

THE CORPORATION OF THE TOWN OF GEORGINA

REPORT NO. SI-2022-0012

**FOR THE CONSIDERATION OF
COUNCIL**

November 30, 2022

**SUBJECT: 2023 BUDGET REQUEST RECEIVED FROM COMMUNITY
ORGANIZATIONS**

1. RECOMMENDATION:

1. That Council receive Report SI-2022-0012 prepared by the Economic Development and Tourism Division, Strategic Initiatives Department dated November 30, 2022 respecting the 2023 budget requests received from community organizations.
2. That Council review the attached budget requests and provide questions or comments to the Manager of Economic Development and Tourism prior to January 6, 2023 in order that a response may be provided to Council prior to the budget deliberations that will occur on January 24 & 25, 2023.
3. That the budget requests received from the following community organizations be considered by Council during the 2023 budget deliberations on January 24 & 25, 2023:

Routes Transportation - \$55,000

Georgina Trades Training Inc. (GTTI) - \$50,000

The Georgina Chamber of Commerce - \$83,500

Georgina Centre for the Arts and Culture - \$117,000

The Military Museum - \$24,000

Georgina Farmers Market - \$8,000

Health Georgina - establish reserve with the following contributions

- \$200,000 over 4 – 5 year term (for 2 doctor recruitments)
- \$1,000,000 over 10-year term (for future Integrated Health Care Hub)

2. PURPOSE:

The purpose of this report is to provide Council with an overview of the 2023 budget requests received from various community organizations. Also, it is asked that Council provide to staff any questions or comments regarding the submissions prior to January 6 in order that Staff are able to conduct research and provide any necessary responses to Council prior to budget deliberations on January 24 & 25, 2023.

3. BACKGROUND:

Prior to Covid, Staff had evaluated each grant request against detailed metrics regarding the number of events held, number of attendees, fundraising efforts etc. However, after reviewing these metrics, the writer has determined that numbers alone do not begin to tell the story of how these various organizations support the social and economic health of our community. It is also acknowledged that the pandemic has drastically changed the manner in which these organizations conduct business operations. And while over the past two years the majority of these organizations have been able to access grants (CERB, CEWS) from the Province to sustain operations, these grants have come to an end. The past three years have been difficult for all of our community organizations and as outlined in the attachments they have expanded the scope of their original operations in order to access grant funding programs, all of which support the social and economic well-being of our community.

4. ANALYSIS:

Routes (Attachment 1)

Routes has requested a grant in the amount of \$55,000. Routes has evolved over the years and in addition to their transportation services and providing over 9200 rides in the first 6 months of 2022 they have taken a lead role in the new Wednesday Luncheon Program where an average of 130 community members are served a nutritious lunch each week. This meal program has become a focal point for other organizations at the Link and beyond to engage clients and offer training with a hot lunch. Routes has also taken a lead role in the Community Action Table, working to address barriers to employability, income and enhance programs that support social, economic and mental health of our residents.

Georgina Trades Training Inc. (GTTI) (Attachment 2)

GTTI has requested a grant in the amount of \$50,000. GTTI has provided training to over 11,000 clients since their inception in 2006 and continues to work towards meeting the training needs of not only our residents but also local business. While the pandemic has resulted in challenges for GTTI, the Board is confident that their efforts undertaken in a recent strategic plan update will provide a solid direction for 2023 and beyond.

Georgina Chamber of Commerce (Attachment 3)

The Chamber continues to support their membership through partnerships with the Town and various agencies and organizations. This support has been extremely important given the challenges of the Pandemic and the need to recover from a significant loss of revenue. The Chamber continues to disseminate tourism information on behalf of the Town and support the tourism sector and this year received a grant from Central Counties Tourism to purchase and operate a tourism kiosk. After a successful summer operating the kiosk at De La Salle, the Chamber is looking forward to attending additional community events and locations with the kiosk. The Chamber

has worked closely with the Economic Development and Tourism Division to deliver on the 29 action items outlined in the Tourism Strategy.

As both organizations evolve and membership of the Chamber grows it is important that we continue to review the relationship between the Town and the Chamber to ensure an efficient use of resources, limit duplication of services, and develop a strong tourism brand for Georgina. The importance of a strong relationship between the Town and the Chamber is key to supporting the growth of our business community.

With many of the action items in the Tourism Strategy underway or complete and this 3 year Strategy expiring at the end of 2023, this coming year is an opportunity for Staff to review with the Chamber the most appropriate way to move forward in support of our respective organizations and the services we deliver. This review will be undertaken once the Town's Corporate Strategic Plan and Economic and Tourism Action Plan is underway. This review will need to acknowledge the recent report prepared by York Region with respect to the dedication of Tourism funding to Central Counties Tourism for the purpose of undertaking marketing efforts that would benefit the Region as a whole and support marketing efforts of individual municipalities. While the details of this collaboration between York Region and Central Counties Tourism is being finalized each municipality will be asked to contribute towards this new collaboration.

Georgina Centre for Arts and Culture (GCAC) (Attachment 4)

The Georgina Centre for Arts and Culture have requested a grant of \$117,000. This represents a 7% increase from 2022 to support inflation and labour costs. The GCAC had a successful 2022 launching a number of digital platforms (e-commerce site, new website, and virtual gallery) and the hosting of a weekend of celebration during Pride month, all in an effort to illustrate arts and culture beyond the walls of the gallery. The GCAC also launched a 7 week series "Unleash Your Inner Witch" program that was very well attended. Fundraising event planning is in full swing. The submission from the GCAC has indicated concerns with their current location and they have started discussions with Town Staff to explore future opportunities.

Georgina Military Museum (Attachment 5)

The Georgina Military Museum has requested a grant of \$24,000. The Georgina Military Museum is excited to announce that 2023 is their 20th anniversary. They have a number of plans including enhancing the exterior of their building, restoring a rare Radar Truck and updating inside displays. The 2022 Military Day attracted over 450 visitors, with over 20% attending from outside of York Region. As noted in their submission, the Georgina Military Museum is unable to qualify for provincial and federal grants. Town Staff will offer to meet with the new president Jeff Leggett in the New Year to review how the Military Museum can work towards addressing the challenges of accessing grant funding.

Georgina Farmers' Market (Attachment 6)

The Farmers' Market has requested a grant in the amount of \$8,000. The market celebrated its 7th season and continues to provide an opportunity for tenants of the LINK to meet the community and educate residents and visitors to Georgina on the services they provide. While the economic conditions over the past year have resulted in a decrease in spending by attendees at the market, the vendors maintain that this is one of their most financially viable markets. With over 500 attendees each week, the Town utilized this opportunity to engage residents and visitors on upcoming programs and services.

Health Georgina (Attachment 7)

Health Georgina is requesting the Town to establish a reserve fund for primary health care provision in Georgina. The specific financial ask is as follows:

- 1) To match their commitment for the recruitment of 2 additional doctors at \$20,000 - \$25,000 per year per General Practitioner over a 4 or 5 year contract totalling to \$200,000 over the contract term.
- 2) To create a reserve fund of \$100,000 annually over a 10-year term in support of their future vision to develop and execute a plan for the building of an Integrated Health Care Hub centrally located in Georgina in concert with Southlake Regional Hospital and Oak Valley Health.

Staff will be undertaking research prior to budget deliberations in January to better understand any legislative restrictions under the Municipal Act, etc. that may affect a municipality's ability to contribute to the above request.

5. RELATIONSHIP TO STRATEGIC PLAN:

Grow our economy

Promote a high quality of life

Engage our community & build partnerships

Deliver exceptional service

6. FINANCIAL AND BUDGETARY IMPACT:

With the exception of the Georgina Arts and Culture Centre who have requested a 7% increase, the organizations have not requested an increase in the funding from that which was provided in 2022. Health Georgina did not request funding in 2022, however the Town did provide a grant (\$100,000) in 2021 to help with costs associated with the new Nurse Practitioners facility.

7. PUBLIC CONSULTATION AND NOTICE REQUIREMENTS:

There is no public consultation required for consideration of this Report.

8. CONCLUSION:

This report and attachments are provided for information and review prior to budget deliberations on January 24 & 25, 2023. It is asked that Council provide staff with any questions or comments regarding the submissions prior to January 6 so that staff can conduct research and provide responses to Council prior to deliberations.

APPROVALS

Prepared By: Karyn Stone, Manager of Economic Development and Tourism

Reviewed By: Sean Columbus, Economic Development Officer

Recommended By: Shawn Nastke, Director of Strategic Initiatives

Approved By: Ryan Cronsberry, Chief Administrative Officer

Attachments:

Att. 1 Routes Transportation

Att. 2 Georgina Trades Training Inc. (GTTI)

Att. 3 Georgina Chamber of Commerce

Att. 4 Georgina Centre for Arts and Culture

Att. 5 Georgina Military Museum

Att. 6 Georgina Farmers' Market

Att. 7 Health Georgina