



**Date:** July 5, 2023

**To:** Mayor and Council

**Author:** Richard J.H. Wyma CSLA  
Director of Community and Development Services

**RE:** Seniors Active Living Centre Grant Application

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## **RECOMMENDED ACTION**

1. That Council **DIRECT** Administration to apply for the Seniors Active Living Centres (SALC) Program Expansion Grant and, if the Grant is approved, to enter into the required funding agreement with the Province;
2. That Council **APPROVE** a Town contribution of \$10,000 toward SALC to be included in the 2024 budget, plus staff time and other in-kind contributions as may be required or negotiated; and
3. That Administration be **AUTHORIZED** to enter into an agreement with the Kingsville Community Centre for operation of the SALC in late 2023 and 2024, under such terms and conditions as deemed appropriate by the CAO, and subject to legal review by the Town Solicitor and financial review by the Treasurer.

## **BACKGROUND**

The Ministry for Seniors and Accessibility provides support for over 300 Seniors Active Living Centres (SALC) throughout Ontario. SALC programs help older adults improve their health and well-being through social, cultural, educational and recreational programs. Programs delivered through SALC may include arts and culture, book clubs, fitness, health and wellness, lifelong learning, recreation and leisure activities and other community-based programs. Currently, Kingsville and Amherstburg are the only municipalities in Windsor-Essex without a SALC.

In June 2023, Ontario released a private call to expand the SALC Program in 2023-24 to Municipalities where one does not exist. The last call for this program was eight years ago, and it is anticipated there will not be another call for proposals for many more years. The call for proposals is a way to expand access to programs and services for seniors. It allows for programs to meet the needs of diverse older adults in terms of their culture, needs, interests, abilities and geographic locations.

Kingsville's current strategic plan identified the need to increase youth and seniors programming as one of the top priorities.

## DISCUSSION

Social isolation is a growing issue facing Ontario's aging population and can significantly impact seniors' mental and physical well-being. It is estimated that more than 500 Ontarians turn 65 years of age every day, and they, as well as those aged 55 years and older, deserve to live and age with respect and dignity.

The 2021 Census reports that 38% of the population of Kingsville is 55 and over, the fastest growing demographic in Ontario (Note: Census reports Kingsville and Pelee Island together) which highlights the need for active and passive programming targeted.

Administration has reviewed the grant application which is targeted to those communities, like Kingsville, without a SALC. Through the Program, the province will fund a maximum of 80% of a SALC, up to \$42,700 annually. Municipalities are required to provide the remaining 20% of the net annual cost of maintaining and operating the program. This contribution can be provided in cash, in-kind, or a combination. In addition, it is also expected that a revenue stream is created through yearly membership fees (\$10 - \$25/year in other communities), additional grants, program service fees (spectrum of no cost to cost recovery), donations, fundraising or other.

It is important to note that:

- The funding proposal is due July 20, 2023, and recipients will learn if they are successful in November 2023; a planning phase can occur with programming beginning in early 2024,
- The fiscal year for the grant is April 1, 2023, to March 31, 2024,
- If approved for the grant, a yearly application is not required as the funding is granted annually,
- Each year, there is an additional funding opportunity to support one-time costs: programs funded in 2023-24 can request up to \$6,250,
- Capital projects, buildings, or capital renovations are not eligible for either funding stream, and,
- Programs can be offered at one location, multiple locations, virtually, or in a combination to reach a broader group of seniors.

Administration has reviewed the application and proposes the development of a Kingsville Active Living program delivered in collaboration with the Kingsville Community Centre (KCC). The proposed model takes advantage of existing seniors programming and networks developed by the KCC, and is proposed to be hosted at the KCC as well as at other town facilities. Using year-one funding for a pilot project allows time to assess the approach and review other options if required.

The Kingsville Community Centre is currently open two days a week and one evening for Seniors programming. They additionally make space available for other community needs throughout the week. Their Seniors program combines both active and passive and targets multiple age groups.

If successful in its application, funding would be directed to KCC to expand programming at the Centre and develop and deliver new programs at the Centre or at other locations (e.g. Lakeside Park, Grovedale, Ridgeview Park, etc.). Funding will also be used to offset administrative costs associated with reporting, evaluation and promotion/marketing through the collaboration.

## **FINANCIAL CONSIDERATIONS**

As noted, the grant provides 80% of funding up to a maximum of \$42,700 and an additional \$6,250 for one-time costs. The Municipality must commit to at least 20% in cash and/or in-kind contribution and fund the balance of any remaining operating costs through memberships, fundraising, etc. The Town has been advised that the grant application is oversubscribed, and if successful, the grant may be for less than the maximum amount available.

Administration is working with KCC to develop a program with operating costs of approximately \$50,000 - \$60,000 including cash and in-kind contribution. This would make the Town eligible to receive the full \$42,700 from the grant and would require the municipality to fund \$17,300 through cash and in-kind contributions. It is proposed that the Town commits \$10,000 in cash, with the remaining funds (up to \$7,300) to be made up of in-kind contributions (staff time, etc.), KCC in-kind contributions (facility rental) and small membership fees as is required by the grant.

## **ENVIRONMENTAL CONSIDERATIONS**

Programs will adhere to the Town's single-use plastic recommendations and the Federal Government's direction on single-use plastic.

## **CONSULTATIONS**

- Senior Management Team
- Karen Loney, Manager of Recreational Programs and Events
- Kingsville Community Centre

## **PREPARED BY:**



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Richard J.H. Wyma CSLA  
Director of Community and Development Services

## **REVIEWED BY:**



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John Norton  
Chief Administrative Officer