

Request for Decision

MODY's Mission

MODY serves its residents by providing the highest quality services through effective, efficient, and ethical stewardship of the resources and assets entrusted to us by our citizens.

File	Greenville Expansion of the Veteran Banner program
Submitted to	Victoria Brooks, CAO; cc: Angelique LeBlanc, Dir. Of Finance; Councillor Trevor Perry, Chair Diversity, Equity & Inclusion Advisory Committee Chair
Submitted by	Mark J Blinn, Community & Economic Development Officer
Date	February 2026
Background	<p>A resident of Greenville, speaking on behalf of the community, contacted the Municipality to inquire about establishing the Veteran Banner Program in Greenville, an historic African Nova Scotian community that is part of the African Nova Scotian Western Regional Network (See Appendix A).</p> <p>The Veterans Banner program was launched in the four hamlets as a linkage to the Municipal Planning Strategy. The program launched in each of the four hamlets at the same pace (number of banners installed each year over three years) resulting in 20 banners in each of the four hamlets. The purpose of the program launch was a “Marquee Place-making” project of Council.</p>
Status	<p>Currently, the Veteran Banner Program includes four hamlets within the municipality. At present, there are 32 participants across the four program locations: Port Maitland (10), Arcadia (5), Carleton (10), and South Ohio (7).</p> <p>Program intake has declined over the past two years, with only one new participant joining last year.</p> <p>Resident feedback on the program has been overwhelmingly positive. It is a significant source of pride not only for the communities where the banners are displayed, but for the municipality as a whole.</p> <p>During the summer months, the banner brackets are repurposed to display seasonal imagery and highlight various attractions throughout the municipality.</p> <p>An expansion as described would result in an increase in costs (for 20 summer banners, 20 generic banners and 20 brackets and poles as per the other four hamlets), as follows: All prices include non-rebatable portion of the HST Banner brackets: \$1,765.56 Bracket installation (\$46.75 X 20 poles) = \$935.00</p>

Request for Decision

	<p>Summer banners: \$3,220 (plus shipping) Banner changeover (three swaps @ \$46.75 per banner): \$2,804.15 Potentially 20 generic Veteran banners @ 160.98 if no one sponsors a Veteran banner = \$3220 Bracket Disc Stop = \$1000 Hardware = \$200</p> <p>Total first-year cost: \$13,144.71</p> <p>In subsequent years, there would be no ongoing costs for brackets or banners, except in cases of loss or damage.</p> <p>Price for the banners, both generic and sponsored, has increased from \$150 +HST to \$155 +HST = \$160.98 (this includes the non-rebatable portion of the HST.</p> <p>This is an ideal project to be funded under the “Marquee Place Making Projects” category, S5.7, of the Grants Policy G-068-09. (Appendix C)</p>
<p>Relevant Municipal Policies/By-laws (i.e. MPS)</p>	<p>Diversity, Equity and Inclusion Policy D-045-22 Grants Policy G-068-09</p>
<p>Accessibility Plan linkages</p>	
<p>Strategic Plan linkages</p>	<p>People- Accessibility & Inclusion.</p>
<p>Options available to Council</p>	<ol style="list-style-type: none"> 1. Do not expand the program and invite Greenville residents to participate in the existing program locations. There would be no additional cost associated with this option. 2. Expand the program to include Greenville with a start up cost of \$13,144 + non-rebatable HST. 3. Expand the program in phases spreading cost over more than one fiscal cyle.
<p>Recommendation</p>	<p>Expand the program to include Greenville. Recommended Motion: That the Veteran Banner Program be expanded to include a series of 20 banners in the community of Greenville as described in the Request for Decision Greenville Expansion of Veteran Banner program March 2026 and that the costs associated be provisioned as part of the 2026-27 Grants program under S.5.7 of Grants Policy G-068-09.</p> <p><u>Rationale:</u> This initiative would align well with Greenville’s planned acquisition of community signage at either end of Greenville Road. The Veteran Banners</p>

Request for Decision

	<p>would provide residents with an opportunity to honour their veterans, while the banner brackets could also be used to showcase municipal highlights and, where appropriate, African Nova Scotian–inspired banners that recognize and celebrate the community’s contributions to the municipality.</p> <p>The resident who submitted the initial request indicated that they wish to place the banners at both “ends” of Greenville Road (See Appendix B). This would include some banners at the western entrance near Highway 3 and others beginning east of the Hardscratch–Greenville Road intersection along Greenville Road. These same two locations will also later have signs installed identifying the community of Greenville. They are in the process of obtaining quotes for the sign work.</p> <p>This banner placement differs from the other four locations in that banners are typically installed together in a single area of the community to maximize visibility and impact. However, Greenville Road is a major thoroughfare, and both sets of banners will be highly visible to all who travel through the area. Additional banners will be infilled as new sponsors are added.</p>
Date of CAO Review	March 4, 2026
CAO Comments	The recommendation of staff is supported.

Request for Decision

Appendices

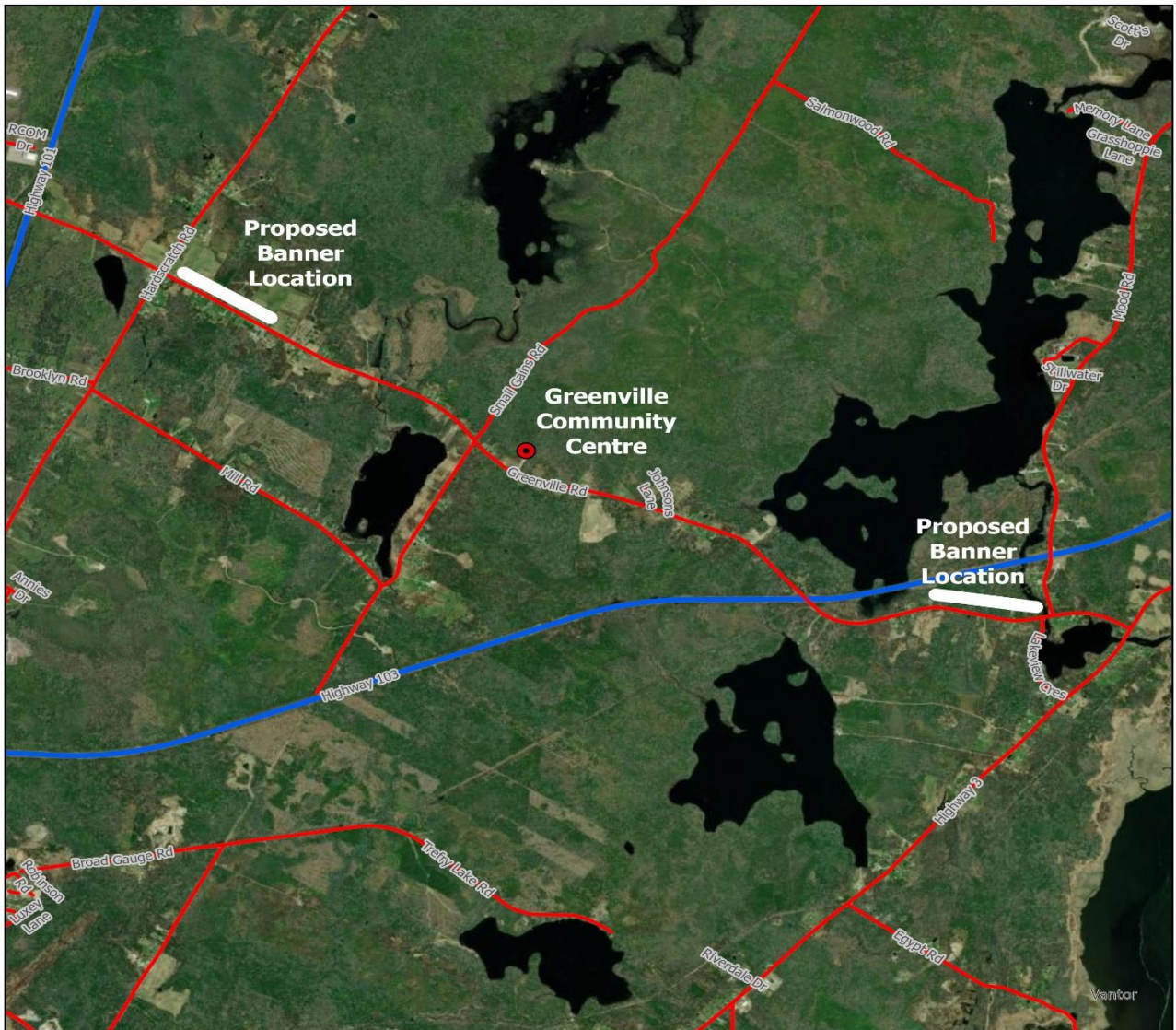
Appendix A

African Nova Scotian Western Regional Network – Purpose

The purpose of the African Nova Scotian Western Regional Network is to work cooperatively with African Nova Scotian (ANS) communities in the western region to identify, support, and address or resolve the needs of the communities. The network gives the community members representing the African Nova Scotian community a platform to discuss and share information and collaborate in identifying and resolving issues that affect the black communities in this region, to prevent unfair injustices to the members of the ANS communities

Appendix B

Banner Location Map



Proposed Banner Locations
Greenville Road, Greenville/Brooklyn



This map may not be reproduced in whole or in part, by any means-graphic, electronic or mechanical without the written permission of the Municipality of the District of Yarmouth, 932 Highway 1, Hebron, Nova Scotia, B5A 5Z5, T:1-902-742-9691

F:\Map_ArcGIS_Prol\Projects\Yarmouth\Other\2026-02-19 Banners Map\Map\Map.aprx - Exported/Printed on: February 19, 2026



Grants Policy G-068-09

Effective Date:
February 25, 2026

Part 1 Purpose

- 1.1 To develop a process to provide financial assistance for not-for-profit organizations, groups and associations that are providing meaningful support services to the communities within the Municipality of Yarmouth. The financial assistance is intended to recognize the value of these services and offset some of the financial burden borne by the community organizations. Each year, the *Municipality* receives applications for more funding than is available. The intent of this policy is to ensure equal opportunity to participate in the funding available and to establish predetermined standards that are clear to all applicants.
- 1.2 This policy does not cover:
- 1.2.1 Grants to Volunteer Fire Services;
 - 1.2.2 Tax Exemptions;
 - 1.2.3 Tax Reductions
 - 1.2.4 Tax Rebates;
 - 1.2.5 Recreation Grants; and
 - 1.2.6 Bursaries

Part 2 Definitions

- 2.1 “**Council**” means the *Council* of the Municipality of the District of Yarmouth
- 2.2 “**Marquee projects or events**” means a multi-day event of significant cultural or economic value to the *Municipality* which are initiatives of either Yarmouth & Acadian Shores Tourism Association or Municipal Council
- 2.3 “**Municipality**” means the Municipality of the District of Yarmouth

Part 3 Authority and Disclosure

- 3.1 Authority for this grants program is provided under Section 65 of the *Nova Scotia Municipal Government Act (MGA)*.
- 3.2 As required by Section 65C of the *MGA*, *Council* shall disclose a list of grant recipients and amounts granted on an annual basis, subsequent to the approval of annual estimates. This information shall be published on the *Municipality’s* website.

Part 4 Process

MUNICIPALITY OF THE DISTRICT OF YARMOUTH



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

- 4.1 Application process will open on January 1st and close on April 15th of each year.
- 4.2 Applications must be submitted on the form provided on the *Municipality's* website or available at the Municipal Office. All applications, prior to review, are required to be complete with all supporting documentation provided and verified, if deemed necessary.
- 4.3 *Council* shall review applications received during the annual application period and determine amount, if any, to be awarded.
- 4.4 Once decisions are made on grant applications, all applicants shall receive a letter of acknowledgement. Letters for successful applicants will include terms of grant – amount, disbursement schedule, requirement for final report;
- 4.5 Grant recipients must provide a final report and financial statement upon completion of the project. Failure to do so may make them ineligible to apply for funding in subsequent years;
- 4.6 There is no appeal process.

Part 5 Late Applications

- 5.1 Applications received after the deadline will only be considered if the applicant can show that the need is urgent and could not reasonably have been anticipated prior to the beginning of the fiscal year annual intake period and no other sources of funding are available.
- 5.2 An amount of \$7,500.00 will be included in the Grants budget and set aside as a contingency for late applications.
- 5.3 Applications received after the annual deadline, under 5.1 above, will be processed according to policy by Administration.
- 5.4 Late applications will be eligible for 50% of the average grant awarded in the same category (excluding *marquee projects or events*) during the annual application period.
- 5.5 An applicant, with the exception of a sports team, only qualify for an award under Late Applications once.
- 5.6 Applications received after the deadline, that do not qualify for 5.1 above, will be referred to the budget process for the following fiscal year and applicants do not need to re-apply unless details of the application change.



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

Part 6 Terms and Conditions

- 6.1 *Council* may place certain conditions on funding, which would be outlined in the letter of approval;
- 6.2 *Council* reserves the right to issue grants in installments;
- 6.3 Multi-year grants can be approved in principle, however may be subject to a series of stated deliverables;
- 6.4 Any changes to the purpose of the grant originally outlined in the application are not permitted unless approved beforehand by *Council*;
- 6.5 *Council* reserves the right to place restrictions on the amount granted;
- 6.6 Each year the *Municipality* will publish a list of approved grants as per Section 65 (au) of the *Municipal Government Act*.
- 6.7 It is understood that a grant approval by Council pursuant to the grant process is for the current year and is to be expended in the fiscal year in which it was awarded. Only under special pre-approved circumstances may grant funding be held and disbursed beyond the fiscal year end.

Part 7 Grant Types

- 7.1 There are five (5) types of financial assistance which may be granted:
 - 7.1.1 **Operating** - intended to cover expenses associated with starting and operating a program and/or service;
 - 7.1.2 **Capital** - enable the group, association or organization to acquire capital equipment and/or capital improvements;
 - 7.1.3 **Tourism** - assist with tourism related projects designed to protect, and enhance community identity, values and tourism products;
 - 7.1.4 **Placemaking** - assist community led groups looking to beautify, enhance or create public spaces, the purpose of which is to inspire a greater sense of community;

MUNICIPALITY OF THE DISTRICT OF YARMOUTH



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

7.1.5 **Parkland Dedication** - funds shall be used for the acquisition of, and capital improvements to, trails, parks, playgrounds, and similar public purposes.

7.2 *Council* is committed to treating organizations, groups and associations in a fair and consistent manner and as such the criteria outlined in Part 8 shall apply.

Part 8 Eligibility

- 8.1 Only not-for-profit charitable groups and organizations are eligible for grants;
- 8.2 Requests for sporting/cultural sponsorship of an individual will be addressed through the Sponsorship of Youth and Elite Athletes Policy;
- 8.3 Grants shall be restricted to organizations, groups and associations who are providing a service to residents of the Municipality of the District of Yarmouth;
- 8.4 Applications from religious organizations and political organizations will not be entertained unless it is with respect to a Heritage Building, recreational facility, or a broad-based community initiative;
- 8.5 Applications for capital grants over \$5,000 must, where applicable, be accompanied by at least two (2) quotes for costs;
- 8.6 Request for major projects (over \$10,000);
 - 8.6.1 Funding may be considered up to a maximum of 10% for operating costs and applicant must show funding from other sources;
 - 8.6.2 Funding may be considered up to a maximum of 25% for capital costs and applicant must show funding from other sources;
- 8.7 Applicants must have completed and submitted any outstanding reports to Council for past grants.
- 8.8 Placemaking - Municipal Council recognizes the importance of a sense of place and pride of community for residents and organizations across the *Municipality*. *Council* may, through this policy, support specific community led projects. In addition, at its own discretion, *Council* may undertake other *marquee projects* which in its opinion provide important place-making benefits to all municipal residents i.e., Cape Forchu. In addition to *subsections 8.1, 8.2, 8.3, 8.4 and 8.6*, applications under this stream must:



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

- 8.8.1 Clearly define quantifiable project deliverables;
- 8.8.2 Demonstrate how the project will be maintained;|
- 8.8.3 Priority will be given to projects confirming contributions from other partners which can include, but is not limited to;
 - 8.8.3.1 funding from Federal, Provincial, other municipal governments;
 - 8.8.3.2 private donors; or
 - 8.8.3.3 in-kind (labour) from volunteers
- 8.8.4 Applicants are eligible to apply for up to 50% of project costs (less in-kind labour) up to a maximum of \$2,500.
- 8.9 Parkland dedication – these funds shall be used only for the acquisition of, and capital improvements to, trails, parks, playgrounds, and similar public purposes.
- 8.10 Grant applications will be reviewed under the following criteria:
 - 8.10.1 Demonstrated fundraising efforts
 - 8.10.2 Social and economic benefits accrued by the community balanced against other competing priorities and available funding
 - 8.10.3 Community benefit and impact
 - 8.10.4 Economic benefit and impact
 - 8.10.5 Safe and secure environments
 - 8.10.6 Goals and mandate of the *Municipality*
 - 8.10.7 Alignment with the current Municipal Strategic Plan
 - 8.10.8 If more than one organization or group submits an application for the same or similar service, *Council* may decide to share the grant among applicants.

MUNICIPALITY OF THE DISTRICT OF YARMOUTH



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

Chief Administrative Officer's Annotation for Official Policy Book	
Date of Notice to Council members of Intent to Consider (7 days Min)	February 18, 2026
Date of Passage of current Policy	February 25, 2026
I certify that this Grants Policy G-068-09 was adopted by Council as indicated above.	
<div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 45%; border-top: 1px solid black; text-align: center;">Chief Administrative Officer</div> <div style="width: 45%; border-top: 1px solid black; text-align: center;">Date</div> </div>	

Date last reviewed by Council:

Date last amended:

Amendment Log

Date	Amendment Description
March 23, 2022	<ul style="list-style-type: none"> Updated Part 2 with Authority and Disclosure and added Placemaking in Part 3
December 14, 2023	<ul style="list-style-type: none"> Section 3.8 – removed details on grants being issued in two (3) installments Section 4.1 – changed 4 (four) to 5 (five) Section 4.1.5 – added Parkland Dedication Section 4.2 – changed that criteria is outlined in Part 5 Section 5.4 – increased \$1,000 to \$5,000 Section 5.8 – added Parkland Dedication Section 5.9.7 – added criteria for aligning with Municipal Strategic Plan
March 26, 2025	<ul style="list-style-type: none"> Section 5.3 – to qualify broad based community initiatives
February 25, 2026	<ul style="list-style-type: none"> Section 1.2.3 - added Tax Reductions



**Grants Policy
G-068-09**

Effective Date:
February 25, 2026

- Added Part 2 Definitions section
- Section 4.2 – removed “Council, at its discretion, may choose not to review applications which are incomplete or do not contain all necessary financial information. Sample of Financial information required.”
- Section 4.3 - added "Council shall review applications received during the annual application period and determine amount, if any, to be awarded."
- Section 5.3 - added "under 5.1 above"
- Section 5.4 - added "Late applications will be eligible for 50% of the average grant awarded in the same category (excluding marquee projects or events) during the annual application period."
- Section 5.5 - added "An applicant, with the exception of sports teams, can only qualify for an award under Late Applications once."
- Section 5.6 - added "that do not qualify for 5.1 above," and "and applicants do not need to re-apply unless details of the application change."
- Section 6.2 – removed “if there is a surplus of funds or cost is less than original estimates, Council may review and revise amount of grant.”
- Part 7 - changed from "Principles" to "Grant Types"
- Section 8.2 - added "Requests for sporting/cultural sponsorship of an individual will be addressed through the Sponsorship of Youth and Elite Athletes Policy"
- Section 8.3 – rephrased to state “Grants shall be restricted to organizations, group and associations who are providing a service to residents of the Municipality of the District of Yarmouth.”
- Section 8.10 - rephrased to "Grant applications will be reviewed under the following criteria:"