

# Report to Council



**Date:** July 12, 2021  
**To:** Council  
**From:** City Manager  
**Subject:** 2019-2020 Commitment to Community Impact Report  
**Department:** Active Living and Culture

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## **Recommendation:**

THAT Council receives, for information, the report from the Active Living and Culture Division dated July 12, 2021, with respect to the *2019-2020 Commitment to Community Impact Report*.

## **Purpose:**

**To share the 2019-2020 Commitment to Community Impact Report.**

## **Background:**

The Imagine Kelowna community vision summarizes what residents envision our community to look like by 2040. Strategic investments in a variety of non-profit organizations helps us realize this vision and is additionally supported through Council and Corporate Priorities, sector-specific plans, strategies and policies.

On June 10, 2019, Council approved Council Policy's 380 Community Grant Policy and 381 Event Support Grant Policy, that provided a streamlined structure which clarified the respective roles of Council and staff, and established approved focus areas as priorities for the City's investment in grant programs. Administrative guidelines were also established which assist staff in grant program development and evaluation and established a standard set of values for good grantmaking practice.

As part of the changes to the grant program there was a commitment to comprehensive reporting to both Council and the community.

The purpose of the *2019-2020 Commitment to Community Impact Report* (Attachment 1) is to demonstrate and share the impact that investment in the local non-profit sector has on our community and the lives of our residents. The report outlines sector-specific plans, Council Policies and several application-based grant programs that provide support to the local non-profit sector.

## Discussion:

Figure 1 demonstrates the diverse areas where investments were made in support of our local non-profit organizations through 2019 and 2020. Some of these investment areas include multiple programs available to the sector.



Figure 1: Where we invest

On an annual basis, over \$750,000 (excluding permissive tax exemptions) is allocated to application-based grant programs that touch all aspects of community life. These dollars are distributed to local non-profit organizations to support them in providing valuable programs, services and events to our residents and visitors.

Our investment in the non-profit sector is leveraged by:

- additional funding support from other levels of government;
- investment by the local business community; and
- dedicated community partners and local volunteers who work tirelessly to offer programs and services.

Ultimately, our investment in the non-profit sector helps local organizations:

- encourage active healthy lifestyles;
- build strong neighbourhoods;
- nurture lifelong participation in sport;

- enhance cultural vibrancy;
- facilitate development of events;
- enhance social sustainability; and
- support effective management and operation of sport, recreation and cultural facilities.

Over 2019 and 2020, the community was impacted in numerous ways through the City's application-based grant program, including:

- 16 individual athletes/coaches and 17 teams participated in National or International level competitions or advanced sport education courses.
- 8 sport organizations hosted new large-scale regional, provincial or national competitions and an additional 8 community organizations were provided support to host returning annual events.
- 28 operating and project grants were received by 21 organizations through the Social Development Grants. In 2019, Resiliency Themes were added to the guidelines focused on inclusivity and capacity building prioritizing programs that facilitate the physical, spiritual, mental and emotional well-being of Kelowna citizens.
- 17 cultural projects and 24 arts organizations received general operating support. This funding was used to advance a variety of the goals and strategies of the 2020-2025 Cultural Plan
- Nearly \$3.5M provided in Permissive Tax Exemptions to registered charities and non-profit organizations offering services that fulfill a basic need, or otherwise improve the quality of life for residents.
- 17 neighbourhood enhancement projects engaged 583 neighbours and over 1400 volunteer hours.

Although there were some limitations due to COVID-19, many local organizations were able to transition online or modify their programs and continued offering much-needed support to the community through the pandemic (2020). Support from the City of Kelowna, through this time, provided a level of stability for organizations and in many cases was used to transition to the new normal.

An online grant application and reporting system was introduced in 2020 and all application-based grants are in the process of transferring to this system through 2021-2022. This system will make it easier for applicants to apply, track and complete final reporting requirements. In addition, the system allows us the ability to improve how we gather and report information about the impact our grants are having in our community.

While this report focuses on application-based grant programs, the City's investment in the non-profit sector is much broader in scope. To augment our grant programs, AL&C staff provide support to the sector in a variety of different ways (Figure 2), that are not included in *Commitment to Community Impact Report*. By maintaining strong relationships with community partners, staff are able to support them in delivering valuable services to the community and remain flexible to the changing demands of the non-profit sector.

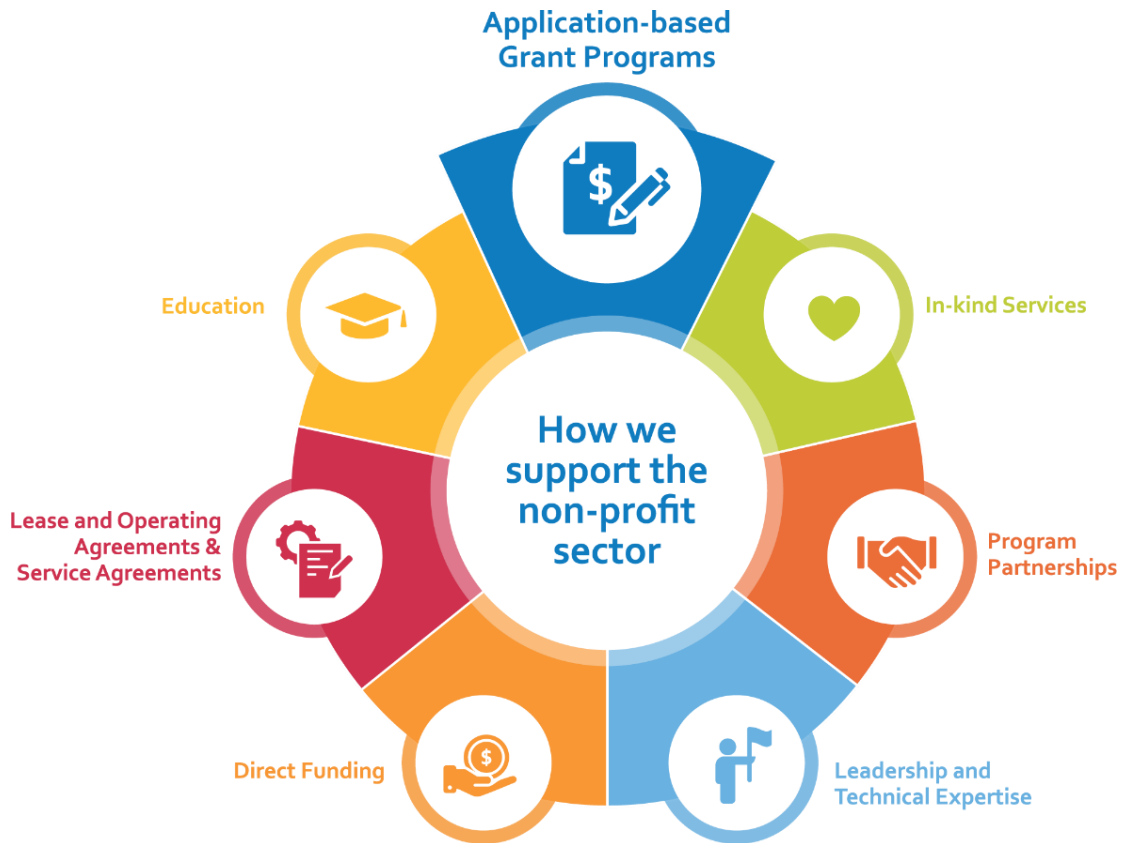


Figure 2: How we invest in the non-profit sector

**Conclusion:**

Staff will be working to share the 2019-2020 *Commitment to Community Impact Report* publicly, including community stories that highlight the direct impact these investments have had on our community over the past two years. These stories will be shared with our community through our website, e-newsletters and social media channels.

It is anticipated that this comprehensive report will be completed bi-annually, with an updated 2021-2022 iteration shared with Council in early 2023. In the interim, staff will continue to share the distribution of each program with Council and the public through the City of Kelowna website, media releases and social media platforms.

**Internal Circulation:**

- Community and Neighbourhood Services Manager, Active Living and Culture
- Cultural Services Manager, Active Living and Culture
- Social Development Manager, Active Living and Culture
- Sport and Event Services Manager, Active Living and Culture
- Accountant, Revenue (Permissive Tax Exemptions Program)
- Communications Advisor, Communications Department
- Partnerships Manager, Partnership Office

**Considerations applicable to this report:**

**Existing Policy:**

The grant programs support several key Council and Corporate Priorities, as supported through the City's Imagine Kelowna: Vision into Action, as well as advance sector-specific plans and strategies (i.e. Sport Plan, Cultural Plan and Journey Home Strategy) and are guided by various Council Policies.

**Considerations not applicable to this report:**

Financial/Budgetary Considerations

External Agency/Public Comments

Communications Comments

Legal/Statutory Authority

Legal/Statutory Procedural Requirements

Submitted by: Jim Gabriel, Divisional Director, Active Living and Culture

cc:

Active Living and Culture Management Team

Communications Advisor

**Attachments:**

Attachment 1: 2019-2020 Commitment to Community Impact Report

Attachment 2: PowerPoint Commitment to Community Impact Report