



The Municipality of Port Hope Community Grant Application

Part A: Community Grant Applicant Information

Organization/Charity Name: Port Hope Santa Claus Parade

Address (Including Postal Code):

133 Charles Street, Port Hope, ON, L1A 1T2

Part B: Community Grant Applicant Contact Information

Name of Contact Person: Jennifer Earl

Title of Contact Person: Parade Treasurer

Phone Number [REDACTED] Alt. Phone Number: _____

Email [REDACTED]

Part C: Community Grant Applicant Eligibility

1. Are you a non-profit organization or a registered charity? Please select ONE:

Non-Profit Organization

Registered Charity

If you are a registered charity as per CRA please indicate your registered number:

Schedule "B"

2. Which of the following describes your non-profit organization or registered charity? (Select all that apply)

- Initiate or deliver programs and services to the citizens of Port Hope.
- Provide events of a Municipal, Provincial or National significance, which could be expected to bring economic, and/or public relations benefit to the Municipality.
- Provide programs and services to address any urgent and pressing events and natural disasters (i.e. fire, flood, earthquake).
- Initiate programs or services for individuals, groups or teams who require assistance to participate in recognized regional, provincial, national or international championships.

Part D: Community Grant Application Information

Name of Event or Program:

Port Hope Santa Claus Parade

Current Year's Request: \$ 5000

Prior Year's Request: \$ 4000

Prior Years' Awarded Grant: \$ 5000

Date of the Organization's Event: November 25, 2022

Preferred Date to Receive Community Grant: November 1, 2022

Schedule "B"

1. Please briefly describe the organization's programs and services:

The Port Hope Santa Claus Parade Committee works throughout the year to coordinate, promote and raise funds for the annual Port Hope Santa Claus Parade. The Committee works to maintain the Santa Claus Parade tradition in our community, helping to support a vibrant holiday season.

2. Please provide a statement of the organization's goals/objectives:

The Port Hope Santa Claus Parade Committee's goal is to host an engaging and entertaining Santa Claus Parade in Port Hope, annually.

Schedule "B"

3. If Council approves the organization's Community Grant request, what will the funding be used for?

The funding will go towards hiring bands to entertain the spectators and fellow participants, as well as cover other logistical costs (signage, insurance, advertising).

4. Please provide a description of how the organization intends to measure the success of the program or service:

The Port Hope Santa Claus Parade Committee measures success of the parade by tallying the number of registered entries and hired bands. We especially notice when bands contact us, asking to participate in our parade! We also look to see local media coverage following the event and feedback from parade participants and spectators.

Schedule "B"

5. What is the approximate geographic audience demographic that you plan to target? (i.e. 300 Adults and 50 Kids: 75% Port Hope Residents)

There average of 40 registered parade entries (floats/walking parties). This equals approximately 500 people participating in the parade; 95% local (we offer hear about visiting friends and family participating in the parade!). Spectators are estimated at approximately 2500. As the parade grows in popularity throughout the region, we attract some visiting spectators with an estimated 80% local spectator base.

6. What new initiatives will the organization be doing in the upcoming year?

It is hoped that we can return to a traditional parade down main street in 2022. This will be after two years of hosting a 'reverse parade'.

We hope to review committee structure and consider options for partnering further with the Municipality of Port Hope.

The Committee will continue to maintain relationships to encourage community participation in the parade, as well as hire as many bands as the budget allows.

Additional advertising is being considered to help support the return of the parade to the downtown.

Schedule "B"

7. Does the organization work jointly with any other community or organization? If yes, please provide details:

Yes, the Port Hope Santa Parade Committee works with many other community organizations each year. The parade is made up of colourful floats and walking parties - each participating entry is organized by a local organization or business; The Port Hope Police and the Adamson-Price Family, along with Peter Abrams, act as parade marshals; the Port Hope Rotary supply the Santa float and provide parade donation volunteers (who collect donations along the parade route); the Port Hope Fire Association hosts a toy drive during the parade; Fareshare hosts a food drive during the parade; the Post Office collects letters to Santa.

8. Does the Municipality provide your organization other financial support? (i.e. fee waiver, etc.) If yes, please indicate the amount:

The Municipality provides in-kind support to the Santa Parade through Event Coordinator assistance, road closure setup and take down, police escort and some marketing support.

Schedule "B"

9. How is the organization decreasing reliance on Municipal funding?

Municipal funding is vital for the annual parade budget. Additional sponsorship dollars are collected each year to help cover costs of coordinating the parade and insurance requirements.

10. Please indicate how the Municipality's financial support will be acknowledged. If possible, please provide an example:

The parade is called the Port Hope Santa Claus Parade. The Municipal logo is presented on the Santa Parade website (www.porthopesantaclausparade.ca). The logo is included on a parade banner and carried down the parade route and included on advertising materials.

Schedule "B"

11. Any additional information you find necessary:

The Port Hope Santa Claus Parade Committee is proud of our long standing history of delivery vibrant, safe and successful parades in Port Hope. The volunteer committee is dwindling and over the past couple years, has been led by the municipal Special Event Coordinator. It is recommended that the Parade become a Municipal event to eliminate the need for the Santa Claus Parade Committee to exist as a third party organization. This transition would save on insurance costs, as well as assist in ensuring sustainability and continuity for the future. The goal would be for the municipal events office to establish a volunteer working group to continue to provide opportunities for community involvement in the organization and delivery of the annual parade.



The Municipality of Port Hope Community Grant Application Attestation

Community Grant Applicant Information

Organization/Charity Name: Port Hope Santa Claus Parade

Mailing Address of Organization/Charity (Including Postal Code):

133 Charles Street, Port Hope ON L1A 1T2

Current Year's Request \$ 5000

Community Grant Applicant Contact Information

Name of Contact Person: Jennifer Earl

Title of Contact Person: Parade Treasurer

Phone Number: [REDACTED] Alt. Phone Number: _____

Email: [REDACTED]

Having requested financial assistance from the Municipality, the Organization agrees to the following conditions if a grant in any amount is awarded:

- A) The Organization confirms that the representations contained in the application for financial assistance are true and correct in every respect and that in the event that the funds are not used for the project or programs as described in the application, or if there are misrepresentations in the application, the full amount of the financial assistance will be payable to the Municipality.
- B) If there are any changes in the funding of the project from that contemplated in the application, the Municipality will be notified of such changes through the Director of Finance.
- C) That the Organization will make or continue to make attempts to secure funding from other sources as indicated in its application.
- D) That the Organization will keep proper books of accounts of all receipts and expenditures, relating to the program, services or project.
- E) That the Organization will retain and make available for inspection by the Municipality or its auditors, all records and books of accounts of the Organization

Schedule "B"

upon request from the Municipality which may be made within 2 years of the grant award.

- F) That if the programs or services proposed in the Organization's application are not commenced, or are not completed and there remain Municipality's funds on hand, or are completed without requiring the full use of the Municipality funds, such Municipality funds will be returned to the Municipality.
- G) That the program or services not be represented as a Municipal program or service, and that the Organization does not have authority to represent itself as an agency of the Municipality in any way, the only relationship being that the Municipality has approved the granted financial assistance to the Organization.
- H) That should the Organization receive grant funding and subsequently cancel an event, the Organization must dispose of their assets in a responsible manner that meets the approval of the Municipality.

SIGNING AUTHORITY

We certify that to our knowledge, the information provided in this application for a Municipal Community Grant is accurate and completed and endorsed by the organization which we represent.

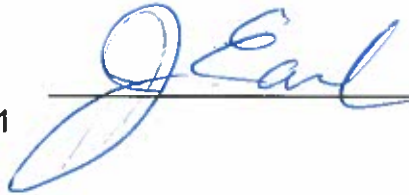
Name (please print):

Signature

Date (MM/DD/YYYY)

Jennifer Earl

Authorized Signing Officer #1



OCT 6/21

Authorized Signing Officer #2

Personal information is being collected on this form under the authority of the Municipal Act and the Municipal Freedom of Information and Protection Act (MFIPPA). Please note, that personal information collected will form part of the public record and is public information subject to the MFIPPA regulations and may be published as part of the corporate agendas and/or public consultation processes. Questions about the collection of personal information may be directed to the Municipal Clerk at 905.885.4544 or clerk@porthope.ca

**Municipality of Port Hope
Community Grant Application**

**Port Hope Santa Claus Parade
Event's Income Statement**

Event's fiscal year-end: 31/Dec/21

Please note: Additional lines can be inserted. Please enter values as a positive number.

	2020 Actual	2021 Year End Projection	2022 Budget	Notes
Expenses				
List all types of expenses (ie. office supplies, salaries & wages, materials, etc.)				
Directors Insurance	\$ 761	\$ 780	\$ 780	
Event Liability Insurance	\$ 810	\$ 810	\$ 810	
radio advertising	\$ 565	\$ 600	\$ 600	
entrance signs	\$ 195	\$ 120	\$ 120	
domain renewal	\$ 28	\$ 28	\$ 30	
1/4 news ad	\$ -		\$ 550	
Volunteer meals	\$ -	\$ 100	\$ 100	
Signage	\$ 605	\$ 600	\$ 200	
supplies		\$ 400		
Portable toilet rental	\$ 271	\$ 271	\$ 140	
Oak Ridge Percussion	\$ 800	\$ 800	\$ 800	
Soul Shakers	\$ 500	\$ 500	\$ 500	
Storm the Palace	\$ 500	\$ 500	\$ 500	
Northumberland Navy League			\$ 600	
Toronto Signals			\$ 2,000	
Whitby Brass			\$ 900	
Concert bandshell			\$ 500	
Salvation Army Band			\$ 400	
Youth band			\$ 400	
Total Expenses:	\$ 5,036	\$ 5,509	\$ 9,930	
Revenues				
List all types of revenues (ie. ticket sales, admin fees, interest revenue, etc.)				
Sponsor 1			\$ 200	
Sponsor 2			\$ 300	
Sponsor 3			\$ 400	
Sponsor 4		\$ 500	\$ 500	
Sponsor 5			\$ 2,500	
Parade collection	\$ -	\$ -	\$ 1,000	
Total Revenue:	\$ -	\$ 500	\$ 4,900	
Net Surplus/(Deficit):	\$ (5,036)	\$ (5,009)	\$ (5,030)	
Grants from Municipality:	\$ 4,000	\$ 5,000	\$ 5,000	Do not include in Revenues section above
Total Net Surplus/(Deficit):	\$ (1,036)	\$ (9)	\$ (30)	

Comments: The 2021 parade was held in reverse format; the goal for 2022 is to return to the traditional parade format down main street (this comes with an increase spend for bands and need for fundraising). The Port Hope Santa Claus Parade Committee's sole purpose is to execute the annual parade (event).

Note: This form is to identify the project/event specific amounts included in the organizations summary financial statements

**Municipality of Port Hope
Community Grant Application**

**Port Hope Santa Claus Parade
Event's Balance Sheet**

Event's fiscal year-end: 31/Dec/21

Please note: Additional lines can be inserted. Please enter values as a positive number.

Assets		Liabilities	
Current Assets:		Current Liabilities:	
List all types (ie. cash, accounts receivable, etc.)		List all types (ie. accounts payable, accrued liabilities, etc.)	
TD Canada Trust account as of August 2021	\$ 10,014		
Total Current Assets:	<u>\$ 10,014</u>	Total Liabilities:	<u>\$ -</u>
Long-term Assets:		Equity:	
List all types (ie. capital assets, etc.)		List all types (ie. common shares, owner's equity, etc.)	
		TD Canada Trust account as of Augsut 2021	\$ 10,014
Total Long-Term Assets:	<u>\$ -</u>	Total Owner's Equity:	<u>\$ 10,014</u>
Total Assets:	<u>\$ 10,014</u>	Total Liabilities and Owner's Equity:	<u>\$ 10,014</u>
Balance Check	\$ -		

Comments:

Note: This form is to identify the project/event specific amounts included in the organizations summary financial statements