

REPORT

Community Services

To: Mayor Johnstone and Members of Council
Date: July 7, 2025

From: Blair Fryer, Director, Community Services
File: 2720613

Item #: 2025-196

Subject: **Summary of Historical and Current Funding and In-Kind Support for Hyack Festival Association and May Day Community Association**

RECOMMENDATION

THAT the report titled “Summary of Historical and Current Funding and In-Kind Support for Hyack Festival Association and May Day Community Association” dated July 7, 2025 be received for information.

PURPOSE

The purpose of this report is to provide Council with information related to the historical and current funding and in-kind support of the Hyack Festival Association and May Day Community Association, in response to Council instruction from the May 26, 2025 regular Council meeting.

SUMMARY

On May 26, 2025, Council provided staff instruction to report back with an analysis of funding and in-kind support for both the Hyack Festival Association and the May Day Community Association. This report is the information that has been collected by staff in Community Services, Parks and Recreation, and Finance.

BACKGROUND

The City supports community organizations that provide programming and events that provide community belonging and connecting through cash awards and through in-kind City services. In recent years, these forms of support are well-documented and are

generally managed through the City's Community Grants program. However, this has not always been the case, with city support being provided to events through a combination of cash grants and in-kind services that were funded through department operational budgets and in some cases, undocumented.

For 2025, the Community Grant program received 85 applications, and grants were awarded to 64 community partners. The program had \$1.8 million in asks. The funding envelope already included \$272,500 in committed funds to previous multi-year funded grant recipients. A total of \$1.01M in funds to both new and previously-committed recipients was awarded.

Grants awarded were divided amongst three portfolios with several areas of focus under each including: child care, community wellness, environment/climate change, amateur sports, arts, community festivals and events, heritage, sports travel grants, and economic and tourism activities.

Portfolio	Cash Grant Awards	City Services Awards
Portfolio 1: Grants for Living: Community Livability and Social Equity	\$331,430.00	\$3,497.92
Portfolio 2: Grants for Involvement: Social and Cultural Vibrancy	\$346,221.36	\$205,130.27
Portfolio 3: Grants for Growth: Community Economic Activators	\$85,926.00	\$38,598.16
	\$763,822.51	\$247,226.35

At the time of writing, it is important to note that not all funds for the 2025 granting year have been disbursed as grant recipients still need to provide their reporting in order to receive the entire amount of cash funds awarded, and not all City services have been reconciled for events that have taken place recently.

DISCUSSION

Awarded versus Paid:

This analysis focuses on amounts awarded rather than amounts reimbursed, unless otherwise noted. These are amounts that were budgeted and allocated for in advance, but the reality is that cash reimbursements are not always exact amounts, and many of the City Services get absorbed into regular departmental operating budgets as it is not always feasible to code City Services to the Community Grant budget. For example, if Engineering Operations staff are doing their regular rounds and drop off barricades and waste totes in advance of a festival as part of that daily work, this is still considered a "City Service" that would be accounted for in a City Services grant quote, given that it may have required a special trip by staff to be made, however, procedurally, Eng Ops

staff do not code small units of time to each of the tasks they may complete in the course of their day.

Varied Historical Organizations:

The history of Hyack Festival and May Day-related activities in the City is somewhat complex. Over the years, different organizations were responsible for delivery of the activities that are associated with these two programs.

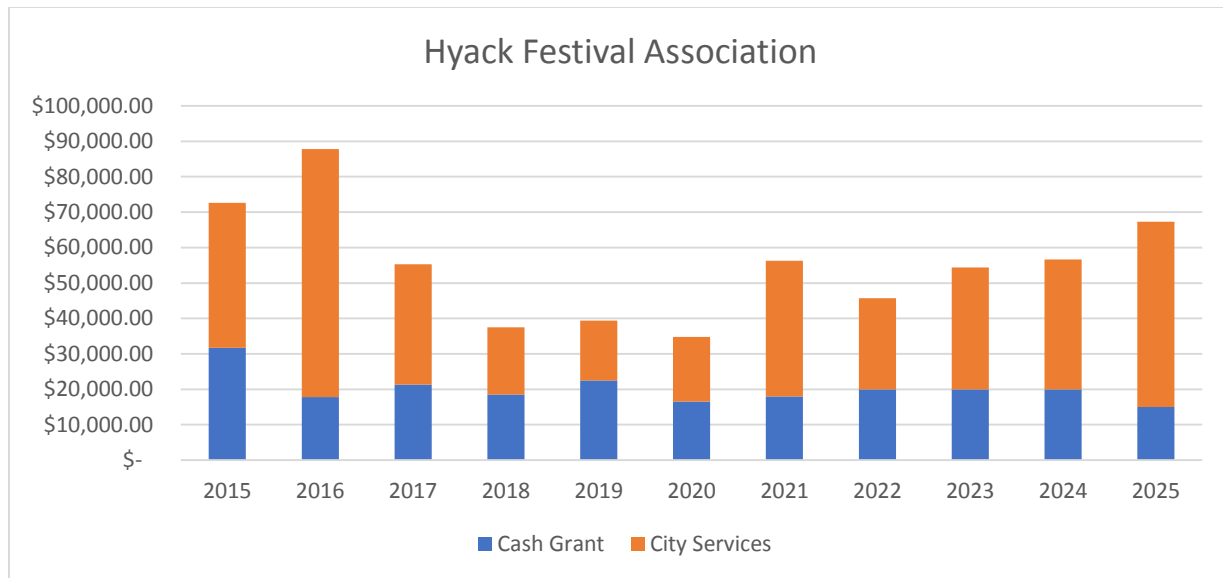
The Ancient and Honourable Hyack Anvil Battery is a separate entity and is only responsible for the delivery of the Victoria Day Salute. The organization is mentioned in this analysis to indicate their separate status. They have received relatively static grants over the years to cover equipment and uniform expenses as well as the use of the Queen's Park Stadium for firing the salute. Since 2021, the organization has covered these expenses without applying to the grant program, using instead membership dues to cover their minimal costs.

Grants to the Hyack Anvil Battery	
Total Cash Awarded	\$12,822.40
Total Cash Paid Out	\$25,139.87
Total City Services Awarded	\$1,067.00
Total City Services Paid Out	\$1,067.00
Total Combined Awarded	\$13,889.40
Total Combined Paid Out	\$26,207.87

Hyack Festival Association:

In the past, the Hyack Festival Association has received awards for funds for several activities including the Antique Fair, the Ambassador Program, the Canada Day Fireworks, the Parade and Street Fair, the Show and Shine, to refresh or manage their float, the Grand Prix (not to be confused with the City-organized New West Grand Prix), and recently, the Farewell to Summer Festival. Additionally, in the past, independent community groups routinely organized their own events (e.g. community runs, sports tournaments) under the banner of Hyack Festival week. As the grants program was refined, in some years funding was provided as a single grant for all events, and in other years funding was advanced individually for separate projects.

Since 2019, only the Hyack Ambassador program, Farewell to Summer Festival, and the Hyack Parade and Festival have been included for funding in their community grant application(s). In 2021, the Ambassador program was discontinued which resulted in a reduction in the organization's overall grant funding in 2022. Since 2022, the amount of City Services has increased year over year as event costs and scope have increased.



Grants to the Hyack Festival Association 2015-2025	
Total Cash Awarded	\$210,870.75
Total Cash Paid Out	\$221,300.00
Total City Services Awarded	\$386,496.07
Total City Services Paid Out	\$197,061.70
Total Combined Awarded	\$607,796.07
Total Combined Paid Out	\$407,932.45

Hyack Festival Association 2024 Application for 2025 Event:

For 2025, the Hyack Festival Association requested \$20,000 in a cash grant and \$52,267.69 in City Services. The organization applied for only one year of funding despite being eligible for multi-year funding. They were awarded partial cash funding of \$15,000 and full City Services totaling \$52,268. This includes Engineering Operations services, Police services, etc.

As is standard practice for the current community grants program, the organization was provided with summarized feedback from the committee's discussion, noting the strengths and weaknesses in their application. This feedback is provided to give direction to applicants on how to continue to strengthen future applications. For example, in this case, the committee expressed appreciation for the well written application, but did suggest that the organization work on finding operational efficiencies to maximize their finances.

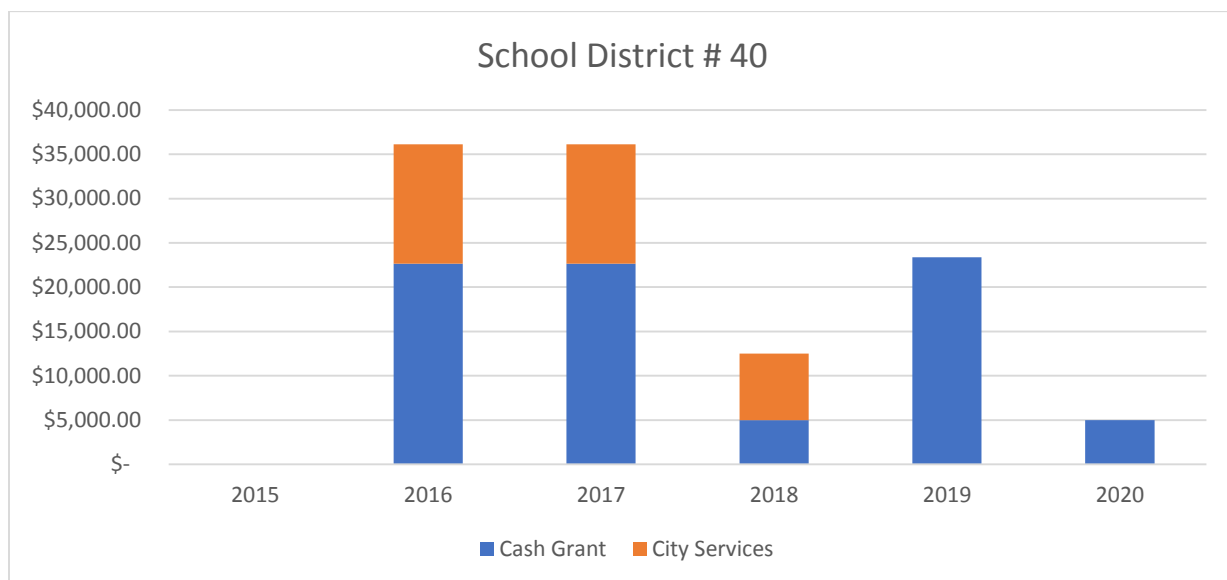
May Day Community Association:

The May Day Community Association has existed as a grant applicant since 2021. Prior to this time, grants associated with May Day were awarded to School District 40 (SD40). As a supplement to SD40's program at Queen's Park Stadium, the City hosted and funded through departmental operating budgets the evening May Day Banquet for the May Queen Suite, Royal Knights, their families, dignitaries from SD40, City, and the community including the Lancers. The City discontinued hosting this banquet event in

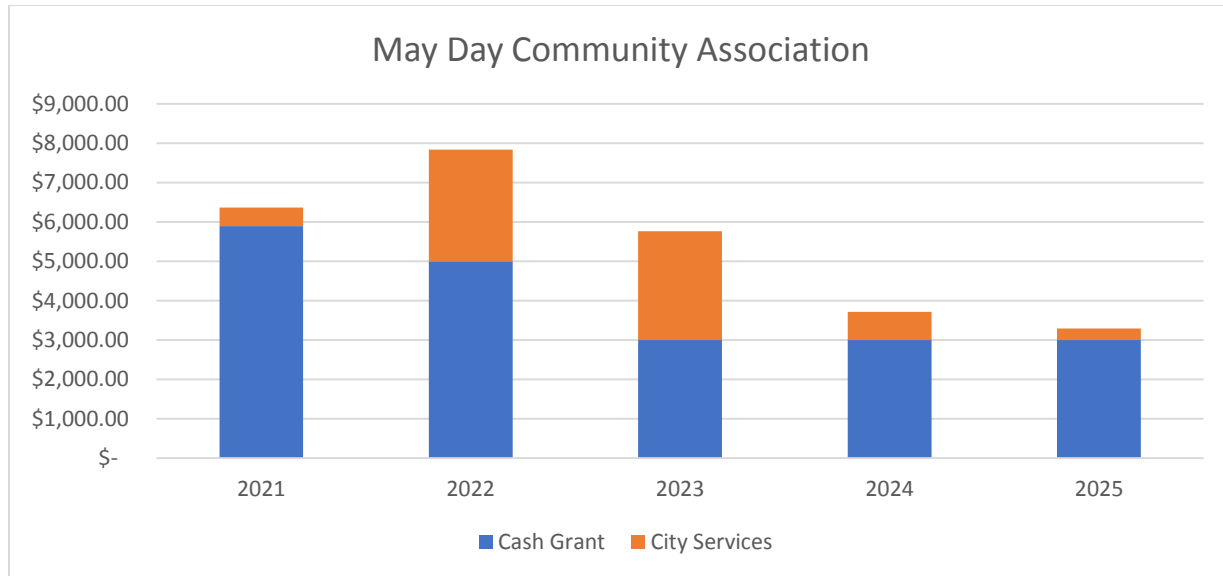
2015. As city funding prior to 2016 was drawn from departmental operating budgets, detailed records do not exist as to the specific costs covered.

When SD40 organized the event, funding provided by the City was also used to pay for buses, costumes/clothing, and other components of the event given the significantly larger scope and number of schools/children from across the city participating. Today, events do not involve the entire school district, and as a result the scope has been reduced. Note, May Day offerings were significantly reduced in 2020 as a result of the pandemic.

Staff recollection of May Day events when it was organized by SD40 was that these were produced as an informal partnership and therefore many of the City Services provided were not accounted for.



Grants to the School District for May Day 2015-2020	
Total Cash Awarded	\$63,504.34
Total Cash Paid Out	\$12,239.34
Total City Services Awarded	\$34,412.00
Total City Services Paid Out	\$798.55
Total Combined Awarded	\$97,916.34
Total Combined Paid Out	\$13,037.89



Grants to the May Day Community Association 2021-2025	
Total Cash Awarded	\$19,892.00
Total Cash Paid Out	\$16,069.25
Total City Services Awarded	\$7,091.80
Total City Services Paid Out	\$1,627.92
Total Combined Awarded	\$26,983.80
Total Combined Paid Out	\$17,697.17

May Day Community Association Application for 2025 Event:

For the 2025 funding year, the May Day Community Association requested \$5,000 in a cash grant and \$717.50 in City Services. The organization was awarded partial funding. Staff note that the applicant submitted an incorrect City Services quote, submitting a previous year's quote instead of a current one. In previous years, some rehearsal space was included in their grant as facility rentals were a permitted City Service. However, this was changed in 2025 and civic facility rentals must now be paid in cash as they are already offered at a discount to non-profits. This was broadly communicated to all event organizers.

The May Day Community Association also proposed a partnership with Parks and Recreation programming staff to offer May Day dance lessons and rehearsals as a community program in exchange for free use of recreational facility space on specified days and times. This was declined by Parks and Recreation as accommodating the request for community recreation facility spaces would have displaced regularly scheduled recreation services programs, a practice that is not congruent with the departments' facility allocation policy.

This organization was also provided with summarized feedback regarding the strengths and weaknesses for their application so that in future years they can continue to improve their applications. For example, in this case, the committee acknowledged the

work the volunteer organizers are doing, and suggested that they seek broader community support and/or other sources of funding.

FINANCIAL IMPLICATIONS

There are no financial implications stemming from this report.

INTERDEPARTMENTAL LIAISON

Staff from Community Services, Parks and Recreation, and Finance have collaborated on this report.

OPTIONS

There are two options for Council's consideration:

1. THAT the report titled "Summary of Historical and Current Funding and In-Kind Support for Hyack Festival Association and May Day Community Association" dated July 7, 2025 be received for information.
2. THAT staff be provided with other direction.

Staff recommend Option # 1.

APPROVALS

This report was prepared by:

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Stephen O'Shea, Community Grants Coordinator
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This report was reviewed by:

Blair Fryer, Director, Community Services
Dean Gibson, Director, Parks and Recreation

This report was approved by:

Lisa Spitale, Chief Administrative Officer