



THE CORPORATION OF THE MUNICIPALITY OF KINCARDINE

Subject: Recreational Advertising & Financial Assistance Programs

Report Number: REC 2019-09

Meeting Date: Wednesday, May 22, 2019

Recommendation: THAT Council support the development of a municipal Advertising Policy along with the implementation of a municipal Recreation and Culture Financial Assistance Program which incorporates the eligibility criteria set forth in this report; AND THAT Council direct staff to bring forward a draft Advertising Policy and Financial Assistance Policy for Council approval.

Date to be considered by Council: Wednesday, May 22, 2019

Report Summary:

Origin: Request from Councillor Kennedy

Existing Policy: Council Direction

Background/Analysis:

Recreational Advertising:

There are several municipal properties and assets whereby advertising could be expanded on to bring additional sponsorship and advertising dollars to the municipality.

Sponsorship and advertising revenue would assist the Municipality in promoting their assets, work with groups and organizations to raise revenue for their group activities, and provide extra revenue to the Municipality which could potentially go towards supporting families and individuals with access to recreation programs through the creation of a Recreation and Leisure Financial Assistance Program.

Staff receive inquiries from local businesses and sporting organizations regarding the possibility of advertising directly or selling advertising as a means of fundraising for their sports organizations. Examples of municipal properties where advertising

could go include parks, ball diamonds, soccer fields, municipal buildings, etc., as well as on municipal assets such as the recently approved new Ice Resurfer as well as the electronic road sign at the Davidson Centre.

This report is coming forward so that staff can receive direction and approval from Council with regards to developing a Municipal Advertising Policy which would include criteria for advertising on municipal assets and properties and recommend financial percentage break-downs for the distribution of the revenue received which would include a portion set aside for the Recreation and Leisure Financial Assistance Program. The timing of this policy would allow us to incorporate advertising fees into our 2020 rates and fees by-law.

Recreation and Leisure Financial Assistance Programs:

The purpose of developing a financial assistance program for Recreation and Leisure activities is to provide opportunities for everyone to participate in activities in the Municipality of Kincardine. Currently, families seeking additional funding for sports and activities for children ages 4 – 18 may apply for funding under the Canadian Tire JumpStart program. Financial need criteria must be met in order to be eligible for financial assistance. Due to the limited financial resources of this program, not all families are able to receive funding through this initiative and are turned away (In 2018, there were approximately 8-10 applications turned down due to lack of funds)

Councillor Kennedy brought forward the idea to staff to develop a financial assistance program that would supplement the JumpStart program, so that it would eliminate or reduce the number of families that did not receive funding in a given year. Staff is supportive of this initiative, however there are certain policy items that need to be addressed in order to begin establishing a framework to develop this program. Furthermore, overall Council support for a municipal financial assistance program would be required prior to initiating the development of a new policy.

The proposed framework would incorporate the following criteria:

- Families must meet specific financial criteria as per Canada Revenue Agency's Low-Income Cut-Offs (LICO) chart (see attached). This is the same criteria as under the JumpStart program.
- Families that received funding under the JumpStart program will not be eligible under the municipal financial assistance program within the same calendar year
- Eligible applicants must be between 4 – 18 years of age (proof of age required)
- Applicants must have been a resident of the Municipality for a period of not less than six months (proof of residency required)
- Only recreational programs offered in the Municipality of Kincardine geographical area will be eligible for financial assistance
- Participants will be limited to two activities per calendar year, and a maximum of \$300 per participant per calendar year.

- Individual allotments cannot be transferred to other individuals or family members
- Approval of the funding application does not guarantee registration in an activity (based on space availability)
- Re-application will be required every 12 months

It is intended that funding for this program will be generated from Recreational Advertising revenues, as discussed above, as well as through fundraising efforts, sponsorships, and donations. A reserve fund could be created to hold the funds generated from these initiatives.

Staff is requesting Council support for implementing a financial assistance program, as well as concurrence on the above eligibility criteria for purposes of developing the policy.

Community Plan and Integrated Community Sustainability Plan (ICSP) Considerations: To ensure that the assets of the Municipality of Kincardine continue to be well promoted, valued, enhanced and supported.

Financial Implications: No additional financial resources are being requested

Attachments: N/A