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# Municipal Grants Program Policy and Guidelines

| | |
|---|---|
| **Category** | Corporate Policy |
| **Department** | Financial Services |
| **Approval Authority** | Council |
| **Effective Date** | July 27, 2026 |
| **Next Review Date** | July 27, 2027 |
| **Policy Owner** | General Manager, Financial Services and Treasurer |

## 1. Purpose

The purpose of this Policy is to establish a structured, transparent, and accountable framework for the administration of municipal grants provided by the City of Cornwall to eligible community-based organizations.

The Municipal Grants Program supports initiatives that demonstrate clear community benefit, align with Council priorities, and contribute to the social, cultural, recreational, health, environmental, and economic well-being of residents.

Municipal grants are discretionary and are not intended to create permanent operational dependency unless explicitly approved by Council.

## 2. Policy Statement

The City of Cornwall shall administer all municipal grant funding in a fair, transparent, consistent, and financially responsible manner.

The Municipal Grants Program is structured into four funding streams:

- Community Events Stream
- Community Funding Stream (operations and capacity support)
- Signature Events Stream
- Senior Social Connection Grant Stream

All funding decisions shall be based on eligibility criteria, Council-approved evaluation frameworks, available budget envelopes, and alignment with Council priorities. The City is not obligated to fund eligible applications in full or in part.

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Nothing in this Policy or the Municipal Grants Program Guidelines shall be interpreted as creating a contractual or ongoing financial obligation on the part of the City unless expressly set out in a Funding Agreement.

In the event of any inconsistency between this Policy and the Program Guidelines, this Policy shall prevail.

## 3. Scope

This Policy applies to the administration of all municipal grant funding programs established by the City of Cornwall, including all associated funding streams, Program Guidelines, and related governance processes.

This Policy governs the roles, responsibilities, and decision-making framework for Council, the Municipal Grants Review Committee, and Administration in the delivery of municipal grant funding.

## 4. Definitions

For the purposes of this Policy, the following definitions apply:

**Applicant:** An organization that submits a request for funding under the Municipal Grants Program.

**Application Form**: The standardized digital application used to apply for funding under any stream of the Municipal Grants Program.

**Budget Envelope**: The total amount of funding allocated by Council to a specific grant stream within a fiscal year. Allocations shall not exceed approved envelopes unless otherwise directed by Council.

**Community Benefit**: A demonstrable positive impact on residents of the City of Cornwall, including social, cultural, recreational, health, accessibility, environmental, or economic outcomes.

**Council Priorities**: Strategic priorities formally approved by Council that guide funding allocation and evaluation.

**Continuous Intake**: A funding model where applications are accepted and assessed throughout the year, subject to available funding and administrative capacity.

**Demonstrated Value**: The measurable and qualitative assessment of the expected or achieved community benefit, outcomes, and overall impact relative to the level of municipal support requested or provided.

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**Eligible Organization**: An applicant must be a non-profit community group or organization that meets the eligibility criteria established in the applicable Program Guidelines, whose primary focus is within the City of Cornwall, and is in good standing with the City of Cornwall.

**Funding Agreement**: A formal written agreement between the City and a Recipient that sets out the approved use of funds, conditions of funding, reporting requirements, timelines, compliance obligations, and any applicable repayment provisions.

**In Good Standing:** An organization that has no outstanding financial obligations to the City, is compliant with past agreements, and has met all reporting requirements.

**In-Kind Contribution**: Non-monetary municipal support including facilities, equipment, staffing, or waived fees, assigned a monetary value for accounting and evaluation purposes.

**Insourcing Review**: The City may undertake an insourcing review where a funded activity aligns with municipal service delivery mandates and may decline funding where internal delivery is determined to be more efficient, effective, or aligned with broader municipal objectives.

**Municipal Grant**: A discretionary financial or in-kind contribution provided by the City of Cornwall to an eligible organization to support initiatives that deliver community benefit and align with Council priorities.

**Municipal Grants Program**: The overarching framework governing all grant funding administered by the City of Cornwall, including all streams, guidelines, and evaluation tools.

**Municipal Grants Review Committee**: A Council-appointed committee with delegated authority by Council to review, evaluate, and approve or deny applications in accordance with this Policy and the applicable Program Guidelines.

**Operational Funding**: Funding provided to support ongoing program delivery or organizational capacity rather than a single discrete event or project.

**Outcome**: A measurable result or impact achieved through funded activities.

**Program Guidelines**: Stream-specific documents that define eligibility criteria, funding parameters, evaluation weighting, and reporting requirements.

**Reapplication Requirement**: Requirement for recipients to apply or renew

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annually in accordance with the applicable Program Guidelines. Previous approval does not guarantee future funding.

**Recipient**: An organization that has been approved to receive municipal grant funding.

**Scoring Matrix**: A structured evaluation tool used to assess applications based on Council-approved criteria and evaluation frameworks established in Program Guidelines.

**Service Delivery Model**: The method by which a program or service is delivered, including external delivery, partnership delivery, or internal municipal delivery.

**Signature Event**: A high-profile, Council-recognized event of significant community, cultural, tourism, or economic value that may receive enhanced financial and/or in-kind municipal support.

**Stream**: A category within the Municipal Grants Program with defined objectives, eligibility criteria, funding parameters, and evaluation frameworks as outlined in Program Guidelines.

**Withholding of Funding**: A financial control mechanism allowing the City to delay, suspend, or adjust payments where conditions are not met.

## 5. Policy Principles

**5.1 Financial Stewardship:** Municipal funds shall be managed responsibly, transparently, and within Council-approved budget envelopes.

**5.2 Community Impact:** Funding shall prioritize initiatives that demonstrate measurable community benefit and meaningful outcomes for residents, contributing to the assessment of demonstrated value.

**5.3 Alignment with Council Priorities:** All funding decisions shall align with Council-approved strategic priorities.

**5.4 Fairness, Equity and Accessibility:** All applications shall be assessed in a consistent, impartial, and equitable manner in accordance with established criteria and processes, while ensuring programs promote inclusive participation and equitable access for all residents.

**5.5 Evidence-Based Decision Making:** Funding decisions shall be based on objective, consistent, and documented evaluation criteria, including

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demonstrated community need, expected outcomes, and overall demonstrated value.

**5.6 Service Delivery Review:** The City may assess internal service delivery models to determine whether services are more appropriately delivered internally, ensuring the most effective and efficient use of municipal resources.

**5.7 Fiscal Sustainability:** Funding shall be structured to promote long-term organizational sustainability without reliance on ongoing municipal funding.

**5.8 Transparency and Accountability:** The Municipal Grants Program shall be administered in a manner that is open, transparent, and defensible, with clear documentation of decisions, consistent application of evaluation criteria, and appropriate reporting to Council and the public.

# 6. Policy Requirements

## 6.1 Program Structure

The Municipal Grants Program shall be delivered through Council-approved funding streams, each governed by Program Guidelines. Program Guidelines are appended to this Policy as appendices and form part of the Municipal Grants Program framework.

Each funding stream shall define its specific objectives, eligibility criteria, funding parameters, and evaluation frameworks.

All funding is subject to approved Council budget envelopes.

The City may establish maximum funding limits per stream and/or per applicant, as defined in the applicable Program Guidelines.

## 6.2 Continuous Intake

Applications shall be accepted on a continuous intake basis unless otherwise specified in Program Guidelines.

Applications shall be reviewed as received, subject to available funding and administrative capacity.

## 6.3 Eligibility and Annual Renewal Requirements

Applicants must be Eligible Organizations, as defined in this Policy, and must

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meet all eligibility requirements outlined in the applicable Program Guidelines.

The following are not eligible to apply:

- Individuals
- For-profit businesses or commercial enterprises
- Government bodies, including federal, provincial and municipal governments, agencies, boards, commissions, and authorities.
- Publicly funded institutions, including schools, school boards, colleges, universities, and hospitals

Initiatives already receiving financial or in-kind support from the City of Cornwall through another department, municipal program, agreement, or other City source are not eligible for funding under the Municipal Grants Program.

- An applicant may only submit a single application per year
- An applicant cannot submit an application for an initiative that has been reviewed and denied twice
- Funding is limited to the approved fiscal year or defined project period
- Recipients must apply or renew annually in accordance with the applicable Program Guidelines
- Approval in one year does not guarantee future funding
- The City may deny funding where service delivery is determined to be more appropriately provided through internal municipal delivery.
- Applicants and recipients must obtain and maintain insurance coverage appropriate to the nature and risk of the funded event, initiative, program, or service, in the form and amount required by the City. Proof of insurance must be provided to the City before the funded activity begins or funding is released, as applicable.

Applicants must disclose all confirmed and pending funding sources for the same initiative, program, service, or event. Duplicate municipal funding for the same expense or activity is not permitted unless expressly approved by Council. The City may reduce, deny, or recover funding where duplication, overfunding, or undisclosed stacking is identified.

## 6.4 Evaluation and Approval

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Applications shall be evaluated using Council-approved criteria, including demonstrated value, and an established scoring framework as defined in Program Guidelines.

Evaluation may include consideration of:

- community need and demand
- alignment with Council priorities
- expected community benefit and outcomes
- financial sustainability
- organizational capacity
- feasibility and risk
- demonstrated value
- ability to leverage external funding
- insourcing feasibility

**Approval Structure:**

The Municipal Grants Review Committee shall:

- Review and evaluate applications
- Apply scoring frameworks
- Approve or deny funding allocations in accordance with this Policy and Program Guidelines
- The decisions of the Municipal Grants Review Committee are final. However, Council retains ultimate authority over the Municipal Grants Program and may, at its sole discretion, review or amend funding decisions where deemed appropriate in exceptional circumstances.

Council shall:

- Approve the annual program budget envelopes
- Approve the Municipal Grants Program Policy and Program Guidelines
- Receive annual reporting.

## 6.5 Financial and Reporting Considerations

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Financial Requirements:

- Organizations with outstanding balances or owing the City of Cornwall will not be eligible for grants.
- A financial surplus or reserve held by an organization that is not designated for a specific purpose may be considered in the evaluation of eligibility and the level of funding awarded.

Reporting Requirements:

- All municipal grant recipients shall submit required reports in accordance with this Policy and the applicable Program Guidelines within 90 days of the completion of the funded event or initiative, or within 90 days of the end of the applicable fiscal or reporting period.

Any unspent municipal grant funding shall be returned to the City within that same period.

### 6.6 Funding Agreements

All funding shall require a formal agreement outlining:

- approved use of funds
- conditions of funding
- reporting requirements
- timelines
- repayment provisions (if applicable)
- compliance obligations

### 6.7 Financial Controls and Recovery

The City may, at its sole discretion, take any of the following actions where funding conditions, eligibility requirements, incomplete reporting, or agreement terms are not met, including cases of misuse:

- withhold funding
- suspend payments
- reduce or adjust funding amounts, OR
- require repayment
- deny future applications

### 6.8 Recognition of Municipal Support

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All grant recipients shall publicly acknowledge, in both English and French, funding support received from the City of Cornwall in all communication materials and promotional activities, including but not limited to advertising, program materials, public announcements, speeches, websites, and social media. Recipients shall provide copies of such materials to the City upon request.

Recognition shall be provided in accordance with the City of Cornwall Graphic Communication Standards Guide and any applicable municipal branding requirements. The City's logo shall be used with size and visibility comparable to that of other funders or sponsors. The Guide is available on the City's website.

Any recipient agrees that the City may make public announcements regarding this Funding Agreement, including through press releases or other communications, and shall provide reasonable cooperation and assistance in relation to any such announcements as requested by the City.

## 7. Roles and Responsibilities

### 7.1 The Council

- Approves the Municipal Grants Program Policy, Program Guidelines, and program structure
- Approves the annual program budget envelopes
- Receives annual reporting

### 7.2 Municipal Grants Review Committee

- Reviews and evaluates applications
- Applies scoring frameworks
- Ensures applications are assessed in accordance with this Policy and established evaluation criteria
- Approves or denies funding allocations within approved budget envelopes and Program Guidelines
- Operates under Council-approved Terms of Reference

### 7.3 Administration (Financial Services)

- Administers intake process
- Supports evaluation and reporting
- Manages agreements and compliance

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- Monitors compliance with Funding Agreements, including reporting and financial requirements

### 7.4 Departmental Staff (as applicable)

- Provide subject-matter expertise and technical input on applications related to their service area
- Attend Committee meetings, as required, to present relevant information and respond to questions
- Identify and communicate operational considerations, risks, and potential overlaps with existing municipal programs or services
- Provide factual, objective information to support evaluation and informed decision-making processes

Members of the Municipal Grants Review Committee and any participating staff shall disclose any actual or perceived conflict of interest in accordance with applicable municipal policies. Individuals with a conflict shall not participate in the review, evaluation, or decision-making process related to the affected application.

## 8. Compliance & Enforcement

This Policy does not create additional compliance or enforcement requirements beyond those already established in the Municipal Grants Program Guidelines and existing municipal procedures. Non-compliance may result in ineligibility for future funding, suspension or withholding of funds, repayment of funds or Council-directed corrective action.

## 9. Training

This Policy does not require mandatory training. Financial Services staff and Committee members receive orientation and procedural guidance related to the Municipal Grants Program as part of their onboarding and ongoing administrative processes.

## 10. Monitoring & Audit

### 10.1 Reporting

All organizations receiving funding shall submit a final report in accordance with this Policy and the applicable Municipal Grants Program Guidelines.

An organization that does not submit the required reports in accordance with the Program Guideline will not be considered for funding in the future.

### 10.2 Annual Report to Council and the Public

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The Annual Report submitted by the Municipal Grants Review Committee to Council shall identify by funding stream:

- applicants who received and did not receive funding
- the amount of financial funding or in-kind assistance
- an outline of use of funds or in-kind assistance
- the demonstrated community benefit of funded initiatives

The report shall also include any recommendations for changes to the Municipal Grants Program (Policy and/or Program Guidelines) for Council's consideration. Any changes require Council approval.

The Annual Report will be published on the City's website each year.

Unused amounts in the Municipal Grants Program at the end of each calendar year may be carried forward to the next year. Total available funding in any calendar year, including carryforward amounts, shall not exceed Council-approved budget envelopes.

## 11. Review Cycle

This Policy shall be reviewed annually by the Municipal Grants Review Committee, or earlier if required due to organizational needs, operational changes, or audit findings.

The Municipal Grants Review Committee shall recommend any proposed changes to this Policy or the Program Guidelines to Council for consideration.

All changes to the Policy and Program Guidelines require Council approval.

Responsibility for initiating the review lies with the Policy Owner.

**Revision History:**

| Date | Description of Change | Approved By |
|---|---|---|
| 2020-01-27 | Initial Policy | Council |
| 2021-11-22 | Updated Policy | Council |
| 2026-01-26 | Updated Policy | Council |

## 12. Approval & Sign-off

By signing below, the Approval Authority confirms that this Policy has been reviewed, approved, and authorized for implementation.

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X Signed by:
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Tim Mills
Chief Administrative Officer

X Signed by:
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Justin Towndale
Mayor

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# Appendix A - Community Events Stream Guidelines

## 1. Purpose of the Stream

The Community Events Stream provides financial and/or in-kind support to community-based organizations delivering public-facing events that contribute to the social, cultural, recreational, or community life of the City of Cornwall.

This stream is intended to support events that:

- foster community engagement and participation
- enhance cultural expression and community identity
- activate public spaces and encourage civic involvement
- improve access to inclusive and accessible community experiences

This stream supports event-based initiatives only and is not intended for ongoing operational funding.

## 2. Eligible Initiatives

One-time or recurring eligible initiatives under this stream may include:

- festivals and cultural celebrations
- community fairs and events
- arts, heritage, and recreational public events
- seasonal or holiday community programming

Support may be provided as:

- financial assistance
- in-kind municipal contributions (e.g., facility use, equipment, or municipal services)

## 3. Funding Parameters

- Maximum total support per application per fiscal year: $10,000 combined (financial and/or in-kind)
- Funding may be allocated in full or in part
- Requests exceeding available budget allocations may be adjusted

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- Multi-year funding is not guaranteed

## 4. Eligibility Considerations

Applicants must demonstrate:

- capacity to deliver a safe and well-organized public event
- alignment between the event, community benefit outcomes, and Council's Strategic Plan
- appropriate planning, governance, and delivery structure
- ability to manage financial and operational responsibilities associated with the event

Established organizations are expected to demonstrate prior delivery experience. Emerging organizations or new event concepts may be considered where feasibility, community benefit, and delivery capacity are clearly demonstrated.

## 5. Ineligible Uses of Funding

Funding under this stream will not support:

- ongoing operational costs not directly related to the event
- deficit reduction or debt repayment
- commercial or for-profit ventures
- private functions or individual sponsorships
- retroactive costs for events already completed

## 6. Application Requirements

Applicants must provide clear, complete information addressing the following:

### 6.1 Applicant information

- legal name of the organization
- contact information for the applicant
- proof of eligibility, as outlined in the application

### 6.2 Organizational Capacity

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Applicants must outline:

- governance structure and oversight model
- staffing and volunteer resources supporting delivery
- partnerships or collaborative delivery arrangements
- ability to manage funding and reporting requirements
- continuity and sustainability of service delivery

### 6.3 Event Description

- overview and objectives of the event
- key activities and programming elements
- event location(s) and proposed date(s) and timing

### 6.4 Community Impact and Participation

Applicants must provide quantitative and qualitative information including:

- estimated total attendance
- target audience demographics
- geographic reach (local, city-wide, regional visitors)
- accessibility and inclusion considerations

Where estimates are provided, applicants must identify the basis for projections (e.g., venue capacity, prior comparable events, historical attendance data, or similar programming).

### 6.5 Delivery Plan

Applicants must outline:

- the event planning approach and key milestones, including timelines
- roles and responsibilities for delivery
- volunteer involvement, where applicable
- partnerships and/or supporting organizations

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- risk management and safety considerations appropriate to the scale and nature of the event

### 6.6 Financial Information

Applicants must provide:

- total project budget
- detailed breakdown of projected expenditures
- total funding requested from the City
- breakdown of the requested municipal contribution, including financial and/or in-kind support
- other confirmed and anticipated funding sources
- evidence of fundraising efforts and/or cost-sharing, where applicable

For recurring or previously delivered events, applicants must also provide:

- a summary of prior-year event financial results (revenues and expenditures compared to current year budget), and
- a brief explanation of any significant variances between prior and current-year budgets.

## 7. Evaluation Considerations

Applications will be assessed using Council-approved criteria, which may include:

- clarity of demonstrated community need or demand
- overall reach, inclusivity, and quality of community participation
- feasibility and readiness of the proposed event, including planning status, required approvals, and timelines
- organizational and/or delivery capacity
- financial reasonableness, including budget appropriateness, proportionality of the request, and diversification of funding sources
- accessibility, inclusivity, and equitable community access
- alignment with Council’s Strategic Plan and approved priorities

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- demonstrated or anticipated outcomes and community benefit
- for recurring events, demonstrated prior-year results and financial performance, where applicable
- demonstrated value relative to the requested municipal contribution

## 8. Reporting Expectations

Recipients will be required to submit a post-event report within 90 days following the event. The report must include:

- actual attendance and participation figures
- summary of outcomes achieved, including how the event contributed to community benefit
- a description of how the initiative supported Council's Strategic Plan priorities
- comparison of planned versus actual revenues and expenditures, including an explanation of any significant variances
- confirmation of the use of municipal funding and/or in-kind support
- qualitative feedback, lessons learned, and community response
- where applicable, evidence of partnerships, sponsorships, or broader community or economic impacts

## 9. General Principles for Interpretation

For clarity in administration and evaluation:

- Funding is intended to supplement, not fully fund, event delivery
- Applications should demonstrate reasonable cost-sharing or leveraging of additional resources
- Community impact is assessed based on both scale (reach) and depth (quality of initiative)
- Estimations are acceptable where supported by reasonable justification
- All applications are assessed relative to available resources and competing community priorities

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# Appendix B - Community Funding Stream Guidelines (operations and capacity)

## 1. Purpose of the Stream

The Community Funding Stream provides financial support to community-based organizations delivering ongoing programs, services, or initiatives that contribute to community well-being in the City of Cornwall.

This stream is intended to support:

- delivery of ongoing community programs or services
- strengthening of organizational capacity to deliver community outcomes
- enhancement or expansion of existing community services
- pilot or emerging community service initiatives demonstrating clear public benefit

This stream supports program or service delivery activities, rather than one-time events.

## 2. Eligible Initiatives

Eligible initiatives may include:

- ongoing community service programs
- support services addressing social, cultural, health, or accessibility needs
- community outreach or engagement services
- skills development or capacity-building initiatives
- pilot programs testing new service delivery approaches
- expansion of existing community-based programming

Funding under this stream is intended to support eligible operating and program delivery costs of organizations that provide ongoing programs or services which contribute to community well-being and are not otherwise delivered by the City:

- core operating costs necessary to deliver community programs and services

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- staffing, coordination, and administrative functions directly supporting program delivery
- program delivery expenses, materials, and operational requirements
- organizational capacity required to sustain and enhance service delivery

### 3. Funding Parameters

Funding is not intended to replace an organization's overall financial responsibility or serve as the sole source of operating support. Applicants are encouraged to demonstrate diversified funding sources where feasible.

- Maximum annual support per organization: $10,000 combined (financial and/or in-kind)
- Funding is intended to supplement, not fully sustain, service delivery
- Multi-year funding is not guaranteed
- Requests may be approved in full or adjusted based on evaluation outcomes and available budget

Applicants must clearly identify:

- total funding requested
- breakdown of program vs. administrative costs
- requested in-kind support (if applicable)
- a clear link between the funding requested and the delivery of community programs or services

### 4. Eligibility Considerations

Applicants must demonstrate:

- a clear mandate aligned with community benefit outcomes
- capacity to deliver consistent programming or services
- governance and financial accountability appropriate to the scale of funding
- evidence of community demand or service need

Established organizations are expected to demonstrate operational history and service delivery track record. Emerging organizations or new service models may

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be considered where a clear delivery plan, demonstrated community need, and organizational capacity are evident. Lack of long-standing presence does not automatically exclude eligibility where feasibility and demand are clearly demonstrated.

## 5. Ineligible Uses of Funding

Funding under this stream will not support:

- general operating deficits unrelated to a defined program or service
- debt repayment or financial restructuring
- capital construction or major infrastructure projects
- commercial or profit-distribution activities
- retroactive costs for services already delivered outside the funding period

## 6. Application Requirements

Applicants must provide clear, complete information addressing the following:

### 6.1 Applicant information

- legal name of the organization
- contact information for the applicant
- proof of eligibility, as outlined in the application

### 6.2 Organizational Capacity

Applicants must outline:

- governance structure and oversight model
- staffing and volunteer resources supporting delivery
- partnerships or collaborative delivery arrangements
- ability to manage funding and reporting requirements
- continuity and sustainability of service delivery

### 6.3 Community Need and Service Demand

Applicants must provide:

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- description of the community need being addressed
- evidence supporting demand (data, service usage, waiting lists, community feedback, or comparable indicators)
- explanation of service gaps being addressed
- the public benefit provided to residents of the City of Cornwall
- how the initiative complements, enhances, or fills a gap in services not currently provided by the municipality

### 6.4 Community Impact and Participation

Applicants must provide quantitative and qualitative information including:

- number of individuals served annually
- frequency of service delivery (weekly, monthly, ongoing access, etc.)
- intensity of engagement (one-time, recurring, sustained support)
- geographic reach of service users
- demographic groups served (including vulnerable populations where applicable)

Where estimates are provided, applicants must identify the basis for projections (e.g., prior-year service volumes, waiting lists, historical participation, referral data, or comparable service delivery information).

### 6.5 Delivery Plan

Applicants must clearly outline how the proposed program or service will be implemented, delivered, and sustained. The delivery plan should include:

- service description and delivery model
- implementation timeline and associated key milestones
- resources and staffing
- volunteer involvement, where applicable
- partnerships and/or supporting organizations
- service capacity and outputs

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- risk management and continuity
- performance measurement and reporting

The delivery plan must demonstrate a clear, feasible, and accountable approach to delivering the proposed program or service within the funding period.

### 6.6 Financial Information

Applicants must provide:

- total annual cost of the program or service
- breakdown of expenses (staffing, materials, operations, etc.)
- municipal funding requested
- other confirmed and anticipated funding sources
- evidence of financial sustainability or diversification, where applicable

For recurring or previously delivered services, applicants must also provide:

- a summary of prior-year service financial results (revenues and expenditures compared to current year budget), and
- a brief explanation of any significant variances between prior and current-year budgets.

## 7. Evaluation Considerations

Applications will be assessed using Council-approved criteria, which may include:

- demonstrated community need and service gap
- clarity and realism of program outcomes
- scale and reach of service delivery
- organizational capacity and governance strength
- financial reasonableness, including budget appropriateness and sustainability of the delivery model
- ability to leverage additional funding or resources
- alignment with Council’s Strategic Plan and approved priorities

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- demonstrated or anticipated outcomes and community benefit
- demonstrated value relative to the requested municipal contribution

Priority may be given to organizations delivering programs or services that demonstrate alignment with Council's Strategic Plan and address identified community needs.

## 8. Reporting Expectations

Recipients will be required to submit a post-funding report within 90 days following the end of the funded period. The report must include:

- number of individuals served
- summary of outcomes achieved, including how the program or service contributed to community benefit
- a description of how the program or service supported Council's Strategic Plan priorities
- comparison of planned versus actual revenues and expenditures, including an explanation of any significant variances
- confirmation of the use of municipal funding and/or in-kind support
- qualitative feedback, lessons learned, and community response
- where applicable, evidence of partnerships, sponsorships, or broader community or economic impacts

## 9. General Principles for Interpretation

For clarity in administration and evaluation:

- Funding is intended to supplement, not fully fund, service delivery
- Applications should demonstrate reasonable cost-sharing or leveraging of additional resources
- Community impact is assessed based on both scale (reach) and depth (quality and continuity of service)
- Estimations are acceptable where supported by reasonable justification
- All applications are assessed relative to available resources and competing community priorities

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# Appendix C - Signature Events Stream Guidelines

## 1. Purpose of the Stream

The Signature Events Stream provides financial and/or in-kind support to high-profile events that generate significant community, cultural, tourism, or economic benefit for the City of Cornwall.

This stream is intended to support events that:

- enhance the profile, visibility, and broader recognition of Cornwall
- attract regional visitors, external audiences, or destination-based participation
- contribute to tourism activity, local economic impact, or related community spending
- deliver large-scale community engagement, participation, and public visibility
- represent culturally, historically, or strategically significant events with broad public impact

This stream supports major recurring or one-time signature events that demonstrate broad public impact and contribute meaningfully to Cornwall's identity, visibility, and community experience.

## 2. Eligible Initiatives

Eligible initiatives under this stream are generally limited to established, Council-recognized signature events approved for streamlined annual renewal rather than continuous intake.

- established annual events with demonstrated public significance and community recognition
- major cultural, heritage, recreational, or tourism-oriented events already recognized by Council
- recurring signature events with an established track record of delivery and public benefit in Cornwall

Support may be provided as:

- financial assistance

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- in-kind municipal contributions (e.g., facility use, equipment, or municipal services)

### 3. Funding Parameters

Maximum annual support under this stream is up to $25,000 per organization, combined financial and/or in-kind support, subject to Municipal Grants Review Committee approval and available budget.

Applicants must clearly identify:

- total funding request
- current-year event budget and requested municipal support
- breakdown of financial vs. in-kind support requested

Final allocation is determined based on current-year budget information, prior-year results, financial information, and available budget.

### 4. Eligibility Considerations

Established signature events will be reviewed by the Municipal Grants Review Committee using Council-approved criteria, which may include:

- continued alignment with the purpose of the stream and eligibility for streamlined annual renewal
- current financial information and the level of requested municipal support
- prior-year results and outcomes information sufficient to support renewal and demonstrated value
- any material changes relevant to the upcoming event year, including scope, delivery, timing, or risk profile

### 5. Ineligible Uses of Funding

Funding under this stream will not support:

- private or closed events that do not provide clear public benefit and inclusion
- commercial events without a demonstrable community, cultural, tourism, or economic return to Cornwall
- retroactive funding for events already completed outside the approved funding period

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- debt repayment, deficit reduction, or general organizational financial restructuring
- activities or expenditures unrelated to the approved signature event scope

## 6. Application Requirements

Applicants must provide clear, complete information addressing the following:

### 6.1 Applicant information

- legal name of the organization
- contact information for the applicant
- proof of eligibility, as outlined in the application

### 6.2 Organizational Capacity

Applicants must outline:

- governance structure and oversight model
- staffing and volunteer resources supporting delivery
- partnerships or collaborative delivery arrangements
- ability to manage funding and reporting requirements
- continuity and sustainability of service delivery

### 6.3 Event Description

- overview and objectives of the event
- key activities and programming elements
- event location(s) and proposed date(s) and timing

### 6.4 Community Impact and Participation

Applicants must provide quantitative and qualitative information including:

- estimated total attendance
- target audience demographics
- geographic reach (local, city-wide, regional visitors)

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- accessibility and inclusion considerations

Where estimates are provided, applicants must identify the basis for projections (e.g., venue capacity, prior comparable events, historical attendance data, or similar programming).

### 6.5 Delivery Plan

Applicants must outline:

- the event planning approach and key milestones, including timelines
- roles and responsibilities for delivery
- volunteer involvement, where applicable
- partnerships and/or supporting organizations
- risk management and safety considerations appropriate to the scale and nature of the event

### 6.6 Financial Information

Applicants must provide:

- total project budget
- detailed breakdown of projected expenditures
- total funding requested from the City
- breakdown of the requested municipal contribution, including financial and/or in-kind support
- other confirmed and anticipated funding sources
- evidence of fundraising efforts and/or cost-sharing, where applicable

For recurring or previously delivered events, applicants must also provide:

- a summary of prior-year event financial results (revenues and expenditures compared to current year budget), and
- a brief explanation of any significant variances between prior and current-year budgets.

## 7. Evaluation Considerations

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Applications will be assessed using Council-approved criteria, which may include:

- clarity of demonstrated community need or demand
- overall reach, inclusivity, and quality of community participation
- feasibility and readiness of the proposed event, including planning status, required approvals, and timelines
- organizational and/or delivery capacity
- financial reasonableness, including budget appropriateness, proportionality of the request, and diversification of funding sources
- accessibility, inclusivity, and equitable community access
- alignment with Council's Strategic Plan and approved priorities
- demonstrated community, cultural, tourism, and/or economic impact, including regional draw and contribution to local economic activity
- for recurring events, demonstrated prior-year results and financial performance, where applicable
- demonstrated value relative to the requested municipal contribution

## 8. Reporting Expectations

Recipients will be required to submit a post-event report within 90 days following the event. The report must include:

- actual attendance and participation figures
- summary of outcomes achieved, including how the event contributed to community, cultural, tourism, and/or economic benefits
- a description of how the initiative supported Council's Strategic Plan priorities
- comparison of planned versus actual revenues and expenditures, including an explanation of any significant variances
- confirmation of the use of municipal funding and/or in-kind support
- qualitative feedback, lessons learned, and community response
- where applicable, evidence of partnerships, sponsorships, or broader community or economic impacts

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### 9. General Principles for Interpretation

For clarity in administration and evaluation:

- Funding is intended to support high-impact events that generate broad public visibility, participation, and benefit for the community
- Applications should demonstrate reasonable leveraging of sponsorship, external funding, earned revenue, or other supporting resources where feasible
- Community impact is assessed based on both scale (reach, profile, attendance, and tourism activity) and depth (community significance and quality of experience)
- Estimations are acceptable where supported by reasonable justification
- Renewal consideration may consider prior-year performance, organizational capacity, and material changes affecting the upcoming event year
- All applications are assessed relative to available resources and competing municipal and community priorities

## Appendix D – Senior Social Connection Grant Stream Guidelines

### 1. Purpose of the Stream

The Senior Social Connection Grant Stream provides financial support to initiatives that strengthen social inclusion, well-being, and community connection for seniors in the City of Cornwall.

This stream is intended to support initiatives that:

- reduce social isolation among seniors
- improve access to social, recreational, and wellness-based programming
- support active aging, participation, and ongoing connection to community life
- strengthen informal and formal support networks for seniors
- increase accessibility to community-based opportunities that promote senior inclusion and well-being

This stream focuses specifically on initiatives that strengthen senior engagement, reduce isolation, and support well-being outcomes.

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## 2. Eligible Initiatives

Eligible initiatives under this stream are generally limited to pre-approved senior programs approved for streamlined annual renewal rather than continuous intake.

- pre-approved recurring senior social connection programs
- Council-recognized senior well-being initiatives with an established annual track record
- existing senior-focused programs eligible for streamlined annual renewal

Support may include:

- financial assistance
- in-kind municipal support (where applicable and appropriate)

## 3. Funding Parameters

- Maximum total support per applicant per fiscal year: $10,000 combined (financial and/or in-kind)
- Funding is intended to supplement, not fully fund, programming delivery
- Requests may be approved in full or adjusted based on evaluation outcomes and available budget
- Multi-year funding is not guaranteed

Applicants must clearly identify:

- total funding requested
- breakdown of financial vs. in-kind support requested

## 4. Eligibility – Seniors Active Living Centre (SALC) Status

Eligibility for this funding stream is limited to organizations that are approved as a Seniors Active Living Centre (SALC) operator under the Seniors Active Living Centres Act, 2017, or that are actively seeking or maintaining such status. Applicants must demonstrate:

- compliance with provincial program requirements
- delivery of eligible programming supporting adults aged 55 and over

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- appropriate governance and organizational capacity
- confirmation of the required local funding contribution

## 5. Ineligible Uses of Funding

Funding under this stream will not support:

- general organizational overhead unrelated to SALC programming
- programming inconsistent with provincial priorities (e.g., non-community-based or non-participatory initiatives)
- activities not aligned with social, recreational, or wellness objectives
- programs for populations outside the eligible group (unless incidental)
- retroactive costs outside the approved timeframe
- unapproved budget reallocations or uses
- capital expenditures, including:
    - new construction
    - major renovations
    - significant asset acquisitions
- debt repayment, deficit reduction, or organizational financial restructuring
- commercial or for-profit programming

## 6. Application Requirements

Applicants must provide clear, complete information addressing the following:

### 6.1 Applicant information

- legal name of the organization
- contact information for the applicant
- proof of eligibility, as outlined in the application

### 6.2 Organizational Capacity

Applicants must outline:

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- governance structure and oversight model
- staffing and volunteer resources supporting delivery
- partnerships or collaborative delivery arrangements
- ability to manage funding and reporting requirements
- continuity and sustainability of service delivery

### 6.3 Program Description

Applicants must provide:

- description of the community need being addressed
- overview and objectives of the program
- key activities and programming elements
- the public benefit provided to residents of the City of Cornwall
- how the initiative complements, enhances, or fills a gap in services not currently provided by the municipality

### 6.4 Community Impact and Participation

Applicants must provide quantitative and qualitative information including:

- number of individuals served annually
- frequency of program delivery (weekly, monthly, ongoing access, etc.)
- intensity of engagement (one-time, recurring, sustained support)
- geographic reach of program users
- demographic groups served (including vulnerable populations where applicable)
- accessibility and inclusion considerations

Where estimates are provided, applicants must identify the basis for projections (e.g., prior-year service volumes, waiting lists, historical participation, referral data, or comparable program delivery information).

### 6.5 Delivery Plan

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Applicants must clearly outline how the proposed program or service will be implemented, delivered, and sustained. The delivery plan should include:

- service description and delivery model
- resources and staffing
- volunteer involvement, where applicable
- partnerships and/or supporting organizations
- service capacity and outputs
- risk management and continuity
- performance measurement and reporting

The delivery plan must demonstrate a clear, feasible, and accountable approach to delivering the proposed program or service within the funding period.

### 6.6 Financial Information

Applicants must provide:

- total annual cost of the program or service
- breakdown of expenses (staffing, materials, operations, etc.)
- municipal funding requested
- other confirmed and anticipated funding sources
- evidence of financial sustainability or diversification, where applicable

For recurring or previously delivered services, applicants must also provide:

- a summary of prior-year service financial results (revenues and expenditures compared to current year budget), and
- a brief explanation of any significant variances between prior and current-year budgets.

## 7. Evaluation Considerations

Applications will be assessed using Council-approved criteria, which may include:

- demonstrated community need and service gap

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- overall reach, inclusivity, and quality of community participation
- organizational and/or delivery capacity
- financial reasonableness, including budget appropriateness and sustainability of the delivery model
- accessibility, inclusivity, and equitable community access
- ability to leverage additional funding or resources
- alignment with Council's Strategic Plan and approved priorities
- for recurring services, demonstrated prior-year results and financial performance
- demonstrated or anticipated outcomes and community benefit
- demonstrated value relative to the requested municipal contribution

Priority may be given to organizations delivering programs or services that demonstrate alignment with Council's Strategic Plan and address identified community needs.

## 8. Reporting Expectations

Recipients will be required to submit a post-funding report within 90 days following the end of the funded period. The report must include:

- number of individuals served
- summary of outcomes achieved, including how the program or service contributed to community benefit
- a description of how the program or service supported Council's Strategic Plan priorities
- comparison of planned versus actual revenues and expenditures, including an explanation of any significant variances
- confirmation of the use of municipal funding and/or in-kind support
- qualitative feedback, lessons learned, and community response
- where applicable, evidence of partnerships, sponsorships, or broader community or economic impacts

## 9. General Principles for Interpretation

Docusign Envelope ID: 7156967B-DBF4-82A4-82B9-A3A5573F5AE4

For clarity in administration and evaluation:

- Funding is intended to supplement, not fully fund, service delivery
- Applications should demonstrate reasonable cost-sharing or leveraging of additional resources
- Community impact is assessed based on both scale (reach) and depth (quality and continuity of service)
- Estimations are acceptable where supported by reasonable justification
- All applications are assessed relative to available resources and competing community priorities