REPORTING ON YOUR 2019 COMMUNITY GRANT

Successful applicants who receive funding from the City of Stratford Community Grants Program must report on how the funding was spent and what impact the funding achieved. This report must be submitted to the City no later than **November 30th** of the year for which the grant is received.

If the grant recipient fails to fully complete and submit the report to the City within the stated time, that organization will not be eligible for future grant funding until the City is satisfied that the report has been submitted in full.

GENERAL ADVICE ON COMPLETING THE REPORT

Do
- Keep a copy of your original grant application on hand. You will need this information to answer the questions.
- Be concise and to the point.
- Forecast to the end of the year based on year-to-date information and past experience if the fiscal year to which the grant has been applied has not ended yet.

Don't
- DON'T attach additional information or materials such as flyers or annual reports.
- DON'T assume that the City will call you for additional/clarifying information. It is your responsibility to ensure that questions are answered correctly and completely.

HOW DO I COMPLETE AND SUBMIT MY REPORT?

All reporting is completed and submitted online through the City's website under 2019 Budget/Community Grants Program.

Staff will review all reports and forward those that do not comply with these guidelines to the Finance & Labour Relations Committee for its review. Committee's recommendations will then be forwarded to City Council.

This section provides guidance on how to answer questions on the online reporting tool.

Question 1: Please tell us briefly what the grant was used for.

Describe clearly and in simple terms what you did with the grant. Your answer should include a clear description of what the money was spent on. This description may include:
- Programs, services, amenities, activities
- Salaries or honoraria
- Promotional and marketing activities/materials
- Equipment or other assets
- Administrative supplies

Question 2: Please describe how the activities supported by the grant benefited Stratford residents.

Describe who benefited from the work and how they benefited. Make sure that your answer generally describes how the work contributed to the City's strategic priorities.

Question 3: Please provide the end of year result and commentary for each of the following performance measures.

The grant application you completed to apply for the grant asked you to explain who would benefit from the grant and also how many volunteers and volunteer hours would contribute to the work. This section is now asking you to provide the actual numbers.

In this table (Appendix A), you must provide numbers (the end of year result) and commentary for each of the following:
- The number of people who benefited from the activities - Stratford residents.
- The number of people who benefited from the activities - Non-Stratford residents.
- An estimate of the dollar ($) value of other funding/in-kind resources you leveraged as a result of the City's grant (other supports leveraged).
- The number of volunteers who contributed to the activities supported by the grant.
- The number of volunteer hours contributed to the activities supported by the grant.

In your commentary, briefly explain each result. For example if the result far exceeded your original estimate, provide a likely reason. If the result was lower than your estimate, provide some of the likely reasons for this outcome.

If the period to which the grant was applied has not yet ended (e.g. January 1, 2019 to December 31, 2019), forecast the numbers based on year-to-date information and past experience.

Question 4: A success story

Share a story that shows the impact that the grant has had in relation to the City's strategic priorities. When telling the story, please do not include any personal information that may identify an individual. For example, if you would like to tell a story about the impact of your grant on a particular program participant, you should not include their real names, or any other details that may tell us who that person is.

Strategic Priorities for Stratford City Council term 2018-2022 are attached as Appendix B.

Question 5: Overall, how successful were you in achieving your goals for the funding?

In your opinion, how successful were you in achieving your goals? Provide a brief assessment of whether you thought you achieved all your goals, some goals, or very few. In your answer, describe which areas worked well and those that worked less well, and why.

Question 6: Financial Summary

This section is asking for financial information **specific to your grant request.** The grant application asked you to provide a projected budget for the fiscal year in which the grant would be applied.

In this table (Appendix C), under the column "Planned Budget", record the budget as submitted with your original application.

Under the "Actual" columns, record the actual revenue and expenses **associated with your grant request.** For instance, if you have received a grant for a specific activity or event that your organization has done, you should provide actuals for the activity or event, and not the overall (entire) organization.

"Other" revenue and expenses may be summarized on the form, with a detailed explanation submitted separately.

If the period to which the grant was applied has not yet ended, forecast the numbers based on year-to-date information and past experience.

FOR MORE INFORMATION
Telephone: 519-271-0250 ext. 202
Email: wpartridge@stratford.ca
Website: www.stratford.ca

CITY OF STRATFORD
COMMUNITY GRANTS PROGRAM

Reporting Template
Appendix A

PERFORMANCE MEASURES		
Please provide end of year results and commentary for each of the following performance measures.		

Provide the number of Stratford residents in each category who benefited from the activities:	End of Year Result (insert number of people)	Commentary (provide some commentary on each number)
Number of program participants		
Number of audience members/ event attendees		
Number of others (specify)		
Total Stratford Residents		
Provide the number of Non-Stratford residents in each category who benefited from the activities:	End of Year Result (insert number of people)	Commentary (provide some commentary on each number)
Number of program participants		
Number of audience members/ event attendees		
Number of others (specify)		
Total Non-Stratford Residents		

	$ Value	Commentary
Please estimate the $ value of other funding/in-kind resources you leveraged as a result of City grant		
	# Volunteers	Commentary
Please provide the number of volunteers contributing to the activities supported by the grant		
	# Volunteer Hours	Commentary
Please provide the number of volunteer hours contributed to the activities supported by the grant		

Strategic Priorities

Over its 2018-2022 term, Stratford City Council will prioritize:

- Mobility, Accessibility, and Design Excellence
- Strengthening our Plans, Strategies, and Partnerships
- Developing our Resources
- Widening Our Economic Opportunities

Mobility, Accessibility, and Design Excellence

Improving ways to get around, to, and from Stratford by public transit, active transportation, and private vehicle. Designing options that are accessible to people of all levels of ability.

Success by the end of this term can look like:
- Improved Pavement Management Index (PMI)
  - Completing an Asset Management Plan and assessing road deficit
  - Budget investment to close the road deficit
- More sufficient year-round parking
  - A downtown land use assessment
  - Horizontal vs. vertical growth opportunities in parking
- A sustainable inter- and intra-city transit program
  - Launching the pilot service (county and regional)
  - Marketing to build ridership
  - Developing partnerships
- A safe, connected active transportation network
  - A Bike and Pedestrian Master Plan
  - Consistent capital budget investment in active transportation

Strengthening our Plans, Strategies, and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage, and more. Communicating clearly with the public around our plans and activities.

Success by the end of this term can look like:
- Further activating Market Square
  - Determining the impact on surrounding businesses and BIA involvement
  - An increase in attendance and number of events booked
  - An increase in number and variety of events and general use
  - A decrease in vacant storefronts
- More fulsome communication
  - Targeted community outreach
  - Community engagement to develop a corporate communication plan
  - Determining an engagement platform and tools
  - A finished external and internal website refresh
- A Sports Tourism Strategy
  - Cataloguing current events and tournaments
  - Maximizing technology
  - Generating spillover impact on other economic development
  - Determining the availability and capacity of facilities
  - An increase in flexibility of uses within/at facilities
- Building community well-being through partnerships
  - Developing city statistics by drawing from and sharing information with other agencies
  - Further research into quality of life in Stratford

Developing Our Resources

Optimizing Stratford's physical assets and digital resources. Planning a sustainable future for Stratford's resources and environment.

Success by the end of this term can look like:
- Progress towards zero waste
  - Building a biodigester
  - A green bin/organics program
  - Climate action and waste reduction plans (with pressure on manufacturers to change packaging)

- - Introducing an electric fleet of city vehicles
    - More greening of the city
  - Increasing affordable housing in other ways
    - Including affordable housing incentives in new developments
    - An increase in mobile rent supplement
    - Beginning Phase 2 of Britannia Street Housing Project
    - Repurposing surplus city-owned properties
    - Securing more funding to build new housing
  - Starting the Grand Trunk Community Hub
    - Final decision-making on facility details
    - Gathering final community and partner input (including our active seniors partners)
    - Formal Council approval to proceed
    - Securing funding from Provincial and Federal governments
    - Formal financial partnerships (YMCA, University of Waterloo)

Widening Our Economic Opportunities

Strengthening Stratford's economy by developing, attracting, and retaining a diversity of businesses and talent.

Success by the end of this term can look like:
- Bringing new industrial land to market
  - Purchasing land
  - Partnerships with developers and municipalities
  - A servicing strategy
  - Infrastructure installation
  - A marketing plan
  - Starting new developments
- Increasing residential development at all levels of affordability
  - Working with local developers
  - Ensure focus on mid-level affordability
- Balancing supply and demand of the available labour force
  - A decrease in unfilled jobs
  - Supporting skills development

CITY OF STRATFORD
COMMUNITY GRANTS PROGRAM
Reporting Template
Appendix C

FINANCIAL SUMMARY			
Please report information about your specific grant request.			

Revenue	$ Planned Budget-Revenue (as submitted in original grant application)	$ Actual Revenue (projected to YE if fiscal year not completed)	Comments
City of Stratford Grant Province of Ontario Government of Canada Other Grants Fundraising/Donations Program Revenues Other (specify)			
Total Revenues			

Expenses	$ Planned Budget-Expenses (as submitted in original grant application)	$ Actual Expenses (projected to YE if fiscal year not completed)	Comments
Salaries/Wages/Benefits Office/Administration Rental/Lease Program Other (specify)			
Total Expenses			
Surplus/Deficit			