
HALDIMAND COUNTY

Report CDP-09-2020 Haldimand Museums Successful Application to the Young Canada Works Grant Program

For Consideration by Council in Committee on November 17, 2020



OBJECTIVE:

To inform Council of a successful grant application to the Young Canada Works at Building Careers in Heritage Program (YCW-BCH) and to provide details regarding adjustments to the budget and eligible expenditures associated with the project.

RECOMMENDATIONS:

1. THAT Report CDP-09-2020 Haldimand Museums Successful Application to the Young Canada Works Grant Program be received;
2. AND THAT the grant award in the amount of \$9,745, provided by the Department of Canadian Heritage and Canadian Museums Association, be accepted;
3. AND THAT the associated 2021 Tax Supported Operating Budget include a Council-approved one-time initiative to add 0.21 FTE at an estimated cost of \$6,840 with grant funding of \$6,680 as outlined in Report CDP-09-2020;
4. AND THAT the Treasurer be authorized to sign all necessary documents associated with the Young Canada Works at Building Careers in Heritage application.

Prepared by: Anne Unyi, Supervisor, Heritage & Culture

Reviewed by: Katrina Schmitz, Manager, Community Development & Partnerships

Respectfully submitted: Mike Evers, MCIP, RPP, BES, General Manager of Community & Development Services

Approved: Craig Manley, MCIP, RPP, Chief Administrative Officer

EXECUTIVE SUMMARY:

Young Canada Works (YCW) provides funding to employers to create summer jobs for students and internships for graduates. These federal programs help youth and young adults acquire skills and work experience in the cultural and heritage sector.

The objective of the YCW Program is to strengthen the museum workforce today, and for the future, through projects that:

- Help young Canadians gain practical work experience, develop their skills, enhance their employability and learn more about their career options;
- Increase the pool of skilled and qualified candidates in the cultural and heritage sectors and offer opportunities to work in both official languages; and
- Enhance the knowledge and appreciation of Canada's achievements and cultural heritage.

Funding from the Young Canada Works at Building Careers in Heritage (YCW-BCH) internship program will provide Haldimand Museums with an opportunity to expedite the development and implementation of new digital educational and special interest programming for a wide range of online users internal and external to Haldimand County.

Staff recommends that Council approve the revised budget allocation and funding award from the Canadian Museums Association's YCW-BCH Program and recommends that the Treasurer be authorized to sign all necessary documents associated with the grant.

BACKGROUND:

On August 11, 2020, the Canadian Museums Association announced supplemental funding from the Government of Canada for the Young Canada Works Program (YCW) in order to fund a greater number of jobs and internships and to maximize funds available for museums and future museum professionals. An additional \$2.6 million in emergency funding was invested in the YCW Building Careers in Heritage Program (internships for graduates).

In August of 2020, as Council was on summer recess, Haldimand Museums, in consultation with the General Manager, Community & Development Services, submitted an application to the Young Canada Works at Building Careers in Heritage (YCW-BCH) on the understanding of the need to subsequently obtain Council approval should the application be approved for funding. Haldimand Museums, which is comprised of the Wilson MacDonald Memorial School Museum, Edinburgh Square Heritage & Cultural Centre and the Heritage Centre (Haldimand County Museum & Archives), made an application requesting partial funding of an internship that would serve all three Museums.

The purpose of this report is two-fold:

1. To advise Council of the successful application process and the receipt of a grant; and
2. To seek Council's approval to accept the grant and proceed through the hiring process.

ANALYSIS:

On October 26, 2020, the Canadian Museums Association notified Haldimand Museums regarding the success of the Building Careers in Heritage Program grant application. The approved grant provides funding in the amount of \$9,745.12 towards the position of Educational Content Developer.

Due to circumstances related to COVID-19, as well as a previously established strategic objective to enhance digital content, Haldimand Museums has re-examined how its programs will be delivered in the future, including an increased presence on the current Haldimand County website and social media channels, e.g. Facebook and YouTube.

The Intern will work with staff to create new, engaging, informative and interactive programming to a multigenerational online audience.

The Intern will work collaboratively with Haldimand Museums staff to provide assistance and support in areas of activity associated with the research and development of new, culturally-relevant digital programming.

Outcomes of the internship include:

- Redefined methods of community outreach/engagement through the use of online programming (pre-recorded and/or live stream);
- Increased use of social media applications to present information;
- Engaging educational experiences for school children (K-12) and other resource materials to be used by the Museums, either online or eventual onsite programming;

- Increased numbers of community engagement opportunities Haldimand Museums are able to make available to online users, e.g. recorded programming, podcasts, live presentations or downloadable resources;
- Positive engagement with the public as determined through evaluation of program content using online evaluations and/or surveys and general user comments; information will act as a guide for future program development;
- Increased awareness of social and material history by County Staff; and
- Increased visibility for Haldimand Museums within the community.

The YCW-BCH internship is 16 weeks in duration, starting in late November 2020 with completion prior to the federal government's fiscal year, March 31, 2021.

YCW-BCH internships are targeted at post-secondary graduates between the ages of 16 and 30 years who have completed school within the past 24 months. Youth participants must meet the general eligibility criteria for Young Canada Works (YCW), including specific YCW-BCH (internships in Canada) criteria as identified in the YCW-BCH Eligibility Criteria for Young Graduates.

FINANCIAL/LEGAL IMPLICATIONS:

The 2020 Tax Supported Operating Budget includes 2 YCW Summer Job Students at Edinburgh Square and 1 YCW Summer Job Student at Wilson MacDonald Memorial School Museum. Haldimand County received funding approval from YCW for all three positions in the amount of \$17,560.

The total estimated cost of the proposed position, including wages and statutory benefits, is \$9,910 and, the YCW-BCH grant provides 98.34% or \$9,745.12 in funding of the total employment costs (wages, benefits and other eligible expenditures). This leaves a net levy impact of \$160.

The 2020 impact is as follows:

	2020 Approved Budget	Change	Proposed Revised Budget
Expenditures:			
Salaries and Benefits	\$31,260	\$3,070	\$34,330
Revenues:			
Federal Grant	\$15,630	\$3,070	\$18,700
Net Levy	\$15,630	\$0	\$15,630

If approved, it should be noted that this internship spans 2020 and 2021 and that the Tax Supported Operating Budget does not include any associated funds for either year. Additional funds to accept this grant and fill this position would have to be included as a Council-approved one-time initiative to add 0.21 FTE in the 2021 Tax Supported Operating Budget. Inclusion of this program would result in a levy increase over and above the Council-approved budget guidelines unless offsetting levy reductions are recommended as a new initiative to accommodate this program. For preparation of the 2021 operating budget, staff will review usage of the Contingency Reserve to offset the 2021 levy portion.

The 2021 estimated impact is as follows:

	2021 Operating Budget Requirement
Expenditures:	
Salaries and Benefits	\$6,840
Revenues:	
Federal Grant	\$6,680
Net Levy	\$160

STAKEHOLDER IMPACTS:

Human Resources will assist with the posting of the position, recruitment and final reporting.

REPORT IMPACTS:

Agreement: Yes

By-law: No

Budget Amendment: Yes

Policy: No

ATTACHMENTS:

None.