed by the Governance and Legislation Committee:</i> February 25, 2019

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**POLICY:**

1. Applications shall be sent annually to previous year's recipients, and the deadline for receipt of applications shall be February 1<sup>st</sup>.
2. The annual deadline for the receipt of late applications is June 1<sup>st</sup>.
3. Applications received after June 1<sup>st</sup>, may be considered outside of the above noted timelines, only if they are of an emergent nature (new circumstances that did not exist prior).
4. The Grants-In-Aid Committee shall be responsible for reviewing grant applications received and shall prepare a recommended list of grant recipients and the suggested grant for each. This list shall be presented to City Council for review and approval no later than April 1<sup>st</sup>. Organizations located in the City of White Rock will be given first priority.
5. The Grants-In-Aid Committee shall confine its allocation to 95% of the total grant-in-aid budget. The remaining 5% shall be held back in the event of a worthy late submission.
6. One grant may be awarded per organization with a maximum award of \$2,000, with the exception of White Rock based arts and cultural organizations who may apply for an additional \$5,000 to host an arts or/and culture event.
7. To be eligible for receiving a grant the following criteria shall be considered:
  - a. Membership in the group, team, or society applying for the grant should be at least 25% from White Rock. Notwithstanding if, in the opinion of the Committee, the group will bring some substantial benefit to the community, and then approval may be granted.

- b. An individual requesting a grant must be a White Rock resident or must be representing White Rock in a provincial, federal, or international event. Notwithstanding, exceptions can be made if the applicant has a current affiliation with the City or has made a significant contribution to the City in the past.
  - c. Grants shall not be approved where the stated or likely purpose is to pay for past deficits or debts incurred by the organization.
  - d. A sports team or club will only be considered for a grant if they are regional or provincial champions are identified with White Rock, and are participating in national, Western Canadian, or international competition.
  - e. The grant must be used to contribute to the general interest and advantage of the City of White Rock.
  - f. Organizations must submit their most recent financial statements and approved budgets. Where applicable, itemized budgets should also be submitted for specific events that funding is applied for.
  - g. All grant recipients must submit a report to the Director of Financial Services disclosing the use of the grant funds on or before December 31. Recipients who do not submit a report will be ineligible to apply for a grant in the subsequent year.
  - h. Applicants who require funds prior to July 1 should indicate this fact, including rationale, on the application.
8. Notwithstanding 5 above, a group, team, or society may be given a grant-in-aid if it is the opinion of Council that such an award would be in the best interest and for the benefit of the City.
9. The City offers supplementary funding (total annual allocation of \$20,000) to support and develop arts and culture events. The funding is not intended to provide continuing support to organizations indefinitely. The program is intended to encourage the development of event capacity, organization efficiency and best practices. The following criteria are for organizations applying for the additional arts and cultural event fund.
- a. The event must occur in the City of White Rock.
  - b. The event must showcase local area artists, be inclusive, accessible and welcoming to the public.
  - c. It is preferred that applicants are arts and cultural organizations registered and in good standing as a non-profit societies in the province of British Columbia. If not, they may be requested to provide additional documentation for accountability purposes, such as confirmation of who the event organizers are, what their roles are, and as well attesting to the use of the funds.
  - d. Applicants from organizations that have received a grant in aid from the City of White Rock must demonstrate that the proposed project is different from the activity which received the grant in aid.

- e. Preference will be given to new events that address gaps in the existing event calendar and have the potential to become major arts and culture events. A new event, for the purpose of this policy, is defined as an event that has not previously existed and is occurring for the first time. An event that is part of an ongoing series or part of the core programming of an organization is not considered new.

## **RATIONALE:**

The intent of the deadline is to ensure applications are received and processed effectively.

A hold-back of unallocated money is required to deal with unforeseen or late-rising events or applications.

Non-community based organizations will not be considered because people in the community have many opportunities to contribute to them at other times. Since Council is merely redirecting the taxpayer's money it is not believed to be appropriate to make these kinds of choices for the taxpayers.

A reasonable percentage of the membership benefiting from the grant should be taxpayers or residents of the City - otherwise they could request a grant from their own City Council.

Grant recipients should be doing works, which benefit the people of the City or bring favourable publicity to the City and in so doing raise civic pride and awareness.

Individuals or sports teams representing the City should be doing so in a capacity which is official (i.e. representing the province or the country) and at a high level of competition - groups going on self-sponsored tours in which they have no official capacity should not receive grants. Examples of groups who have applied in the past but would not qualify for a grant are: school rugby teams on tour, highland dancers troupe on tour, and a dance company performing in a recital overseas.

In the Council approved Cultural Strategic Plan 2014-2018, a key priority is to increase grant funding for arts and culture events in order to stimulate new activities and contribute to White Rock being a cultural destination. The City recognizes the important contribution arts and cultural festival and events make to the economy and cultural character of a city.

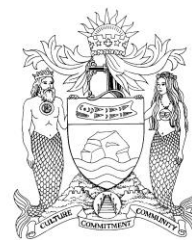
## 2021 GENERAL GRANTS-IN-AID APPLICATIONS

	Organization Name	2021 Event/Program	2020 Event/Program	2021 Amount Requested	2021 Grant Allocation Approved	2021 Grant Allocation Provisional *	2020 Approved Grants	2020 Report of Funds Rec'd	2019 Approved Grants	2018 Approved Grants
<b>Tab</b>	<b>SOCIAL</b>									
2	Avalon Women's Centre White Rock	One - to - one counselling initiative for women recovering from addiction	One - to - one counselling initiative for women recovering from addiction	2,400			1,500	Yes	1,500	
3	Peace Arch Hospice Society	Children's Grief Support Camp	Children's Grief Support Camp	2,000			1,000	Yes		
4	Together-White Rock	Index/postcard and flyer promotional campaign	Together-White Rock. Provides mental health support, connection to existing resources, and a gateway for members of the general public who may not have accessed services in the past.	500			-	N/A		
5	Volunteer Cancer Drivers Society	Free transportation for cancer patients living in White Rock/South Surrey. Grant would be allocated to defray the cost of vehicle operating stipend	Free transportation for cancer patients living in White Rock/South Surrey. Grant would be allocated to defray the cost of vehicle operating stipend	1,500			1,500	Yes	2,000	
6	White Rock Elks Lodge No. 431	Any contribution from the City of White Rock is pooled with other fund raising to meet suitable requests as approved by the Charity committee.	Support charity matching programs: incoming donations are matched and then passed on to worthy causes in White Rock	2,000			2,000	Yes		
7	White Rock Pride Society	Help fund any COVID safe event during White Rock's Pride Week. Hopefully we will be able to hold our annual fund raising dinner/dance	Start up costs of 3rd annual dinner/dance and Pride Week festivities.	2,000			1,000	Event Cancelled	500	1,000
				<b>10,400</b>	-	-				
<b>Tab</b>	<b>CULTURAL</b>									
8	Christmas on the Peninsula Society	Christmas on the Peninsula Festival	Christmas on the Peninsula Festival (Grant to mainly offset rental costs)	2,000			1,000	Yes	2,000	2,000
9	Surrey Youth Theatre Company (sponsored by Peninsula Arts Foundation)	Hire a professional film editor to record, edit & prepare online streaming of two productions, "Goodbye Marianne." and "I Never Saw Another Butterfly."	A Winnie the Pooh Christmas Tail	750			-	N/A		1,000
10	White Rock City Orchestra	2021 Membership Drive	Percussion instruments, Glockenspiel, replacement of conductor scores, new music and signage	2,000			1,000	Yes	500	1,000
11	White Rock Museum & Archives	Touch screen monitor to be installed in the "Ticket Office" Exhibit	Portion of funds would go toward two tents with museum logo and large format flatbed scanner	2,000			1,000	Yes	1,500	1,500
				<b>6,750</b>	-	-				
<b>Tab</b>	<b>ATHLETICS/SPORTS</b>									
12	Air Cadet League of Canada, 907 Squadron Sponsoring Committee	Sports & PE Education Activities, Field Training/Survival Training, Band Equipment, Biathlon Training	Support of general Cadet Program	1,000			1,000	Yes	1,000	1,000
13	Mann Park Lawn Bowling Club	Increase awareness and exposure of Club in local community through Fun Nights and Open Houses. Also to help cover costs of advertizing.		2,000				N/A		
14	White Rock Lawn Bowling Club	Replace of perimeter bench awnings	Upgrading storage area and replacing damaged cupboards	2,000			1,650	Yes	2,000	1,500
				<b>5,000</b>	-	-				

2021 GENERAL GRANTS-IN-AID APPLICATIONS

	Organization Name	2021 Event/Program	2020 Event/Program	2021 Amount Requested	2021 Grant Allocation Approved	2021 Grant Allocation Provisional *	2020 Approved Grants	2020 Report of Funds Rec'd	2019 Approved Grants	2018 Approved Grants
Tab	OTHER									
15	BC Pets and Friends	Funding for Pet Therapy program for White Rock area wait list.	Funding for Pet Therapy program for White Rock area wait list.	1,500			1,000	Yes	1,000	-
16	Critter Care Wildlife Society	Medical supplies and species specific formula	Short and long term care to native mammal species	750			750	Yes	500	500
17	Earl Marriott Senior Dry Grad	Dry-grad celebration	Safe, dry and drug free bus transportation from the dinner/dance to the Dry Grad Venue	2,000			1,000	Event Cancelled	1,000	500
18	Semiahmoo Peninsula Marine Rescue Society	Maintaining capability for search & rescue, support civic functions	Maintaining capability for search & rescue, support civic functions	2,000			2,000	Yes	2,000	2,000
				6,250	-	-				
Tab	LATE APPLICATIONS									
19	CARP	Salute to Seniors/Holly Jolly Christmas	CARP Annual Christmas Party	800			500	Yes	500	500
20	Peninsula Arts Foundation	Scholarships to young artists in financial need.	Scholarship(s) for continued training and tuition of young artists in financial need	2,000			1,500	No	1,500	1,500
21	Sources Foundation	Coldest Night of the Year		2,000				N/A	500	
22	White Rock Players' Club	Audio and Video Augmentation Project	Continue renovation of costume and prop area	2,000			1,800	Event Cancelled	2,000	2,500
				6,800	-	-				
Total Grant Allocations				35,200	-	-				

# THE CORPORATION OF THE CITY OF WHITE ROCK CORPORATE REPORT



**DATE:** May 12, 2021

**TO:** Grants in Aid Committee

**FROM:** Eric Stepura, Director, Recreation & Culture

**SUBJECT:** 2021 Grants in Aid – Arts and Culture

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## **RECOMMENDATIONS**

THAT the Grants-in-Aid Committee:

1. Receive for information the corporate report dated May 12, 2021 from the Director of Recreation and Culture, titled “2021 Grants-in-Aid - Arts and Culture;” and
  2. Make recommendations to Council on the 2021 Arts and Culture events allocation of grant funding.
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## **EXECUTIVE SUMMARY**

The Arts and Culture Event Grant Program provides funding to eligible organizations. The intent of the grant is to provide seed money to support activities promoting local artists, arts, and culture organizations and celebrations that showcase White Rock and the spirit of the community.

This report provides information on the 2021 Arts and Culture Grants-in-Aid to assist the Committee in making recommendations on the allocation of grant monies.

## **PREVIOUS COUNCIL DIRECTION**

<b>Motion # &amp; Meeting Date</b>	<b>Motion Details</b>
Grant-in-Aid Policy No. 302.	In 2015 the first Arts and Culture Grants were approved. The maximum Arts and Culture Grant allowed by the Policy is \$5,000. Five percent of the Arts and Culture Event Grant budget must be held back for late submissions.

## **INTRODUCTION/BACKGROUND**

With the challenges bought on by the COVID-19 pandemic, the arts and culture community has found it difficult to bring creators, residents, and visitors together. This means the funding allocated for Arts and Culture Grants in Aid is undersubscribed for 2021 with only one application.

In 2020 the Grants in Aid Committee allowed arts organizations to submit alternative ideas for creating and engaging the public. Grants in 2020 included support for on-line productions for the White Rock Museum and Archives, Peninsula Productions, and the White Rock City Orchestra.

The 2021 application is from the White Rock Museum & Archives (WRMA) for an exhibit entitled “Lest We Forget in the Community.” The Application is attached as Appendix A. The WRMA intends to expand upon their annual “Lest We Forget” exhibit, commemorating Remembrance Day, by bringing the stories of the those who served during the war years of 1914-1918 and 1939-1945 to the community. Due to COVID restrictions, WRMA is limited to the number of visitors at their location. They plan to expand their outreach by placing story panels depicting images and stories of the World War years on bus stops in the area and colour ads in the Peace Arch News.

Not only is this activity intended to share important stories by connecting residents with their history at impactful community locations, the project will also raise awareness about WRMA and their important role in story-telling, heritage, and culture.

### **FINANCIAL IMPLICATIONS**

The total amount of eligible grant applications is \$5,000. In the 2021 City of White Rock Financial Plan, \$20,000 is allocated for this arts and culture grant program. Of this amount, 5% or \$1,000 must be held back for late submissions.

WRMA has requested the maximum available grant of \$5,000.

### **LEGAL IMPLICATIONS**

Not applicable.

### **COMMUNICATION AND COMMUNITY ENGAGEMENT IMPLICATIONS**

By continuing to provide Grants in Aid to arts organizations, the City can support arts and cultural organizations that create benefits for residents and businesses. The City’s grant provides an opportunity to work in partnership with our recipient to connect and engage with residents and visitors during these challenging times.

### **INTERDEPARTMENTAL INVOLVEMENT/IMPLICATIONS**

Recreation and Culture relies on a close working relationship with Communications and Government Relations to promote the connection and community engagement provided by the arts and culture grant recipient’s proposal.

### **CLIMATE CHANGE IMPLICATIONS**

Not applicable.

### **ALIGNMENT WITH STRATEGIC PRIORITIES**

Council wishes to attract more visitors to the Town Centre and the Waterfront and WRMA is a major attraction in our community.



### **OPTIONS / RISKS / ALTERNATIVES**

The following option may be considered:

1. Council not approve the 2021 Arts and Culture Grant in Aid request and send comments back to the Applicant for revision.

### **CONCLUSION**

The total amount of eligible grant applications is \$5,000.

In the 2021 City of White Rock Financial Plan, \$20,000 is allocated for the arts and culture grant program. Anticipating a pent-up desire by both arts organizations and the public to participate actively post-COVID-19, it is anticipated that the grant will be over-subscribed in future years.

By approving the 2021 Application, WRMA will be able to share their storytelling throughout the community on the theme of “Lest We Forget.

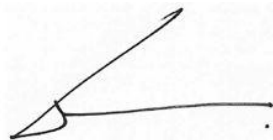
Respectfully submitted,



Eric Stepura  
Director, Recreation and Culture

### **Comments from the Chief Administrative Officer**

I concur with the recommendations of this corporate report.



Guillermo Ferrero  
Chief Administrative Officer

Appendix A: 2021 Grant in Aid Arts and Culture Application WRMA

## **WRMA Project Description**

### **A&C Grant in Aid 2021**

Expanding upon the WRMA annual Lest We Forget exhibit commemorating Remembrance Day with panels depicting images and stories of those who served during the war years of 1914-1918 and 1939-1945.

#### **White Rock Museum & Archives**

##### **Proposed Budget**

##### **Panels and Newsprint**

The cost of each panel is from \$200 for printing and installation for a total cost of \$600. There is currently access to three locations with the possibility of expanding to ten in future years. Our Curator and Archives Manager would research and provide images and text for each of these panels. A conservative estimate of the time involved would be \$1200.

We would also pay for ads in the Peace Arch News of the eight panels that currently exist {these would be expanded upon to tell more of the story}. The cost of a quarter page colour ad is \$400 and we would have one store bi-weekly during a period of four weeks. Total cost would be \$3200. While the total cost exceeds \$5000, the Museum is actively seeking other funding opportunities to make up the balance of this project through sponsorship.

Below are examples of proposed images from Stratford, PEI.



**Lest We Forget  
Community Panels Budget**

Item	Cost Per Item	Number of Items	Total Cost
Research & Development*			\$1,800
Graphic Design			\$800
Panel	\$200	3	\$600
Panel Advertisement	\$400	8	\$3,200.00
			<u>\$6,400</u>

\* Conservative estimate of the time devoted by our Archives Manager and Curator to research and provide text and images for the panels.