



**Mayor and Council Community Initiatives
2024 Proposed Operating Budget**

	Community Initiatives - Ongoing	2024 Budget	2023 Budget	2024 Request	Page #
Expenditures					
Committees					
Committees Groups Appointed by Council					
Heritage Committee	2,000	2,000	2,000	2,000	2
Ec Dev Advisory Committee	2,000	2,000	2,000	2,000	3
EG Accessibility Advisory Committee	2,000	2,000	2,000	2,000	4
Art & Culture Advisory Committee	2,000	2,000	7,000	7,000	5
Environmental Advisory Committee	2,000	2,000	2,500	2,500	6
Active Transportation and Trails Committee	2,000	2,000	1,000	2,000	7
Diversity & Inclusion Advisory Committee	2,000	2,000	2,000	2,000	8
Youth Advisory Committee	2,000	2,000		2,000	9
Total Committees Groups Appointed by Council	16,000	16,000	18,500	21,500	
Working Groups					
Santa Claus Parade	8,000	8,000	8,000	8,000	10
Road Watch Committee (CAC)	2,000	2,000	2,000	2,000	11
Broadband Working Committee	2,000	2,000	2,500	2,500	12
Total Working Groups	12,000	12,000	12,500	12,500	
Community Groups					
River Drive Park Community Group	2,000	2,000	1,500	1,500	13
North Union Community Group	2,000	2,000	1,000	1,514	14
Holland Landing Community Group	2,000	2,000	2,000	2,600	15
Queensville Sharon Community Group	2,000	2,000	2,000	2,000	16
Total Community Groups	8,000	8,000	6,500	7,614	
Subtotal Committees	36,000	36,000	37,500	41,614	
Community Grants					
Car Show Group			2,000	0	17
Routes Connecting Communities	5,000	5,000	5,000	7,500	18
Sharon Temple Museum	42,000	42,000	40,000	42,000	19
Sharon Temple-Canada Day	3,000	3,000	3,000	3,000	19
Sutton Agricultural Society	750	750	750	0	20
East Gwillimbury Gardeners	1,000	1,000	1,000	1,000	21
York Region Seniors Games	600	600	600	600	22
Chamber of Commerce Tourism	8,500	8,500	8,500	12,000	23
Total Community Grants	60,850	60,850	60,850	66,100	
Other					
Committee Contingency	15,000	15,000	19,000		
Chamber of Commerce Breakfast	1,500	1,500	1,225		
Pancake Breakfast	4,000	4,000	1,300		
Climate Action Outreach	1,000	1,000			
Total Other	21,500	21,500	21,525		
Total Expenditures	118,350	118,350	119,875		
New Group Requests					
Appeals Committee				1,000	24
Mount Albert Sports Day				20,000	25
Total New Group Requests	0	0	0	21,000	
NET BUDGET	118,350	118,350	119,875	150,214	
Increase Requested - Not Included in Budget				31,864	
Farmers Market - Moved to CPRC Budget					26
	2023 Budget		Proposed 2024		
Projected Expenses	7600		8700		
Project Revenues	-2100		-12900		
Net Tax Levy Impact to Town	5500		-4200		

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name **Art & Culture Advisory Committee**

Department/Branch **Council & Community**

Type of Funding **Reimbursement of Expenses**

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST

\$ 7,000.00

DESCRIBE HOW FUNDS WERE USED

The Arts & Culture Advisory Committee pursued collaborations with parks and facilities; Farmers Market; Tapestry of Taste. The Committee operated "Celebrating the Arts" and developed a "signature" art piece (Paddle Project) for the Town; Paddles given for auction were sold and proceeds were donated to the Youth and Community Initiative Fund, usually funded through Mayor and Council Charity Golf Tournament; We also had paddles on display created by residents for a prize to encourage individual public art creation/displays; together with an outreach program at the 2023 Family Day, the 2023 EG Farmers Market; 2023 Tapestry of Taste and 2023 Nature Day (including donating a paddle for kids to decorate with nature theme items for display at the Library; Engaged with Arts Huron Grade 10 Visual Art Students to develop a mural for the Garage at the Farmers Market.

BENEFIT TO COMMUNITY

Provide encouragement to artists and art organizations; foster the development of and promote awareness of public arts and cultural activities; acting as a point of contact and connection within the community; celebrate the social and economic benefits of arts and culture throughout the community and its role in creating quality of place.

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
	Items in support of Community Outreach - Retractable Banner, Canopy, Art Supplies, Basket Door Prizes; market &	\$ 1,135
	Paddle Project - Paddle purchase	\$ 1,323
	Arts Huron - cost of supplies for student mural	\$ 570
	Celebrating the Arts - Paid Entertainers	\$ 900
	Paid to Mayor & Council Golf Tournament Youth & Community Initiative Fund (proceeds from Auction)	\$ 720
	Revenues Generated:	
	Auction Proceeds	-\$ 720
	Sale of Paddles to off-set cost of purchase	-\$ 1,220
	Celebrating the Arts Prize Donation from Michael Hanson \$3500 x 3 = \$10,500	
	Total Expenditures to Date	\$ 2,708.00

Expected Expenditures to December 31, 2023

	Celebrating the Arts - Caricature Artist & Russ the Children's Singer	\$ 650
	Tapestry of Taste Reception	\$ 200
	Other Anticipated Expenditures related to the Outreach Program - Nature Day, Haunted Halloween Hike & Other Opportunities	\$ 400
	Total Expenditures Expected to December 31, 2023	\$ 1,250.00
	Total 2023 Expected Expenditures	\$ 3,958

2024 FUNDING REQUEST

DESCRIPTION

Operational Funds of \$1,000 and a further \$6,000 to support and promote the arts, culture, and heritage of East Gwillimbury. The Committee and its activities align with the Town's Strategic Plans, namely Quality Programs and Services, Culture of Municipal Excellence, and Build Complete Communities. We demonstrate this through our Activities detailed as follows:

- Creates, delivers, and supports arts programs. By doing this, it provides opportunities for residents to connect with each other and build connections. This improves social sustainability and provides inclusion opportunities and a sense of belonging. It allows everyone to participate fully in community life through the application of equity, diversity, and inclusion best practices and through a continued active engagement. Art and culture programs and delivery is in partnership with the Town of East Gwillimbury and other Art specific community groups such as MAGA and EGGA.
- The Committee creates and supports events that are accessible to a diversity of interests, and cultural groups within our community that helps foster a sense of belonging like Celebrating the Arts and other events such as Tapestry of Taste. The committee plans to support culture groups as they celebrate their cultural heritage. For example, the committee looks to support Chinese New Year by supporting local community groups.
- The Committee is a welcoming committee that connects residents to each other and opportunities through the creation of the Committee's Artist Registry.
- The Committee delivers value for tax dollars, while providing, supporting, and fostering art themed events that the community residents want and need.
- The Committee's events have an impact on the local economy. Funds raised from the paddle project auction were donated to the Mayor's Youth & Community Initiative Fund. We expect that next year the amount raised will be exponentially higher as the community becomes more aware of this initiative. Committee has sold 43 paddles and donated 11 to Council in support of the auction. The Committee further donated 1 paddle for Nature Day where it engaged with youth to decorate the paddle with nature themed images to be displayed at the EG Library located in Mount Albert.
- The Committee engages with Youth – for example we engaged the Arts Huron Grade 10 students for an art mural to be created for the EG Farmers Market, which we plan on installing on the garage located at the Civic Centre. In addition, the Committee engages with youth during its outreach programs that it attends.

The Committee would like to continue to expand and enhance the Strategic Plans by providing the following Quality Programs and Services:

- Continuing to seek out and promote local performing artists, visual artists, writers, poets through Celebrating the Arts; we are seeking to expand this from the Farmers Market to work with Tapestry of Taste – possibly requesting a name change to Celebrating the Arts, a Taste of Culture.
- With the Town's support, the Committee would assist with cultural programming ideas and initiatives and services that are inclusive, affordable, and accessible to all residents.
- The Committee supports Art in the Town's communities, engaging with schools or artists to source murals for other locations around Town.
- By supporting the arts, culture, and heritage of the Town as part of responsible growth by supporting key art projects in parks, buildings and revitalizations taking place in Holland Landing and Mount Albert, and other communities as they arise.

More specifically, the Committee would like to engage with the community to determine what type of events, cultural activities the community would like to see, through our outreach program and continue to offer the following programing and outreach activities:

- Continue to have a booth at the EG Farmers Market.
- Continue to partner with the EG Library.
- Continue to attend at Town activities such as Nature Day, Family Day, Halloween Hike, Santa Claus Parade, etc.

2024 FUNDING REQUESTED AMOUNT

\$ 7,000.00

We would like to make a presentation to Council for the 2024 Budget

Yes

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name

Department/Branch

Type of Funding

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST **\$ 1,000.00**

DESCRIBE HOW FUNDS WERE USED

Two members of the ATTAC attended the Ontario by Bike Conference (2023 Trails Tourism Conference).

BENEFIT TO COMMUNITY

Educational opportunity for the Committee Members, to apply to EG.

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
Feb/03/2023	2023 Trails Tourism Conference	\$ 558.38
Total Expenditures to Date		\$ 558.38

Expected Expenditures to December 31, 2023

Total Expenditures Expected to December 31, 2023		\$ -

Total 2023 Expected Expenditures **\$ 558.38**

2024 FUNDING REQUEST

DESCRIPTION

Activities Expenditures:

Proposed **In Person Organized Community Trail Walks \$900**: (\$300 for contracted services: speaker/guide, \$500 for Marketing/Communications using Curbex signs. Also marketing/communications with staff-advertising, social and print signage. Staffing comprised of Town Staff and Volunteers. \$100 for materials (items to be provided for the activity such as bag and spade for foraging, etc.

Community Clean-up of Trails: An event to be organized with other Committees i.e. Environmental, Heritage, etc. Marketing and Communication-staff, Staffing comprised of Town staff and volunteers. **\$50** for materials (items to be provided for the activity i.e. garbage bags, gloves).

Conference Attendance \$1050: Committee member attendance for educational and networking purposes (\$950 registration fees, \$100 for mileage/transit expenses.

2024 FUNDING REQUESTED AMOUNT **\$ 2,000.00**

We would like to make a presentation to Council for the 2024 Budget **No**

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name

Department/Branch

Type of Funding

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST **\$ 2,000.00**

DESCRIBE HOW FUNDS WERE USED

Largest portion of funds were used to host 2 events (Park Party & Pumpkin Event). Breakdown of expenses can be found in expenditure details. Remainder used for public engagement to bring awareness to our group.

BENEFIT TO COMMUNITY

Our 2 yearly events bring families together. It allows families an opportunity to spend quality family time in a setting that is fun and allows families to meet other families. Feedback from residents is always very positive and they are appreciative to have the opportunity to attend family based events so close to home. Due to popularity, we intend to build on these core events.

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
Aug	Park Party sign rental	\$ 260
Feb	Business cards	\$ 50
Feb	Cookies for Family Day	\$ 24
Apr	Garbage grabbers for community cleanup	\$ 20
May	Pumpkin seeds & peat moss	\$ 40
Aug	Gas card for prize giveaway	\$ 50
Aug	3 pizzas from Pizza Hut (store offered at discount) prize giveaway	\$ 62
Aug	Childrens prizes for park party	\$ 201
Aug	Games for park party	\$ 12
Aug	Chips and drinks for park party	\$ 66

Total Expenditures to Date **\$ 784.61**

Expected Expenditures to December 31, 2023

Sept	Chips and drinks for pumpkin event	\$ 80
Sept	Tea lights for pumpkin event	\$ 100
Sept	Pumpkins for giveaway with donation to food pantry	\$ 150
Sept	Pumpkin event sign for annual use	\$ 100
Nov	Santa Claus parade treats	\$ 100

Total Expenditures Expected to December 31, 2023 **\$ 530.00**

Total 2023 Expected Expenditures **\$ 1,315**

2024 FUNDING REQUEST

DESCRIPTION

Requesting same amount as 2023. Funding for our annual park party and pumpkin event and misc. promotion (e.g. Family Day).

2024 FUNDING REQUESTED AMOUNT **\$ 2,000.00**

We would like to make a presentation to Council for the 2024 Budget **No**

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name

Department/Branch

Type of Funding

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST **\$ 43,000.00**

DESCRIBE HOW FUNDS WERE USED

Funding provided by the Town of East Gwillimbury was used to assist with operating costs of the site and contribute towards the Canada Day Community Celebration.

BENEFIT TO COMMUNITY

The Sharon Temple National Historic Site & Museum is a community space that is welcoming of all residents. We offered the residents of EG the opportunity to attend the following events in 2023: Heritage Celebration, Canada Day Community Celebration, Car Show, Hope & Truth Reflection Sculpture Unveiling, Illumination, most of which are free to the public. We continue to be the first stop on the EG Chamber of Commerce Farm to Fork tour, this year to be held on September 30th. Both the Farm to Fork and Car Show events attract tourists from throughout the GTA, drawing dollars into other businesses in the community. The TOEG will once again host Haunted Halloween Hike on our site on October 27th and the year will end with Old Fashioned Christmas on December 3rd, both of which are free events to the public.

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
Jan - July 2023	Insurance	\$ 21,649
Jan - July 2023	Hydro	\$ 2,982
Jan - July 2023	Grounds Maintenance	\$ 8,874
Jan - July 2023	Pest Control	\$ 1,049
Jan - July 2023	Security	\$ 841
Jan - July 2023	Historical Building Maintenance	\$ 6,723
Jan - July 2023	Canada Day Expenses	\$ 3,569
Jan - July 2023	Internet	\$ 1,090

Total Expenditures to Date **\$ 46,777.00**

Expected Expenditures to December 31, 2023

Aug - Dec 2023	Hydro	\$ 1,400
Aug - Dec 2023	Grounds Maintenance	\$ 1,500
Aug - Dec 2023	Pest Control	\$ 728
Aug - Dec 2023	Security	\$ 815
Aug - Dec 2023	Internet	\$ 779

Total Expenditures Expected to December 31, 2023 **\$ 5,222.00**

Total 2023 Expected Expenditures **\$ 51,999**

2024 FUNDING REQUEST

DESCRIPTION

Due to inflation we are requesting \$42,000 to be utilized to provide continued support for the operating costs of the site and \$3,000 will cover 2024 Canada Day Community Celebration expenses.

2024 FUNDING REQUESTED AMOUNT **\$ 45,000.00**

We would like to make a presentation to Council for the 2024 Budget **Yes**

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name

Department/Branch

Type of Funding

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST **\$ 1,000.00**

DESCRIBE HOW FUNDS WERE USED

East Gwillimbury Garden and Horticultural Society (EG Gardeners for short) used the funds in the following manner:

- To pay for speakers which we present free of charge to the community both online and in person
- Purchase plants for the public gardens we maintain
- Run our Junior Gardeners' program
- Run programs for CHATS
- Make donations to the EG Public Library and three EG food banks

BENEFIT TO COMMUNITY

• Learning: We provide a wealth of gardening information to the community via our speakers, website, outreach programs, Instagram and Facebook pages. Members enjoy a bi-monthly newsletter full of gardening articles. In addition, we continue to promote environmental awareness and gardening knowledge through monthly articles in the Bulletin Magazine. Our 2023 membership reached 100 this year.

• Outreach/ Partnerships:

o We helped the EG Public Library bring quality programming to the EG community. In February 2023, we ran a winter sowing workshop for the library that was very well attended. We also partnered with the EG Butterfly way for this program. We focused on starting native plant seeds to encourage growing plants for pollinator gardens.

o We continued to work with the library on their seed library. To this end, we have made donations of seeds and funding so the program can continue and provide ongoing gardening knowledge - a seed library committee made up of some of our members meets with the EGPL seed library coordinator periodically to offer knowledge support etc.

o CHATS- this year we brought a spring centerpiece workshop to the seniors group. We provided flowers and instruction for 15 seniors.

o In July, we helped the Forest Summer Day Camp with their morning programming by involving the kids in cleaning up the public gardens at the Holland Landing Community Centre. They learned about invasive plants and how to add soil amendments to the gardens.

o On September 16th, we will have a table at EG Nature Day in Mount Albert. We will have education on invasive plants and will be giving away some native plants in addition to some fun activities for kids about pollinators.

• Beauty: We create and promote community beautification by maintaining several public gardens in Holland Landing and Mount Albert. These spaces are well used and enjoyed by the community. And our EG in Blooms contest encourages home owners to create eye catching front gardens.

• Youth: Our Junior Gardeners' program has 17 kids (ages 6-14) enrolled this year. They meet 5 times over the course of the year. Examples of the programs: they created Earth Day posters showing environmentally friendly gardening practices which were then displayed in the 2 branches of the EGPL for the month of April; they planted annuals in the Mount Albert Millennium Garden; learned how to create a planter for hummingbirds; learned about seeds and made birdhouses.

• Volunteer hours: as of September 1st, our members have contributed 1,194 volunteer hours.

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
Various 2023	Plants for Millennium Garden, Mill St., Pioneer Cemetery, Literacy Garden	\$ 403
Various 2023	Speakers at Public Meetings	\$ 1,181
Various 2023	Youth Program	\$ 395
January 2023	Donation to EGPL Seed Library	\$ 500
May 2023	MA Community Centre Rental	\$ 451
May 2023	CHATS Program	\$ 99
July 2023	EG in Bloom	\$ 205
July 2023	Donation to Friends of the EGPL	\$ 100
	Total Expenditures to Date	\$ 3,334.00

Expected Expenditures to December 31, 2023

November 2023	Donations to 3 EG food banks	\$ 750
Various 2023	Speaker at September, October, and November meetings	\$ 700

Total Expenditures Expected to December 31, 2023 **\$ 1,450.00**

Total 2023 Expected Expenditures **\$ 4,784**

2024 FUNDING REQUEST

DESCRIPTION

Funds received in 2024 will be spent similarly to 2023. While we do collect membership fees, those fees go towards our Ontario Horticultural Association fees (liability and board insurance), providing small tokens of appreciation to our volunteers and to covering our speaker fees. Funding from the Town assists us with speaker fees and allows us to look after the public gardens and run other programs for the community for free, while also keeping our membership fees low so that our group is accessible.

We thank you for your ongoing support of our Society.

2024 FUNDING REQUESTED AMOUNT **\$ 1,000.00**

We would like to make a presentation to Council for the 2024 Budget

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING REQUEST

Group Name

Department/Branch

Type of Funding In Kind Services

2024 FUNDING REQUEST

2024 FUNDING REQUEST **\$ 14,000**

DESCRIBE HOW FUNDS WILL BE USED

We are requesting \$14,000 in funding for the Mount Albert Sports Day and Spring Fair. The funds will go towards the rising costs of services and materials that are required for the success of the Fair weekend. The 2023 event required the committee to reduce spend on a few events resources as it was no longer in our budget. Cutting back on what we had achieved in prior years (advertising, promotional materials, children entertainers, etc.) was disappointing but necessary. Mandatory services and costs required to be spent in advance of Fair Start included the York Regional Police, Supplies, Insurance, Security, Fencing, Wristbands, Stage & Production Costs, and more.

With extreme gratitude, the Town of East Gwillimbury waived \$9,373 in permit fees for the Community Parks and Recreation and Culture fees per the Facility Permitting Policy and fees related to Community Infrastructure and Environmental Services, Emergency and Community Safety Services, By-law Services Branch and Clerks branch. We are requesting for these fees, and other associates fees (such as road closures) to be waived for the 2024 event. Let it be noted that the Mount Albert 5K Walk/Run event was included in these exempted fees.

We are requesting a grant of **\$14,000**

Advertising

Signage	\$1,500
Promotional Materials/Delivery	\$1,000

Childrens Events

Entertainers/Events	\$4,000
Event Prizes	\$1,500

Event Materials

1 Canopy Party Tent (20*20)	\$700
2 Service Tents (10*10 enclosed)	\$370 * 2 = \$740
4 Canopy Tents (10*10 Popups)	\$320 * 4 = \$1,280
10 Commercial Folding Resin Tables	\$199.99 * 10 = \$1,990
Subtotal	\$12,710
Taxes, Delivery, Miscellaneous	\$1,290

BENEFIT TO COMMUNITY

Mount Albert Sports Day & Spring Fair is an annual community tradition and part of the local heritage. In 2024, we will be celebrating our 99th anniversary. Our weekend event connects the community with eachother by offering a variety of events that are enjoyed by all age groups. Although the Fair is hosted in Mount Albert, the broader East Gwillimbury community are encouraged to participate and support the Fair by attending with their friends and family and/or increasing their engagement with their community by volunteering.

The Fair provides opportunities for small businesses to promote what they offer (Vendor market) and helps businesses by bringing in additional people traffic that may not have otherwise been drawn to the Mount Albert area.

Our 2023 event placed a greater emphasis on live entertainment. It was a fantastic weekend full of music by local artists and musicians. We had such positive feedback from all ages.

The fair also gets people active. Softball, horseshoe, cornhole, hockey, basketball, dancing, skateboarding and more! The Sunday Soap box derby brings excitement to the downtown area and friendly competititon with the kids. It also draws new people into the community and helps our small businesses in town thrive.

The key objective for the Sports Day and Spring fair has to always give back to the community. In the past (although not well documented by previous committee or the Town of EG), once the fair was over and expenses were paid, we have donated funds to contribute towards the park/community centre/services enhancements (i.e.new pavilion). We definitely want to do this in the future.

Your help with funding would be greatly appreciated in making the 99th Mount Albert Sports Day and Spring Fair a huge success.

Do you wish to present this funding request to Council during the Budget Discussions?

Yes

2024 ADVISORY COMMITTEE/COMMUNITY GROUP FUNDING

Group Name

Department/Branch

Type of Funding

2023 APPROVED FUNDING

2023 APPROVED FUNDING REQUEST **\$ 7,600.00**

DESCRIBE HOW FUNDS WERE USED

Funds were used for advertising, promoting, to hire contracted services and entertainers, and memberships for the market.

- Advertising and promotion,
- Supplies
- Contracted services and entertainers
- Memberships

BENEFIT TO COMMUNITY

The EG Farmers Market benefitted the community in a number of ways such as:

- The market is a social hub for attendees to gather with their neighbours and engage with their local producers
- A space for EG residents to sell goods to their community and neighbours
- Gives the community access to fresh local foods and handcrafted products
- A space that encourages entrepreneurs to showcase their new business (Blooming Business)
- A place to learn about the local farms in East Gwillimbury

EXPENDITURE DETAILS - CURRENT YEAR

DATE	EXPENDITURE DETAIL	AMOUNT
As of Sept 11.	Supplies and Material (\$3, 738)	\$ 3,738
	Stakes, Mallets	
	Marking Paint	
	Canopy	
	Permanent A-frames	
	Hole-in-the-wall	
	Basket	
	FMO Insurance	
As of Sept 11.	Advertising (\$2631)	\$ 2,631
	Curbex	
	Bulletin	
	Drop Flags	
	Photographer	
As of Sept 11.	Contracted Services (\$2999)	\$2,999
	DJ	
	Michael McDonnell	
	Face Painter	
	Russ Clayton	
	Rain stone	
	Membership	
	FMO	\$ 136
	Total Expenditures to Date	\$ 9,503.60

Expected Expenditures to December 31, 2023

	Tiiu Strutt	\$ 150
	Tiiu Strutt	\$ 150
	Curbex Sign (possibly)	\$ 500
	Total Expenditures Expected to December 31, 2023	\$ 800.00
	Total 2023 Expected Expenditures	\$ 10,304

2024 FUNDING REQUEST

DESCRIPTION

We are refining the 2024 budget and making changes to what is spent on contracted services. The Farmers Market has worked to re allocate the 2024 budget to include increased revenue and refined expenses. The changes have been captured on the operational budget through FMW. The request is to adjust- Supplies \$3,000 Promo/Advertising- \$2500 (Which will include Curbex Signs, FB boosts, Bulletin ad and a table at Sports Day), Contracted Services- \$1500 and Membership/Insurance \$1700 (This includes Farmers Market Ontario Membership and Insurance). The funds will be used to operate the market weekly from May to October. Only 4 Celebration events will take place (Opening Day, Pride Month, Children's Week and Farm Day) TOTAL BUDGET REQUEST = \$8700. Goal is to aim to get 50 vendors at \$300. Decrease expense by removing # curbex signs, DJ and other contracted services such as face painting, musicians, caricature and working with community businesses and groups to provide activities at the market.

Benefit to Community: The Farmers Market aligns its goals and plans with the Strategic Plan and for a sustainable future. The market plans to support the future and current generations to thrive, while ensuring a balance between economic growth, environmental stewardship and social well-being. This budget plan for 2024 is the committee's attempt to focus efforts on finding ways to improve, enhance and do better. The Market is a place for the community to come together and shop and celebrate local farmers and businesses. The Farmers Market has the ability for everyone to participate and fully engage in the community. We are a launching pad for small businesses to help them grow in EG.

Current Budgeted Revenue = \$2100. Projected 2024 Budgeted revenue should increase by \$12,900 for a total budgeted revenue of \$15,000.

2024 FUNDING REQUESTED AMOUNT **\$ 8,700.00**

We would like to make a presentation to Council for the 2024 Budget **No**