



**AGENDA**  
**FINANCE AND AUDIT COMMITTEE MEETING**

Wednesday, July 17, 2024

9:00 AM - 12:00 PM

SHAW AUDITORIUM, VANCOUVER ISLAND CONFERENCE CENTRE  
80 COMMERCIAL STREET, NANAIMO, BC

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**Pages**

**1. CALL THE MEETING TO ORDER:**

[Note: This meeting will be live streamed and video recorded for the public.]

**2. INTRODUCTION OF LATE ITEMS:**

**3. ADOPTION OF AGENDA:**

**4. ADOPTION OF MINUTES:**

a. Minutes

4 - 14

Minutes of the Finance and Audit Committee Meeting held in the Shaw Auditorium, Vancouver Island Conference Centre, 80 Commercial Street, Nanaimo, BC, on Wednesday, 2024-JUN-19, at 9:00 a.m.

**5. PRESENTATIONS:**

a. Chuck Loewen, General Manager, Vancouver Island Conference Centre re: Vancouver Island Conference Centre Financial Update

15 - 26

**6. DELEGATIONS:**

**7. REPORTS:**

a. Nanaimo Curling Club Chiller Failure

27 - 29

To be introduced by Richard Harding, General Manager, Community Services/Deputy CAO.

*Purpose: To request funding for emergency repair of the Nanaimo Curling Club Chiller, as well as provide an update on the overall condition of the Curling Club.*

Recommendation: That the Finance & Audit Committee recommend that

Council provide a grant of \$67,950 to the Nanaimo Curling Club towards the purchase of a refurbished plate and frame chiller funded from the Strategic Infrastructure Reserve Fund.

b. 2025 55+ BC Games Advance of Funds

30 - 40

To be introduced by Richard Harding, General Manager, Community Services/Deputy CAO.

*Purpose: To request the advance of the funds committed to the 2025 55+ BC Games from 2025 to 2024.*

Recommendation: That the Finance and Audit Committee recommend that Council direct Staff to amend the 2024 – 2028 Financial Plan to accelerate \$16,000 of the \$60,000 budgeted for the 55+ BC Summer Games from 2025 to 2024.

c. 2024 Cultural and Special Events Grant Funding Reallocation

41 - 86

To be introduced by Richard Harding, General Manager, Community Services/Deputy CAO.

*Purpose: To ask the Finance and Audit Committee to recommend that Council approve the reallocation of declined 2024 Culture & Events Downtown Event Revitalization Funds.*

Recommendation: That the Finance & Audit Committee recommend that Council:

a) Approve reallocation of declined 2024 Culture & Event Downtown Event Revitalization Funds as follows:

Applicant Name: Downtown Nanaimo Business Association

Event: Winterfest

Recommended: \$1,100

Applicant Name: Nanaimo International Jazz Festival Association

Event: Jazz Festival 2024

Recommended: \$1,100

d. Heritage Home Grant Application - 167 Irwin Street

87 - 93

To be introduced by Jeremy Holm, Director, Planning and Development.

*Purpose: To obtain Council approval for a Heritage Home Grant for the Land "Fernville" Residence located at 167 Irwin Street.*

Recommendation: That the Finance and Audit Committee recommend that Council approve a \$793.75 Heritage Home Grant to repaint a portion of the exterior of the Land "Fernville" Residence at 167 Irwin Street.

e. Regional District of Nanaimo Wellington Pump Station Cost Share Project

94 - 97

To be introduced by Bill Sims, General Manager, Engineering and Public Works.

*Purpose: To present the Finance and Audit Committee with an opportunity to undertake sewer main replacements in collaboration with the Regional District of Nanaimo's Wellington Pump Station Upgrades project.*

Recommendation: That the Finance & Audit Committee recommend that Council enter into a cost share agreement with the Regional District of Nanaimo to complete a sewer main replacement in conjunction with the Wellington Pump Station Upgrades project and add a project to 2024 for \$400,000 for the work, funded from the Sewer Operating Reserve.

f. Quarterly Budget Transfer Report

98 - 99

To be introduced by Laura Mercer, General Manager, Corporate Services.

*Purpose: To advise the Finance and Audit Committee of any budget transfers requiring disclosure for the period 2024-JAN-01 to 2024-JUN-30.*

8. **OTHER BUSINESS:**

9. **QUESTION PERIOD:**

10. **ADJOURNMENT:**



## **MINUTES**

### **FINANCE AND AUDIT COMMITTEE MEETING**

Wednesday, June 19, 2024, 9:00 A.M.  
SHAW AUDITORIUM, VANCOUVER ISLAND CONFERENCE CENTRE  
80 COMMERCIAL STREET, NANAIMO, BC

Members: Mayor L. Krog, Chair  
Councillor T. Brown\*  
Councillor H. Eastmure  
Councillor B. Geselbracht  
Councillor E. Hemmens  
Councillor P. Manly  
Councillor J. Perrino  
Councillor I. Thorpe

Absent: Councillor S. Armstrong

Staff: D. Lindsay, Chief Administrative Officer  
R. Harding, General Manager, Community Services/Deputy CAO  
L. Mercer, General Manager, Corporate Services  
W. Fulla, Director, Finance  
S. Gurrie, Director, Legislative Services  
J. Holm, Director, Planning and Development  
D. Osborne, Director, Recreation and Culture  
P. Rosen, Director, Engineering  
K. Robertson, Deputy Corporate Officer  
J. McAskill, Manager, Facility Asset Planning  
T. Pan, Manager, Sustainability  
J. Slater, Manager, Financial Services and Special Projects  
D. Stewart, Environmental Planner  
J. Tonella, Recording Secretary

\*Denotes electronic meeting participation as authorized by "Council Procedure Bylaw 2018 No. 7272"



**1. CALL THE MEETING TO ORDER:**

The Finance and Audit Committee Meeting was called to order at 9:00 a.m.

**2. ADOPTION OF AGENDA:**

It was moved and seconded that the Agenda be adopted. The motion carried unanimously.

**3. ADOPTION OF MINUTES:**

It was moved and seconded that the Minutes of the Finance and Audit Committee Meeting held in the Shaw Auditorium, Vancouver Island Conference Centre, 80 Commercial Street, Nanaimo, BC, on Wednesday, 2024-MAY-15, at 9:00 a.m. be adopted as circulated. The motion carried unanimously.

**4. PRESENTATIONS:**

a. 2025-2029 Financial Plan Development

Laura Mercer, General Manager, Corporate Services, introduced the project plan overview for 2025-2029.

Wendy Fulla, Director, Finance, continued the presentation. Highlights included:

- The 2025-2029 Provisional Financial Plan bylaw will be brought forward for first three readings by the end the of December 2024
- The projected user fee increases include 4.0% for sewer, 5.0% for water, and 3.1% for sanitation
- The 10-year property tax average from 2015-2024 is 3.8%
- The RCMP contract for 2025 is currently budgeted at 95% of the contract amount; however, the 2025 draft budget will include options to adjust the percentage based on current vacancy rates
- Anticipating an additional property tax increase of 0.8%
- The current financial plan has \$230.2 million in projects scheduled from 2025 to 2028
- The majority of project funding comes from reserves, and it counts for \$185 million or 80.4% of the \$230.2 million in funding
- In 2023, the base funding for projects was set at \$8 million and the 20-year investment plan and recommendations are based on an annual 5% increase to address inflation and growth in City infrastructure
- Project planning constraints include Staff capacity, available contractors, and supply chain challenges

- Larger capital projects not in the project plan include the Nanaimo Operations Center (NOC), the Police Operations Building, the Waterfront Walkway, and the South End Community Centre
- As of 2023-DEC-31, the City had \$38.2 million in outstanding external debt and \$5.6 million in internal debt
- The annual debt servicing limit is projected to be \$61.8 million for principal and interest payments, which is 12.3% of the current liability servicing limit
- The 2025 property tax increase target is 7.2% as per the approved 2024-2028 Financial Plan
- The RCMP contract budget numbers will put upwards pressure on the 7.2% increase

Committee and Staff discussion took place. Highlights included:

- For 2024, the City is budgeting for 92% of the RCMP contract and 95% for 2025
- A cost increase of 0.8% or \$1.1 million is anticipated for the RCMP contract in 2025
- Suggestion to provide a 2025 budget quick facts sheet with comparisons to other communities facing similar growth and aging infrastructure
- The impact major capital projects would have on the budget

## 5. DELEGATIONS:

### 1. Tom Weinreich re: Funding for the Nanaimo Curling Club

Tom Weinreich, President, Nanaimo Curling Club, spoke regarding funding for the Nanaimo Curling Club's chiller. He noted that the building is 56 years old, and the chiller is only 13 years old. The installation of a new chiller is over \$235,600, so funding will be needed if the existing chiller cannot be repaired.

Committee and Staff discussion took place. Highlights included:

- Plans for the facility to be used to host the curling portion of the upcoming British Columbia 55+ Games
- The chiller tubes corroded and there is risk of ammonia from the brine solution getting in the water
- To date the Nanaimo Curling Club has come up with \$88,500 to replace the chiller and they are requesting a grant from the City to assist with the balance

- Funding options through the Growing Communities Fund or the Strategic Infrastructure Reserve

It was moved and seconded that the Finance and Audit Committee recommend that Council direct Staff to prepare a report on the conditions of the Nanaimo Curling Club and options for assisting the Club with securing an operational chiller. The motion carried unanimously.

**6. REPORTS:**

a. Nanaimo Aquatic Centre Roof Renewal Funding

Poul Rosen, Director, Engineering, noted that the project work was tendered, and although costs were considerably higher than the budget amount, Staff believe that it is the realistic value of the budget allocation for the Nanaimo Aquatic Centre (NAC).

Committee and Staff discussion took place. Highlights included:

- Costs would not diminish by temporarily patching the roof
- Rebudgeting the project would put pressure on other projects that were pushed back in the 2025-2029 Project Plan

It was moved and seconded that the Finance & Audit Committee recommend that Council approve an increase to the 2024 project budget for the Nanaimo Aquatic Centre: Rear Mechanical Parapet Wall project from \$83,600 to \$393,600 funded by the Facility Development Reserve Fund. The motion carried unanimously.

b. Warming Centre Services and Supports Update

Introduced by Dave Laberge, Director, Public Safety.

Christy Wood, Manager, Social Planning, and Evan Lloyd, Manager, Emergency Program, provided an update on Warming Centre Services and Supports. Highlights included:

- Last winter, the City entered into three service agreements to support daytime warming centers
- 138 spaces were available at one time between the three centers; however, report logs show they serviced an average of 199 daily visits
- The City spent \$474,094 to fund the three warming centers, and \$250,000 in additional funding from Island Health was used to expand or enhance services

- The City accessed Ministry of Emergency Management and Climate and Readiness (EMCR) funds between 2024-JAN-11 to 2024-JAN-17
- The City contracted Risebridge Society to provide warming center services from 2023-NOV-14 to 2024-MAR-31 at 520 Prideaux Street and supported 59 individuals daily
- Risebridge staff reported that they were operating near capacity causing safety and security challenges
- Community Safety Officers (CSOs) increased patrols in the neighbourhood and the Nanaimo Community Action Team (CAT) Peer Support Team provided staffing supports to Risebridge
- The City received emails, phone calls, and impact statements regarding the inability for Risebridge staff to engage with the neighbourhood, CSOs, or the Royal Canadian Mounted Police (RCMP) to try to mitigate neighbourhood impacts
- Risebridge was temporarily contracted by BC Housing to provide 24 temporary overnight shelters between 2024-FEB-26 and 2024-APR-30
- The City entered a contract with the 7-10 Club Society from 2024-JAN-07 to 2024-MAR-31 at 5 Victoria Road where they supported an average of 107 individuals daily
- One of the Good Neighbourhood Commitments requires service providers to inform residents within 100 metres of the warming center
- The 7-10 Club Society worked with the RCMP and CSOs to mitigate impacts regarding the placement of the warming centre
- The City contracted Island Crisis Care Society (ICCS) between 2024-JAN-02 to 2024-MAR-31 at 2025 Bowen Road where they supported an average of 33 individuals daily
- City staff received emails and phone calls reporting social disorder in the area and an increased presence of homelessness
- The Unitarian Shelter provided services for an extreme cold weather daytime warming centre
- 80% of the city's unsheltered population does not have access to any kind of daytime or overnight shelter, meals, or support services
- After warming shelters closed, RCMP and CSOs had trouble moving unsheltered people without there being other programs or services for them to go to
- It is important for the City to commit to funding early in the year to provide sufficient time to identify the suitable operator locations

- Nanaimo receives federal Reaching Home Designated Funding and is anticipated to receive over \$1 million for the 2025-2026 funding cycle
- The City has \$184,257 in remaining funding from this past's winter season and \$500,000 of the 2024 surplus that was allocated to the Special Initiatives Reserve to help support services to the unhoused in 2024

Committee and Staff discussion took place. Highlights included:

- The 7-10 Club Society and ICCS had fairly successful community engagement, whereas Risebridge had a contentious relationship with the neighbourhood
- Suggestion to increase the notification distance from 100 metres to 500 metres
- Importance of not having drop-in facilities at supportive housing units as those facilities are only there to support the residents
- Need for collaboration between operators, CSOs, RCMP, and other service providers to mitigate impacts on neighbourhoods

The Finance and Audit Committee meeting recessed at 10:36 a.m.

The Finance and Audit Committee Meeting reconvened at 10:48 a.m.

Committee and Staff discussion continued. Highlights included:

- Extreme heat events affect both the unsheltered and elderly populations
- There are maps and sites identified for daytime facilities available for people to get out of the heat during the daytime
- For extreme heat of 29 degrees Celsius and above, and overnight temperatures not falling below 16 degrees Celsius, the City can access Emergency Management and Climate Readiness (EMCR) funds
- Last year, the City had access to the Strengthening Communities Fund; however, the City does not have access this year and will be relying on EMCR funds
- Importance of having set locations and standards for daytime shelters
- Discussion regarding the impact shelters had on residential communities

It was moved and seconded that the Finance and Audit Committee recommend that Council:

1. allocate \$400,000 from the Special Initiative Reserve and reallocate the remaining 2023/2024 winter season funding to match funds provided by the Reaching Home Community Advisory Board to support up to two year-round drop-in hubs that can also serve as warming and cooling centre services for the City of Nanaimo's extreme weather response starting in the 2024 winter season; and,
2. direct Staff to provide Council with an evaluation of the drop-in hub service as part of the City's extreme weather response for future funding consideration in summer 2025.

The motion carried unanimously.

c. Home Energy Retrofit Financing Program

Jeremy Holm, Director, Planning and Development, noted that this presentation is following a report received on 2024-APR-22 that outlined feasibility of a potential financing retrofit program.

Ting Pan, Manager, Sustainability, and Dave Stewart, Environmental Planner, made a verbal presentation. Highlights included:

- Staff are proposing a home energy retrofit financing pilot program that would offer zero-interest loans of up to \$15,000 to homeowners for energy retrofits
- Homeowners would be required to pay back the loan over a 10-year period through their property taxes
- Overall program objectives are to reduce community greenhouse gas emissions (GHG) from low density residential buildings, improve equity, access, and affordability, and prepare residents for a changing climate
- There is a broad range of retrofits to help achieve those objectives
- Loan requests will be evaluated on an established criteria and the high scoring applications will be prioritized
- The goal is to target middle income households
- Municipal Property Assessed Clean Energy (PACE) funding could address a number of key barriers and market gaps
- Risk of loan default with PACE funding is extremely low as they are tied to the property and paid back through property taxation

- Staff intend to select a third-party administrator to help ease the administrative burden
- The City can apply for up to \$500,000 in grant money from the Federation of Canadian Municipalities (FCM) and primary capital funding would be provided through this grant
- The City's contribution includes funding already allocated to the relevant project and programs, anticipated Staff in-kind hours, and including \$200,000 from the Climate Action Reserve Fund, \$50,000 off which will continue to support the Home Energy Navigator Program in 2025
- As the requested funds are coming from the Climate Action Reserve Fund, there should be no contribution to the proposed tax increases
- If successful, the program could launch in Quarter Two of 2025

Committee and Staff discussion took place. Highlights included:

- Staff are seeking approximately \$900,000 for the entire project
- If unsuccessful receiving the grant from FCM, the program could not proceed and Staff would have to look at other options
- Assessing the impacts of this program
- Staff are working on a direct lending financing model to be integrated into the program if viable

It was moved and seconded that the Finance and Audit Committee recommend that Council direct Staff to:

1. apply to the Federation of Canadian Municipalities (FCM) Community Energy Efficiency Financing (CEF) program for pilot funding to support a Property Assessed Clean Energy (PACE) style home energy financing program and if successful, launch a PACE style home energy financing program for Nanaimo residents; and,
2. allocate up to \$200,000 from the Climate Action Reserve Fund to support a home energy retrofit financing program.

The motion carried unanimously.

d. Other Grant Application - Tourism Association of Vancouver Island

Introduced by Laura Mercer, General Manager, Corporate Services.

Jamie Slater, Manager, Financial Services and Special Projects, provided a verbal presentation. Highlights included:

- Tourism Association of Vancouver Island (TAVI) applied for a grant in the amount of \$5,000 to request an installation of a lift to the second-floor unit they occupy at 1934 Boxwood Road
- The lift would provide accessibility to those with mobility issues
- As TAVI is a non-profit organization, Staff ensured the lift wouldn't assist any other businesses that might operate out of that building
- Project meets the requirement of the project grant; however, there is only \$4,100 remaining in the Other Grant budget

Committee and Staff discussion took place. Highlights included:

- TAVI is separate from Tourism Nanaimo and operates out of a separate location
- The City has \$7,000 annually in the Other Grants program and there is \$4,100 remaining for 2024
- Discussion regarding the layout of the building

It was moved and seconded that the "Other Grant" in the amount of \$4,100 to the Tourism Association of Vancouver Island to assist in the purchase of a lift to their second-floor unit at 1934 Boxwood Road, with funding being contingent on the installation of the lift being successfully completed.

It was moved and seconded that consideration of the motion be deferred to the next Finance and Audit Committee Meeting until Staff can come back with more information on Tourism Association of Vancouver Island (TAVI) and the building at 1934 Boxwood Road.

The motion to defer was defeated.

Opposed: Mayor Krog, Councillors Brown, Eastmure, and Geselbracht

The vote was then taken on the motion.

The motion was defeated.

Opposed: Mayor Krog, Councillors Brown, Eastmure, Geselbracht, Hemmens, Manly, Perrino, and Thorpe

e. Permissive Tax Exemption Policy and Security Checks and Other Grants Policy Updates

Jamie Slater, Manager, Financial Services and Special Projects, gave a verbal presentation. Highlights included:



- The current Permissive Tax Exemption (PTE) Policy contains references to the Grants Advisory Committee and the terms of reference for that committee
- The current policy does not have any provisions to address non-market housing applications
- Highlights of the changes of the proposed PTE policy includes a legacy exemption for existing properties that are already on the PTE policy
- The policy also supports exemptions for temporary housing being provided on a year-round basis and exemptions for supportive housing that are either free of charge or heavily subsidized
- The policy does not include permissive tax exemptions for non-market housing or affordable housing; however, BC Assessment provides assessment reduction on properties that are willing to enter into housing agreements, put covenants on title, and provide evidence of long-term financial and profit restrictions
- The cash grant section of the PTE bylaw has been removed
- The “Travel Assistance Grants” were removed from the grants policy and guidelines document and will be moved to a Parks and Recreation and Culture policy document
- Proposing two intake periods for the Other Grants Program to allow for applications to be evaluated against each other
- Current application process is based on a first come, first served basis
- The “Heritage and Revitalization” exemptions have been removed from the policy as they are already covered in legislation through the *Community Charter*

It was moved and seconded that the Finance and Audit Committee recommend that Council:

1. Approve the Permissive Tax Exemption Administrative Policy as outlined in the Staff report titled "Permissive Tax Exemption Policy and Security Checks and Other Grants Policy Updates" dated 2024-JUN-19;
2. Approve the Security Checks and Other Grants Administrative Policy as outlined in the Staff report titled "Permissive Tax Exemption Policy and Security Checks and Other Grants Policy Updates" dated 2024-JUN-19; and
3. Repeal the Council ‘Grants Policy and Guidelines’ Policy COU-185.

The motion carried unanimously.

**7. NOTICE OF MOTION:**

Councillor Geselbracht Notice of Motion re: Update of Current Investment Policy

Councillor Geselbracht advised that he would be bringing forward the following motion for consideration at a future Council Meeting:

“That Staff provide a report with options to update the current investment policy to include a percentage of the City’s portfolio be in socially responsible (ESG) and low GHG investments. Report to provide;

- i) Budgetary considerations for socially responsible investments at 10%, 30%, 50%, 75%, 100% of total city portfolio
- ii) Updated background on fossil fuel divestment and responsible investing with updated numbers from the October 2021 staff report and brief summary of practices of other local governments leading in responsible investment.”

**8. QUESTION PERIOD:**

The Committee received no questions from the public regarding agenda items.

**9. ADJOURNMENT:**

It was moved and seconded at 11:45 a.m. that the meeting adjourn. The motion carried unanimously.

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CHAIR

CERTIFIED CORRECT:

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DEPUTY CORPORATE OFFICER



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CITY OF NANAIMO  
THE GASTRO CITY

## VICC Background

- The Vancouver Island Conference Centre (VICC) is a 38,000 sq. ft. conference facility owned by the City of Nanaimo and managed through a venue management agreement with a third-party operator, Oak View Group (OVG360).
- Built as part of the New Nanaimo Centre Project. A major downtown revitalization project which included:
  - A new conference centre
  - Public parking facility
  - Museum
  - Public auditorium
  - Retail space
  - A Marriott hotel
  - The City invested \$74 Million into the project





*Vancouver Island Conference Centre*

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CITY OF NANAIMO  
THE GASTRO CITY

## VICC Role In A Destination

### VICC Purpose

- Create positive economic impact
- Stimulate growth for the City
- Provide for the cultural enrichment of the community

Economic Impact

Conference Centre

### Symbiotic Relationships in Destination

- Conference Centre
- Hotels
- Tourism Activities
- Economic Impact Created
- Social Benefits & Cultural Enrichment.



Economic Impact

Conference Centre

Hotels



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CITY OF NANAIMO  
THE GASTRO CITY

## VICC Management & Overview

3<sup>rd</sup> Party Management:  
Oak View Group (OVG360)

Outsourced Departments:

Food & Beverage	Compass – Levy Canada	
Audio Visual & Trade Show	SW Event\Technology	 Event\Technology

Competitive Challenges:

- Destination Sales & Marketing
- Hotel Room Density & Room Block to Space Ratio
- CVB Incentive Funding

Key Income Sources:

- Space Rental, F&B Commissions, AV Commissions

 VANCOUVER ISLAND  
CONFERENCE CENTRE

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CITY OF NANAIMO  
THE GASTRO CITY

## Key Pieces To Success: (1) *Creation of Tourism Nanaimo Society*

- 2021 Tourism Working Group was formed to develop and recommend a new Governance and Delivery Model as Nanaimo's DMO.
- MOU was developed between the VICC, Tourism Nanaimo and the NHA to work collaboratively in bringing more and larger conventions and events to Nanaimo.
- **Prior to 2023, Tourism Nanaimo and NHA had little or no involvement in Business Tourism and M.I.C.E.**
- May 2022 the recommendation was approved by Council and in July 2023 the MOU was also approved and signed off.

 VANCOUVER ISLAND  
CONFERENCE CENTRE

Vancouver Island Conference Centre

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CITY OF NANAIMO  
THE QUALITY OF LIFE

### Key Pieces To Success: (2) Business Tourism Collaboration

- **OVG360 worked collaboratively with Tourism Nanaimo in the preceding 15 months of MOU being signed.**
- Joint Trade Missions to Ontario, Alberta and BC in 2022, through 2023 and Spring 2024. To continue through 2024 and into 2025.
- Joint Advertising and Marketing Programs
- VICC assisted TN with Marketing and Advertising for destination exposure and mutual benefit.
- C-Vent upgrade installed by Tourism Nanaimo and with VICC, collaboration on RFPs received from event planners.
- **The VICC's Strategic Plan dovetails with Tourism Nanaimo Strategic Plan**

Vancouver Island Conference Centre

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CITY OF NANAIMO  
THE QUALITY OF LIFE

### Key Pieces To Success: (3) Downtown Accommodations

- New Courtyard by Marriott, with 172 additional rooms directly adjacent to the VICC opened March 2023.
- **VICC Sales began working with the new hotel on room blocks in late 2021.**
- A new Quality Inn Hotel with 48 rooms opened in 2021.
- Coast Bastion completes 179 room renovation and unveils them in June 2024.
- Downtown core now has almost 500 rooms within a 5-minute walk.
- Enhances our ability to attract more and larger events.
- Instrumental in our ability to market Nanaimo as a destination for Business Tourism collaboratively with Tourism.
- **Significant in developing and projecting revenues for 2024 and beyond and shifting our Selling Focus.**

**COURTYARD®**  
BY MARRIOTT

Vancouver Island Conference Centre

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## Key Pieces To Success: (4) Event Type & Mix Strategy

- **Shift to more profitable events.**
- Change Selling Focus more towards “Conferences” versus “Meetings”.
- “Meetings” are generally:
  - Single Day;
  - Not Overnight;
  - Often Without Food & Beverage;
  - Minimal or Basic Audio-Visual;
  - Multiple Daily Flips and Setups.
  - Local/Regional Attendees
  - Basic Economic Impact.



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## Key Pieces To Success: (4) Event Type & Mix Strategy cont'd

- “Conferences” are generally:
  - Multi-Day;
  - Overnight;
  - Full F&B;
  - Full Bar Service;
  - Full AV;
  - Full Set Ups With Stages & Dance Floors;
  - Complete VICC Rental With Break Out Rooms;
  - Trade Show Incorporated With Booth Set Up and Rental;
  - Pre/Post Conference Activities.
  - Regional/Provincial/National Attendees (some International)
  - **Most Profitable and Greatest Economic Impact**



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THE GASTRO CITY

## VICC Event Mix

EVENT MIX FOR THE PAST 5 YEARS						
	2019 ACT	2020 ACT	2021 ACT	2022 ACT	2023 ACT	2024 OUTLOOK
Meetings	337	127	95	159	176	180
Conference	19	5	2	19	36	39
Trade Show	1	0	0	2	3	3
Consumer Show	3	1	0	2	7	8
Banquets	63	7	9	46	35	43
Special Events	0	0	0	14	13	13
Religious Events	0	0	0	2	0	0
City Events	55	64	65	58	67	60
Other Events	41	6	13	95	22	48
Community Events	0	0	0	0	67	48

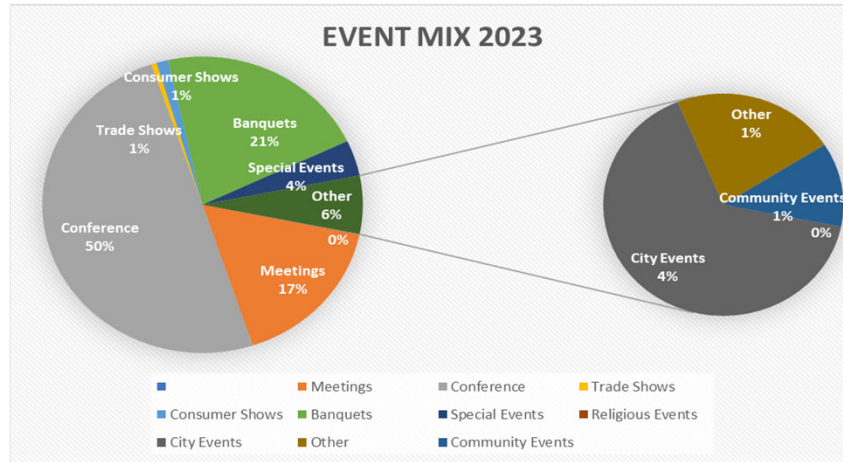
VANCOUVER ISLAND  
CONFERENCE CENTRE

*Vancouver Island Conference Centre*

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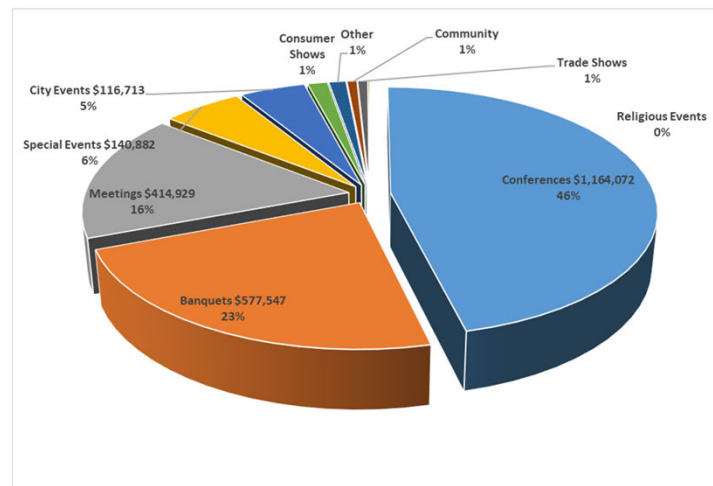
## VICC Event Mix Revenue 2023 YE



Vancouver Island Conference Centre

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## VICC Event Mix Revenue 2024 BUDGET



Vancouver Island Conference Centre

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### VICC 2023 FINANCIAL RESULTS

	2023 Budget	2023 Projection	2023 Actual
<b>EVENT REVENUE</b>			
Gross Building Rent	\$756,363	\$920,756	\$1,057,637
Catering Sales	\$1,172,834	\$1,487,127	\$1,740,244
Concessions Sales	\$106,610	\$116,322	\$99,036
<b>GROSS EVENT REVENUE</b>	<b>\$2,035,808</b>	<b>\$2,524,205</b>	<b>\$2,896,917</b>
<b>OTHER REVENUE</b>			
<b>GROSS OTHER REVENUE</b>	<b>\$52,000</b>	<b>\$59,216</b>	<b>\$75,026</b>
<b>TOTAL GROSS REVENUE</b>	<b>\$2,087,808</b>	<b>\$2,583,421</b>	<b>\$2,971,943</b>
<b>EVENT EXPENSES</b>			
Building Direct Event Expenses	\$314,152	\$415,427	\$456,987
Catering COS	\$928,960	\$1,177,243	\$1,378,411
Concessions COS	\$88,801	\$96,248	\$81,214
<b>TOTAL EVENT EXPENSES</b>	<b>\$1,331,914</b>	<b>\$1,688,918</b>	<b>\$1,916,612</b>
<b>TOTAL INDIRECT DEPARTMENTAL EXPENSES</b>	<b>\$1,825,895</b>	<b>\$1,807,837</b>	<b>\$1,833,844</b>
<b>NET OPERATING REVENUE / (LOSS)</b>	<b>-\$1,070,000</b>	<b>-\$913,334</b>	<b>-\$778,513</b>

**Vancouver Island Conference Centre**

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## VICC Delegate Days & Economic Impact

	2022 ACT	2023 EST	2024 BUD	2025 PRJ	2026 PRJ	2027 PRJ	2028 PRJ
DELEGATE DAYS	17,488	19,000	20,500	22,400	23,800	25,200	25,520
ANNUAL ECONOMIC IMPACT	\$5,508,720	\$7,448,000	\$8,036,000	\$8,780,800	\$9,329,600	\$9,878,400	\$10,003,840
PARTICIPANT DAYS	53,119	57,500	62,000	68,000	72,000	76,500	77,500
ACCUMUATED ECONOMIC IMPACT	\$89,665,065	\$97,113,065	\$105,149,065	\$113,929,865	\$123,259,465	\$133,137,865	\$143,141,705

	2022 ACT	2023 ACT	2024 ACT YTD	2024 PRJ
DELEGATE DAYS	17,488	24,921	16,219	30,051
ANNUAL ECONOMIC IMPACT	\$5,508,720	\$9,769,032	\$6,357,848	\$11,779,992
PARTICIPANT DAYS	53,119	58,256	29,699	68,000
ACCUMUATED ECONOMIC IMPACT	\$89,665,065	\$99,434,097	\$105,791,945	\$111,214,089



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## 2023 Achievements

### COLLABORATION & INTEGRATION

- Tourism Nanaimo Society
- Nanaimo Hospitality Association
- Downtown & City Hotels
- Downtown Nanaimo Business Association
- Nanaimo Chamber of Commerce
- City Departments
- MOU Signing

### PRE-COVID BUSINESS TOURISM

- Conventions (38)
- Delegate Days (24,921)
- Economic Impact (\$9,769,000)



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CITY OF NANAIMO  
THE GASTRO CITY

## 2023 Achievements

EVENT MIX SHIFT

- More Multi Day Overnight Conventions
- Less Single Day Meetings
- Formalization of Community Rates
- Expansion of Community Events
- PRC Programming
- Indigenous Events
- Greater Use of Facility By Community

FINANCIAL SUCCESS

- Refund to the City (\$291,487)






Friends of Nanaimo  
Jazz Society



Fall 2023 Activity Guide

View your online  
Fall Activity Guide  
on Friday, August 11

Fall registration  
begins on  
Wednesday,  
August 16.

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CITY OF NANAIMO  
THE GASTRO CITY

## 2024 Considerations & Opportunities

Considerations

- Courtyard By Marriott
- HULLO Passenger Ferry VAN – NAN
- DMO Central Sales Office
- City Owned Facilities
- Downtown Revitalization TERMINAL/COMMERCIAL

Opportunities

- Marriott Corporate Selling VICC Events
- Partnerships With Snuneymuxw
- Increased Business Use & Marketing On Fast Ferry
- Dominant Trade Show Presence, Marketing & RFP Collaboration
- Partnership With PRC For Trade Shows and Conventions
- Increased Attraction To Nanaimo For Event Planners

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## VICC 2024 FINANCIAL RESULTS YTD



	2024 Bud YTD	2024 Act YTD	2024 Budget
<b>EVENT REVENUE</b>			
Gross Building Rent	\$403,621	\$526,161	\$950,111
Catering Sales	\$557,166	\$739,979	\$1,471,851
Concessions Sales	\$34,254	\$38,924	\$96,589
<b>GROSS EVENT REVENUE</b>	<b>\$995,041</b>	<b>\$1,305,064</b>	<b>\$2,518,551</b>
<b>OTHER REVENUE</b>			
<b>GROSS OTHER REVENUE</b>	<b>\$25,830</b>	<b>\$41,051</b>	<b>\$62,000</b>
<b>TOTAL GROSS REVENUE</b>	<b>\$1,020,871</b>	<b>\$1,346,115</b>	<b>\$2,580,551</b>
<b>EVENT EXPENSES</b>			
Building Direct Event Expenses	\$176,659	\$201,735	\$410,318
Catering COS	\$441,057	\$576,149	\$1,167,560
Concessions COS	\$28,193	\$31,768	\$79,269
<b>TOTAL EVENT EXPENSES</b>	<b>\$645,909</b>	<b>\$809,652</b>	<b>\$1,657,147</b>
<b>TOTAL INDIRECT DEPARTMENTAL EXPENSES</b>	<b>\$829,781</b>	<b>\$792,504</b>	<b>\$1,962,817</b>
<b>NET OPERATING REVENUE / (LOSS)</b>	<b>-\$454,819</b>	<b>-\$256,041</b>	<b>-\$1,039,413</b>



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## OVG360 Historic Operations



	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Actual
<b>EVENT REVENUE</b>							
Gross Building Rent	\$493,814	\$860,436	\$821,981	\$292,837	\$285,280	\$781,291	\$1,057,637
Catering Sales	\$764,213	\$1,340,096	\$1,330,207	\$315,636	\$125,882	\$994,446	\$1,740,244
Concessions Sales	\$104,451	\$132,862	\$173,425	\$19,033	\$18,284	\$89,621	\$99,036
<b>GROSS EVENT REVENUE</b>	<b>\$1,362,478</b>	<b>\$2,333,394</b>	<b>\$2,325,613</b>	<b>\$627,506</b>	<b>\$429,446</b>	<b>\$1,865,358</b>	<b>\$2,896,917</b>
<b>GROSS OTHER REVENUE</b>	<b>\$44,871</b>	<b>\$75,810</b>	<b>\$71,794</b>	<b>\$42,248</b>	<b>\$25,206</b>	<b>\$29,543</b>	<b>\$75,026</b>
<b>TOTAL GROSS REVENUE</b>	<b>\$1,407,349</b>	<b>\$2,409,204</b>	<b>\$2,397,407</b>	<b>\$669,754</b>	<b>\$454,652</b>	<b>\$1,894,901</b>	<b>\$2,971,943</b>
<b>TOTAL EVENT EXPENSES</b>	<b>\$898,398</b>	<b>\$1,595,710</b>	<b>\$1,621,163</b>	<b>\$495,049</b>	<b>\$277,486</b>	<b>\$1,175,212</b>	<b>\$1,916,612</b>
<b>TOTAL INDIRECT EXPENSES</b>	<b>\$1,405,409</b>	<b>\$1,645,665</b>	<b>\$1,570,280</b>	<b>\$1,174,150</b>	<b>\$1,076,371</b>	<b>\$1,523,314</b>	<b>\$1,833,844</b>
<b>NET INCOME / (LOSS)</b>	<b>-\$896,457</b>	<b>-\$832,171</b>	<b>-\$794,036</b>	<b>-\$999,445</b>	<b>-\$899,205</b>	<b>-\$803,625</b>	<b>-\$778,513</b>
<b>ANNUAL BUDGET</b>	<b>-\$1,030,876</b>	<b>-\$996,103</b>	<b>-\$990,125</b>	<b>-\$950,423</b>	<b>-\$1,053,362</b>	<b>-\$964,589</b>	<b>-\$1,070,000</b>
<b>OVG360 REFUND TO CITY</b>	<b>\$134,419</b>	<b>\$163,932</b>	<b>\$196,089</b>	<b>-\$49,022</b>	<b>\$154,157</b>	<b>\$160,964</b>	<b>\$291,487</b>
<b>ACCUMULATED REFUND</b>	<b>\$134,419</b>	<b>\$298,351</b>	<b>\$494,440</b>	<b>\$445,418</b>	<b>\$599,575</b>	<b>\$760,539</b>	<b>\$1,052,026</b>
<b>RETURN ON INVESTMENT E.I.</b>	<b>\$8,349,075</b>	<b>\$11,178,720</b>	<b>\$7,674,660</b>	<b>\$1,490,580</b>	<b>\$2,069,865</b>	<b>\$5,508,720</b>	<b>\$9,769,032</b>
<b>ACCUMULATED R.O.I / E.I.</b>	<b>\$8,349,075</b>	<b>\$19,527,795</b>	<b>\$27,202,455</b>	<b>\$28,693,035</b>	<b>\$30,762,900</b>	<b>\$36,271,620</b>	<b>\$46,040,652</b>



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DATE OF MEETING JULY 17, 2024

AUTHORED BY MIKE BRYSON, A/DIRECTOR, FACILITY & PARKS OPERATIONS

SUBJECT NANAIMO CURLING CLUB CHILLER FAILURE

## **OVERVIEW**

### **Purpose of Report**

To request funding for emergency repair of the Nanaimo Curling Club Chiller, as well as provide an update on the overall condition of the Curling Club.

### **Recommendation**

That the Finance & Audit Committee recommend that Council provide a grant of \$67,950 to the Nanaimo Curling Club towards the purchase of a refurbished plate and frame chiller funded from the Strategic Infrastructure Reserve Fund.

## **BACKGROUND**

The Nanaimo Curling Club (the Curling Club) operates under a Co-Management Agreement (the Agreement) with the City of Nanaimo. Through this Agreement, both parties are responsible for various portions of the facility's assets. The Curling Club was constructed in 1964 and the refrigeration plant is an ammonia system. There has recently been a catastrophic failure of a key component of the plant and its replacement has been addressed. The maintenance of the plant has been provided by a refrigeration company and inspected on a regular basis by Technical Safety.

At the 2024-JUN-19 Finance and Audit Committee meeting, the President of the Nanaimo Curling Club, Tom Weinreich, presented to Council and requested support to replace the broken chiller. Following the presentation, Council made the following motion:

*It was moved and seconded that the Finance and Audit Committee recommend that Council direct Staff to prepare a report on the conditions of the Nanaimo Curling Club and options for assisting the Club with securing an operational chiller. The motion carried unanimously.*

This report is in response to Council's motion.

## **DISCUSSION**

The Curling Club, with assistance from City staff, has explored several options for repair and replacement of the chiller. These include re-building the damaged portion of the existing unit, replacement of the entire system with a new chiller, or replacing with a refurbished unit.

The option that is the most feasible and fits within the timelines to allow the Curling Club to operate this season is to purchase a refurbished unit. The overall cost is \$128,000 and the Club is able to secure \$88,500, leaving the balance of \$67,950 of which the Club is requesting assistance from the City.

### **FINANCIAL CONSIDERATIONS**

The following is a breakdown of purchasing a refurbished plate and frame chiller.

Used TK Plate and Frame Chiller	\$128,000
New Gaskets	\$ 21,000
GST (5%)	\$ 7,450
<b>Total</b>	<b>\$156,450</b>
Club Debenture	\$ 88,500
Amount from the City	\$ 67,950

The Strategic Infrastructure Reserve Fund is Council's reserve to support strategic initiatives and capital projects and is the most appropriate funding source to provide grant funding. The revised 2024 projected closing balance of the reserve if the grant is approved is \$1,837,826 with a minimum balance requirement of \$345,300.

### **OVERALL FACILITY CONDITION**

Over the years, staff has made Council aware that the Curling Club is aging and will require some substantial upgrades over the next number of years. Three detailed assessments have been conducted on the facility including a total facility assessment in 2022 by RJC Engineering, a Seismic Project Identification Report (SPIR) by Herold Engineering in 2015, and a Geotechnical Report by Lewkowich Engineering Associates LTD in 2018.

From the overall condition assessment report, it was identified that several components of the Curling Club are at a critical state and should be addressed as soon as possible. The major ones would be the roof and the concrete slab. The roof is leaking and showing signs of deterioration to the point where replacement is the only viable option. The concrete slab shows signs of many surface cracks, has sunk in one corner, and there is currently at least one significant brine leak under the pad.

### **OPTIONS**

1. That the Finance & Audit Committee recommend that Council provide a grant of \$67,950 to the Nanaimo Curling Club towards the purchase of a refurbished plate and frame chiller funded from the Strategic Infrastructure Reserve Fund
  - The advantages of this option: This unit is readily available and can be installed in time for the upcoming curling season.
  - The disadvantages of this option: Being a used system there is always a risk that it could have premature failure.
  - Financial Implications: The 2024 – 2028 Financial Plan will be amended at a later date to reflect the grant contribution.



2. That the Finance & Audit Committee recommend that Council reject the option to purchase a refurbished system.
  - The advantages of this option: Encourages the Nanaimo Curling Club to seek out further options for a system upgrade
  - The disadvantages of this option: Likely delay of the start of the upcoming curling season or possibly cause the Curling Club to shut down for the season.
  - Financial Implications: The Curling Club may incur lost revenue and increased repair costs.
3. That the Finance & Audit Committee provide alternate direction to staff.

**SUMMARY POINTS**

- The chiller at the Nanaimo Curling Club is experiencing catastrophic failure and is in need of repair or replacement.
- After review, it has been determined that a refurbished replacement is the best option.
- The facility is over 56 years old and based on detailed assessment will require substantial upgrades in the near future, if it is to remain open.

**Submitted by:**

Mike Bryson  
A/Director Facility & Parks Operations

**Concurrence by:**

Wendy Fulla  
Director, Finance

Laura Mercer  
General Manager, Corporate Services

Richard Harding  
General Manager, Community Services and  
Deputy CAO

Dale Lindsay  
CAO

DATE OF MEETING July 17, 2024

AUTHORED BY DARCIE OSBORNE, DIRECTOR, RECREATION & CULTURE  
GRACE BELL, MANAGER, ARENAS

SUBJECT **2025 55+ BC GAMES ADVANCE OF FUNDS**

## **OVERVIEW**

### **Purpose of Report**

To request the advance of the funds committed to the 2025 55+ BC Games from 2025 to 2024.

### **Recommendation**

That the Finance and Audit Committee recommend that Council direct Staff to amend the 2024 – 2028 Financial Plan to accelerate \$16,000 of the \$60,000 budgeted for the 55+ BC Summer Games from 2025 to 2024.

## **BACKGROUND**

The Organizing Committee (the “Committee”) for the 2025 55+ BC Games (the “Games”) has completed the orientation process with the BC Seniors Games Society and planning for the Games has begun.

There are financial costs associated with this phase of planning such as monthly internet service at the Games headquarter, travel and accommodations for Committee members at the 2024 55+ Games in Salmon Arm, and basic office supplies. See Attachment ‘A’ for the “Budget - Travel, Accommodations and Other Expenses.”

At the 2022-APR-22 Meeting of the Finance and Audit Committee Council approved the following motion:

That Council support the City of Nanaimo’s bid to host the 2025 or 2026 55+ BC Games and that an expenditure of \$60,000 cash and \$55,000 in kind be committed if the games are awarded.

## **DISCUSSION**

To ensure that progress with the planning of the Games can continue in a timely manner, and to ensure a successful event, it is necessary for the Committee to be able to access funds for the remainder of 2024.

The BC Seniors Games Society provides \$110,000 worth of funding that is available to the organizing committee, \$10,000 of which is available in November of 2024, once proof of

incorporation has been provided. See Attachment 'B' for the "AFA Funding Summary – Nanaimo 2025 55+ BC Games" for a full list of available funding and associated timelines.

The Friends of the Games directorate (FOG) is responsible for securing sponsorship, cash and in-kind contributions for the Games. The timeline for developing the FOG Recognition Package is late 2024 / early 2025. See Attachment 'C' for the "Sponsorship Program Guidelines" for FOG. The majority of these contributions will not be available until 2025.

## **FINANCIAL CONSIDERATIONS**

The 2024 – 2028 Financial Plan has \$60,000 budgeted in 2025 for the 55+ BC Summer Games funded from the Special Initiatives Reserve Fund. Funding is available in the reserve to accelerate the required budget to 2024.

## **OPTIONS**

1. That the Finance and Audit Committee recommend that Council direct Staff to amend the 2024 – 2028 Financial Plan to accelerate \$16,000 of the \$60,000 budgeted to the 55+ BC Summer Games from 2025 to 2024.
  - The advantages of this option:
    - a. The Committee for the Games has access to funds required to equip themselves with basic headquarters' office needs while planning continues for the remainder of 2024.
    - b. The Committee has the funds to attend the 2024 Games in Salmon Arm to see each aspect of the Games in action.
    - c. The Committee would not need to rely solely on the "Friends of the Games" directorate, which is responsible for securing cash and in-kind sponsorship for the Games, for all 2024 needs.
    - d. Planning for the Games can continue as per the required timeline.
  - The disadvantages of this option:
    - a. That additional funds are needed from 2024 that were not originally budgeted for until 2025.
  - Financial Implications: The 2024 – 2028 Financial Plan will be amended at a later date for the change
2. That the Finance and Audit Committee recommend that Council not direct staff to amend the 2024 – 2028 Financial Plan to accelerate \$16,000 of the \$60,000 budgeted to the 55+ BC Summer Games from 2025 to 2024.
  - The advantages of this option:
    - a. That no additional funds are needed from 2024 that were not originally budgeted for until 2025.
  - The disadvantages of this option:
    - a. The Committee would need to rely solely on the "Friends of the Games" directorate, which is responsible for securing cash and in-kind sponsorship for the Games, for all 2024 needs.
  - Financial Implications: None
3. That Council provide alternate direction.

### **SUMMARY POINTS**

- The Organizing Committee for the 2025 55+ BC Games is in place.
- The Committee has completed the orientation process with the BC Seniors Games Society (BCSGS) and planning has begun.
- The Committee has costs associated with this phase of planning for the Games.
- The only current 2024 source of funding from the BC Seniors Games Society is \$10,000 in November 2024 once proof of incorporation has been provided.

### **ATTACHMENTS:**

**Attachment A:** Budget – Travel, Accommodations and Other Expenses

**Attachment B:** AFA Funding Summary

**Attachment C:** Sponsorship Program Guidelines (FOG) |

**Submitted by:**

Darcie Osborne  
Director, Recreation & Culture

Grace Bell  
Manager, Arenas |

**Concurrence by:**

Wendy Fulla  
Director, Finance

Laura Mercer  
General Manager, Corporate Services

Richard Harding  
General Manager Community Services and  
Deputy CAO

Dale Lindsay  
CAO |

# ATTACHMENT 'A'

## BUDGET - TRAVEL, ACCOMMODATIONS AND OTHER EXPENSES

Travel & Accomodations for 2024 Games						
Position	# of Nights	Hotel	Meal Per Diem	Ferry	Fuel	
President	5	\$759.00	\$350.00	\$220.20	\$560.00	
Vice President						
Director of Administration	2	\$303.60	\$140.00	\$238.90	\$560.00	
Director of Culture & Events	2	\$303.60	\$140.00			
Director of FOG	4	\$607.20	\$280.00	\$238.90	\$560.00	
Director of Medical Services	2	\$303.60	\$170.00	\$220.20	\$560.00	
Director of Promotions	4	\$607.20	\$280.00	\$238.90	\$560.00	
Director of Protocol	4	\$607.20	\$280.00			
Director of Sport	4	\$607.20	\$280.00	\$220.20	\$560.00	
Director of Tech Services	4	\$607.20	\$280.00	\$220.20	\$560.00	
Director of Transportation						
Director of Venue Operations	4	\$607.20	\$280.00	\$220.20	\$560.00	
Direcotor of Volunteer & Participant Services	4	\$607.20	\$280.00			
		\$5,161.20	\$2,410.00	\$1,597.50	\$3,920.00	\$13,088.70
Other Expenses						
Monthly internet service	\$160	Six months			\$960.00	
5G cellular modem/router for HQ					\$300.00	
Incorporation as a Society	Basic fee \$100	Name approval fee \$30			\$130.00	
Office supplies/furniture/equipment					\$1,500.00	\$2,590.00
<b>Total</b>						<b>\$15,678.70</b>

**ATTACHMENT 'B'**  
**AFA FUNDING SUMMARY**



# **AFA Funding Summary**

## **Nanaimo 2025 55+ BC Games**

### **September 9 - 13, 2025**

*Revised June 2024*

**OPERATIONAL REVENUE (GENERAL)**

\$110,000*	BC Seniors Games Society (see note 1)
\$5,000	BC Seniors Games Society legacy grant
\$105,000 (approximate)	Participant/supporter registration fees (see note 2)
\$45,000 (approximate)	Participant sport fees (see note 3)
\$60,000 (minimum)	Municipal funding support
\$55,000 (minimum)	Municipal support in-kind
TBD	Friends of the Games fundraising program

*Note 1 - \*subject to change based on provincial funding to the BC Seniors Games Society*

*Note 2 – fees are collected by BCSGS and forwarded to the host society, current fees designated are \$30/participant and \$20/supporter. Amount provided based on 3,300 participants and 100 supporters. Fees determined by BCSGS*

*Note 3 – fees are collected by BCSGS and full amount collected is designated to the host society. Amount varies depending on sport and number of participants. Fees determined by BCSGS*

<b>FUND DISTRIBUTION</b>	<b>TIMELINE</b>
\$10,000	After signing AFA (November)
\$30,000	90 days preceding the opening of the Games and after submission of a budget as approved by BCSGS (June)
\$55,000	60 days preceding the opening of the Games
\$50,000	Of collected registration fees 30 days preceding the opening of the Games
Remainder of collected registration fees and sport fees	Within 15 days of closing of the Games
\$10,000	Within 30 days of the closing of the Games and adherence to guidelines and protocols
\$10,000	Following receipt of the audited financial statements and satisfactory evidence the auditor has been paid for the services rendered and the receipt of the final report

<b>HOST SOCIETY REQUIREMENTS TO RECEIVE FUNDS</b>	<b>TIMELINE</b>
Proof of incorporation	Prior to signing of AFA
Submit monthly detailed reports showing actual monthly and cumulative revenue and expenses	Before the 10 <sup>th</sup> day of the following month
Submit a final detailed report, showing all revenue and expenses claimed for the Games and compared with the budget to be forwarded to auditor (appointed by BCSGS)	Before the end of the third month following the Games (December 31, 2023)
Acknowledgment of funding partners and provincial sponsors on all publications and signage at venues and other functions	During Games and pre-Games events
Comply with BCSGS policies, rules and guidelines	n/a
Ensure adequate insurance coverage for the office and contents and vehicles	n/a
Provide copies of all minutes of HS meetings	n/a

Cover any deductible insurance costs should a claim be made on behalf of the Host Society	n/a
Provide a written report on the Games	Within 6 months of conclusion of the Games
Provide an economic impact study outlining recommendations the BCSGS and future host societies	Within 6 months of conclusion of the Games
Enter into a signed contract with a merchandise supplier	By March 15, 2023
Submit a sales report supporting the sales of merchandise	Within 30 days of the closing of the Games
Permit an authorized representative of BCSGS to copy or audit any or all of the books of account and records	At any time or times during normal business hours (upon 24 hours notice



ATTACHMENT 'C'  
SPONSORSHIP PROGRAM GUIDELINES (FOG)

# ***Sponsorship Program Guidelines*** ***Friends of the Game (FOG)***

Revised Feb 2023

## **Friends of the Games Sponsorship Program Guidelines**

The FOG sponsorship program serves three purposes:

1. Provides local businesses the opportunity to become involved in the Games.
2. Reduces expenditures by offsetting budgeted items. This will result in an overall savings and will contribute, in part to the financial legacy following the Games.
3. Provide enhancements to the Games that otherwise may not be financially viable.

The FOG directorate is responsible for:

1. Developing a **FOG recognition package** (also called sponsorship opportunity) to determine the type and level of recognition for cash and in-kind contributions. The Directorate will work in cooperation with the Event Managers to ensure appropriate recognition according to the provincial sponsors and funding partners' contracts.
2. The FOG Directorate is responsible for developing a **FOG contribution form**, which will serve as an agreement between the host society and the FOG. Each FOG will be required to sign a form and include key contact information, details of the amount/type of contribution and the entitlements expected with each contribution. This information is required for the audit process at the conclusion of the Games; originals should be filed at the Games office. Logos should also be obtained once the agreements have been finalized.
3. The FOG Directorate is also responsible for developing a **FOG request form** to be sent out to each Director for tracking requests for budget items to potentially be covered by FOG. The FOG Directorate should liaise with the respective Directorates on how to access the contribution, donation or the equipment that is being loaned. The FOG Directorate should also update Directorates on the status of their requests and keep track of budget items successfully obtained through FOG contributions. Cut off dates to receive FOG requests should be established as well as a cut off date to recruit Friends of the Games prior to the production of printed materials. Late requests and recruitment can still occur but there are no guarantees they will receive all specified recognition.
4. **Provincial sponsor and funding partner signage** to appear at all Games venues. FOG listing signage boards can be placed at each venue at the discretion of the FOG directorate

A FOG contributor cannot be referred to as a 'sponsor or supplier' of the Games, however, FOG can be recognized in the following manner:

- ✓ "This sport/function/publication courtesy of (FOG)"
- ✓ "This sport/function brought to you by (FOG)"
- ✓ "Costs of printing covered by (FOG)"



The term 'official' may only be used when it is tied to the host society. Examples of use:

- ✓ Official provider of cars for the <name of community> 20XX 55+ BC Games
- ✓ Official printing supplier of the <name of community> 20XX 55+ BC Games

***FOG signage and logo usage guidelines:***

*FOG signage may be included at all venues and functions with the following parameters:*

- *Maximum of 3 different FOG signs may be placed at one venue*
- *Individual FOG may only have one sign at a venue, even if it is the only FOG that has contributed to the specific venue or function*
- *No FOG will be permitted to have a sign at every venue; however, if the HS believes a particular FOG's contribution warrants more than one sign at one venue, the exact number of venue signs can be determined in conjunction with the Event Managers*
- *The HS can make the decision who is responsible for creating the FOG signs; the FOG business or the HS*
- *The FOG Recognition Chair is responsible for producing, placing and retrieving all PS, FP and FOG signage at venues and functions*

The Event Managers must review all publications and printed materials with logos prior to being printed. The provincial sponsor and funding partner logo bar will receive primary location and FOG logos will receive secondary location. See table below for examples.

<b>Publication Example</b>	<b>PS/FP Exposure in Primary Location</b>	<b>FOG exposure in Secondary Location</b>
Games Event Guide	Logos on table of contents Logos on outside back cover Article with logos	Logos and/or ads throughout the remaining document FOG listing is permitted
Participant Accreditation Badges	Logos on front (as per BCSGS Entitlements sheet)	Not available
Volunteer & Guest Accreditation Badges	Logos on front (as per BCSGS Entitlements sheet)	Logos on back of the badge, however not available if lanyards are sold*
Host Society Games Poster (if part of Promotions plan)	Logos in prominent location	Logos separate from PS/FP logos*
All Host Society printed materials	Logos on front and back cover	Logos throughout the remaining document, inside front or back cover*

*\*refer to Appendix – Saleable Properties*

## **Friends of the Games Saleable Properties**

The following items are NOT permitted to be sold: Games Torch, Opening Ceremony, Host Society and BCSGS Reception, Passing of the Flag Ceremony, front of Accreditation badges, Games medals or the Games Event Guide.

<b>TIER</b>	<b>SALEABLE PROPERTIES</b>	<b>DESCRIPTION AND COMMENTS</b>	<b>DIRECTORATE LEAD</b>
Tier 1	Lanyards	Approximately: 3600 participant lanyards 1500 volunteer lanyards 300 guest lanyards	Volunteer & Participant Services
	Volunteer t-shirts	For all general volunteers (1400-2000) worn for 5 days of Games. Requires Board approval. One logo, no larger than 120 cm <sup>2</sup>	Board (Protocol)
	Key Volunteers and Host t-shirts (with option to be presenting sponsor at Key Volunteer Rally and logo on t-shirts)	For all Directors, Chairs and Host (Protocol) volunteers (200-220) worn for 5 days of Games. Option to combine with sponsorship of Key Volunteer Rally – an internal event to connect all Directors, Chairs and Liaisons, approximately 120 key volunteers.	Board (Protocol)
	Accreditation bags	Each participant and supporter receives and accreditation bag (approximately 3,500 – 4,000)	Volunteer & Participant Services
Tier 2	Torchlighting Ceremony and Reception	Presenting sponsorship of this pre-Games event intended to generate community awareness and volunteer recruitment	Culture & Events and Protocol

	Volunteer Appreciation Event	Presenting sponsorship of the appreciation event intended to recognize all community volunteers. Typically attended by half your volunteer workforce	Culture & Events
	Friday Night Participant Dance	Presenting sponsorship of this participant social event. Typically attended by 75% of total Games participants	Culture & Events
	Accreditation Centre	Presenting sponsorship of the Accreditation Centre. All Games participants and supporters will check into the Games at the Accreditation Centre.	Volunteer & Participant Services
Tier 3	Sport venue	Signage at an individual sport venue. Up to 3 different FOG signs per venue. Can only have 1 sign per FOG at a venue.	Sport
	Community Awareness Event	Presenting sponsorship of this pre-Games event intended to launch the public volunteer recruitment process	Protocol
	Courtesy Cars	Decal signage recognition on all courtesy care (approx.. 30-40 cars)	Transportation
	Marshalling Area	Presenting sponsorship of this staging area for the participant parade in for the Opening Ceremony	Culture & Events
	Host Stations	Presenting sponsorship of the Host Stations which are information tents set up at each sport venue and staffed by volunteer Hosts	Protocol

	Games Poster (if part of Promotions plan)	Logos on Host Society promotional poster used to profile the Games and recruit volunteers	Promotions
	Back of volunteer and guest accreditation badges	Logo recognition available on the back of the badge (not saleable if lanyards are sold)	Volunteer & Participant Services
Tier 4 all print materials	All print materials <i>Examples include: Volunteer Handbook, Communications Directory, Transportation Information Guide, Security Handbook, Medical Handbook, Host Binder)</i>	Opportunity to have logos on the inside front or back cover of various Games print materials. Up to 2 different Friends of the Games logos per print material. Discuss with the respective Directorate to ensure a handbook is being planned and produced.	Volunteer & Participant Services, Transportation, Tech Services, Venue Operations, Medical, Protocol
	Sporting equipment	Opportunity to offset costs for sporting equipment such as soccer balls, hockey pucks, badminton birdies, softballs, etc.	Sport

DATE OF MEETING | JULY 17, 2024 |

AUTHORED BY | JAIME-BRETT SINE, CULTURE COORDINATOR |

**SUBJECT                    2024 CULTURE & SPECIAL EVENTS GRANT FUNDING  
REALLOCATION**

## **OVERVIEW**

### **Purpose of Report**

To ask the Finance and Audit Committee to recommend that Council approve the reallocation of declined 2024 Culture & Events Downtown Event Revitalization Funds. |

### **Recommendation**

That the Finance & Audit Committee recommend that Council:

- a) Approve reallocation of declined 2024 Culture & Event Downtown Event Revitalization Funds as follows:
  - **Applicant Name:** Downtown Nanaimo Business Association
    - **Event:** Winterfest
    - **Recommended:** \$1,100
  - **Applicant Name:** Nanaimo International Jazz Festival Association
    - **Event:** Jazz Festival 2024
    - **Recommended:** \$1,100

## **BACKGROUND**

Three City of Nanaimo grant streams are administered through the Culture & Events section for a combined total budget of \$616,427 in 2024.

The Downtown Event Revitalization Fund (DERF) supports events that attract residents and visitors to downtown, enhance the vibrancy of downtown and stimulate business activity.

Groups are invited to apply for up to 35% of their overall event budget. Following Council's recent decision to allocate an additional \$100,000 to the Downtown Event Revitalization Fund, a total of \$250,000 is available for DERF grants in 2024.

## **DISCUSSION**

On 2024-JAN-15, Council approved Staff's 2024 Culture & Event DERF funds recommendations. On 2024-MAR-10, the Nanaimo Chapter of the Federation of Canadian Artists notified staff that they would be cancelling their Spring Fine Arts Show and declined the DERF grant awarded totalling \$2,200 for this event. As a result, Staff are responsible for reallocating \$2,200 of unused funds.

Staff reviewed DERF allocations and identified two events that would benefit from a reallocation of funds. The Nanaimo International Jazz Festival Association's Jazz Festival 2024 event, scheduled for September 2024, and the Downtown Nanaimo Business Association's Winterfest event scheduled for December 2024, were prioritized for this reallocation of funds as neither event was fully funded initially through this grant stream. A reallocation of funds will bring the amount awarded to these two organizations closer in alignment with what staff would have allocated during the initial grant review process, if sufficient funds would have been available. The dates of these events allow enough time for both to benefit from additional funding.

The Downtown Nanaimo Business Association's funding request for Winterfest (Attachment 'A') was \$26,250. Staff's initial allocation of funds to Winterfest totalled \$24,000. The Nanaimo International Jazz Festival Association's funding request for Jazz Festival 2024 (Attachment 'B') was \$30,000. Staff's initial allocation of funds to Jazz Festival 2024 totalled \$25,000. During the review process, both applications were deemed strong, aligning with the priorities of the DERF grant stream as events that will attract residents and visitors to the downtown, enhance the vibrancy of our community, and serve as a reflection of the positive impact these organizations and the associated events have on the broader community, thereby justifying the reallocation of these funds to these two events.

In addition to the above reallocation request, staff would also like to update the Finance and Audit Committee on a name change and event redirection for an organization that has received 2024 DERF funding. Nanaimo Ribfest Ltd. recently changed its name to Oceanside Ribfest Events Ltd. The applicant and organization remain Nanaimo-based. On 2024-MAY-08, the applicant notified Staff that they have re-envisioned their event for 2024 and would like to redirect funding awarded through the DERF grant stream towards a family fun event on 2024-SEP-01 at Maffeo Sutton Park. The one-day event will feature free family entertainment provided by local performers, food trucks, vendors, community service providers, educators and more. The organization noted the event would give them an opportunity to gain experience working with the volunteers, partners, vendors, and entertainers that they anticipate working with in Nanaimo's inaugural RibFest in 2025. The original allocation of funds to Nanaimo Ribfest Ltd. in 2024 through the DERF grant stream totaled \$8,000. Staff agree that the redirection of this event will benefit the community and are satisfied that the updated budget provided for the Family Fun Day event meets the requirements of the original allocation of funds and the DERF grant criteria. Staff has approved Oceanside Ribfest Events Ltd. to proceed with Family Fun Day at Maffeo Sutton Park.

## **FINANCIAL CONSIDERATIONS**

Funds for the Culture & Event grant streams addressed in this report have been earmarked in the 2024 financial plan.

## **OPTIONS**

1. That the Finance & Audit Committee recommend that Council approve the recommended reallocation of declined 2024 Culture & Event Downtown Event Revitalization Funds as follows:
  - **Applicant Name:** Downtown Nanaimo Business Association
    - **Event:** Winterfest
    - **Recommended:** \$1,100

- **Applicant Name:** Nanaimo International Jazz Festival Association
    - **Event:** Jazz Festival 2024
    - **Recommended:** \$1,100
  - The advantages of this option: Aligns with the goals of City Plan: Nanaimo Reimagined with strategic priorities related to a Healthy Nanaimo, an Empowered Nanaimo, and a Prosperous Nanaimo.
  - The disadvantages of this option: All of the Culture & Events 2024 funds available for reallocation will be fully committed.
  - Financial Implications: There is \$616,427 allocated for the three grant streams. There is \$2,200 of declined Downtown Event Revitalization funds to be reallocated.
2. That the Finance & Audit Committee recommend that Council provide alternate funding recommendations.
- The advantages of this option: Unknown.
  - The disadvantages of this option: Less opportunity to support the Downtown Nanaimo Business Association and the Nanaimo International Jazz Festival Association in producing quality events that serve the community.
  - Financial Implications: The \$2,200 of declined Downtown Event Revitalization funds would potentially be reallocated in a different way. |

### **SUMMARY POINTS**

- Each year three City of Nanaimo grant streams are administered through the Culture & Events section, providing opportunity for the City to invest in arts, culture, and downtown events by providing funding to eligible organizations.
- The Nanaimo Chapter of the Federation of Canadian Artists is cancelling their Spring Fine Arts Show and has declined the 2024 Downtown Event Revitalization Fund grant they were awarded, totalling \$2,200.
- Staff recommend reallocation of the declined 2024 Culture & Event Downtown Event Revitalization Funds to Downtown Nanaimo Business Association and Nanaimo International Jazz Festival Association for their respective events, Winterfest and Jazz Festival 2024.

### **ATTACHMENTS:**

**ATTACHMENT A:** Downtown Nanaimo Business Association Winterfest 2024 DERF Application

**ATTACHMENT B:** Nanaimo International Jazz Festival Association Jazz Festival 2024 DERF Application |

**Submitted by:**

Jaime-Brett Sine  
Culture Coordinator

**Concurrence by:**

Adrienne Mercer Breen  
Manager, Culture & Special Events

Darcie Osborne  
Director, Recreation & Culture

Richard Harding  
Gen. Mgr Community Services & Deputy CAO

Wendy Fulla  
Director, Finance

Laura Mercer  
General Manager, Corporate Services

Dale Lindsay  
CAO



**ATTACHMENT 'A'**  
**DOWNTOWN NANAIMO BUSINESS ASSOCIATION**  
**WINTERFEST 2024 DERF APPLICATION**



**City of Nanaimo Downtown Event Revitalization Fund Grant  
Guidelines & Application Form (2024)**

This is an application for the City of Nanaimo's Downtown Event Revitalization Funding Program.

Before completing this application form, refer to the eligibility criteria and guidelines.

**2023 Grant Application Deadline: October 10, 2023**

## Application Form

### Organization/Applicant Details

Legal Name of Applicant Downtown Nanaimo Business Association  
Address 101 Gordon Street Postal Code V9R 5J8  
City Nanaimo  
Phone Number 778-928-6614  
Contact Person\* Roberta Bowman Position Executive Director  
*\* Must be available to be contacted in December 2023*  
Phone 778-928-6614 Email info@downtownnanaimo.ca  
Website https://downtownnanaimo.ca/  
For how many years have you been holding this event/festival? 1

Is your organization a registered non-profit society? If so, please indicate your BC Society Registration No. S0073099 and the year of your incorporation 2020.

Is your society in good standing with the BC Registrar?

- ☒ Yes  
☐ No

### Grant Request Details

Grant Year 2024 Request Amount \$ 26,250 (max. 35% of total project budget for year)  
Total Project Budget for Year \$ 75,000

### Project Details

Please specify the type of project:

- ☒ **Event** (i.e. public events and community arts, culture, heritage and events that animate public space)  
☐ **Festival** (i.e. recurring or one-time culture and heritage festivals)

Project Title: Winterfest

Dates / Times of Event or Festival: December 1-16, 2024

**City of Nanaimo**  
**Culture & Events**  
**Downtown Event Revitalization Grant Fund 2024**

Location(s) Diana Krall Plaza / VICC / Downtown Commercial Street Merchants

Number of years initiative has been held in Nanaimo 3. New initiative: \_\_\_\_\_

Does your event require a street closure?

☐ Yes

☒ No

*Please note that approval of this grant application does not indicate approval of required permits. It is the responsibility of the applicant to ensure that all necessary permits have been obtained prior to your festival or event.*

**A1. Organization/Applicant Profile** (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt )

Provide a brief description of your organization or a description of your work as an individual organizer.

- If applicable, what is your mandate?
- Does your organization have paid staff or is it volunteer-run?
- Who are your board members and what are their roles?

Downtown Nanaimo Business Association was reborn in 2021 following efforts invested by volunteer groups interested in sustaining awareness and promoting downtown Nanaimo. The organization is responsible for representing the 250 downtown businesses on issues of government advocacy, community safety and security, marketing promotions, events, beautification and branding.

The organization has 2 part-time contractors responsible for Community Engagement and Marketing & Promotions. Volunteers assist in program development, event planning, and other areas of specialization. The organization is governed by a Board of Directors whose primary role is governance.

Board members include: Fred Jeffrey - Chair (Lucid), David McQuinn (Coast Bastion), Elyse Norgaard (Anthem Properties), Gemma Martin (Gabriel's Cafe), Koreen Ellis - Treasurer (Nanaimo Business Services) Brian McCarthy (White Sails Brewing), Non-voting: Bill Corsan (City of Nanaimo), Chuck Loewen (Tourism Nanaimo), Aohan Cui (Nanaimo Hospitality Association).

A1.2 List events that your group has hosted in the last five years

DNBA has presented Corner Concerts in 2021 and 2022, and Corner Concerts molded into Picnic in the Plaza 2023,. DNBA put on as well Winterfest 2021, Winterfest 2022 and Winterfest 2023.

Winterfest 2021 consisted of a Gingerbread Village where Santa welcomed families and children could do arts and crafts and write a letter to Santa as well. We also held Corner Concerts during this time as well and had Storytelling and a puppet show performing as well.

Winterfest 2022 consisted of 4 weekends of Santa welcoming families, arts and crafts and storytelling and puppet shows.

Winterfest 2023 will be more of a multi-week late night shopping with ambiance of carolers, chestnut roasters, free hot chocolate and apple cider, a beer garden with picnic tables, Santa's Workshop, and a two day Christmas Market in VICC.

**A2. Description of Event or Festival** (up to 3 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Attach a description of the event or festival, the context in which the project will take place, the objectives of the project and how these objectives will be carried out.

Respond to these questions:

A2.1 Where does your activity take place?

WinterFest 2024 is a unique community event with local entertainers, food trucks, Santa visits, activities for adults and children in downtown Nanaimo.

Mirroring 2023, Winterfest 2024 will be a multi-week late night shopping with ambiance of carolers, chestnut roasters, free hot chocolate and apple cider, a beer garden with picnic tables, Santa's Workshop, and a two day Christmas Market in VICC. The market will be hosted on a weekend rather than during the week.

Diana Krall Plaza will host a cafe food truck delivering hot chocolate and apple cider while listening to various local choirs from the community.

VICC will be animated by artisan vendors, and Santa's Workshop and kids activity center. City's Parks & Rec department are involved in planning, as well as Tourism Nanaimo who are supporting with ad buys throughout the region supported by Nanaimo Hospitality Association and their partners.

A2.2 Who is involved?

The DNBA is the mastermind of this event, with Roberta Bowman the Executive Director of the Association. The DNBA has an events committee comprised of the ED, Marketing Coordinator, board members, merchants and City staff and VICC. The event will comprise of what downtown Nanaimo has to offer our citizens, and visitors. Each year we look to grow the event even more.

A2.3 List and describe event or festival and major participants in the project.

Winterfest will have several components to it, as it will be a multi-day event leading up to the week before Christmas:

two day Christmas Market at VICC including, artisan vendors, Santa's workshop, Kids Activity Area - VICC / Merchants

Elf on the Shelf Scavenger Hunt - Merchants

Late night shopping - Merchants

Cafe food truck in DKP - Flyte handing out free hot chocolate and Apple Cider

Carollers in DKP (from various community choirs)

Story time with Santa - Santa in library / Literacy

Santa Visits - Library / Literacy

Santa Fly-in - Harbour Air



**A3. Activity Timeline** (up to 2 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Summarize your schedule of activities in a timeline format, (include research and planning).

Planning for 2024 begins with this application, and then a de-brief of 2023 events among all the partners, sponsors and key participants.

Planning for details among future partners for the upcoming event in November 2023 would begin in early spring 2024.

Logistics, promotions and entertainment planning would begin in September.

Initial approaches to vendors would begin during Night Market.

Publicity would start in September, along with serious engagement with suppliers.

Final details are completing planning in October.

Launch of on-site work would be mid-November – after Remembrance Day.

Winterfest Market would be mid December. Winterfest commences from Dec 1 - 16, 2024.

**A4. Community Impact** (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt )

How does your initiative enhance and / or promote the vitality of downtown Nanaimo? How does it align with grant priorities?

Creates a unique and enticing tourist attraction in Downtown Nanaimo to activate the area during the vital Xmas shopping season.

Demonstrates pride of place by merchants, businesses, residents and organizations -- in fact the whole community.

Generates collaborations through volunteer opportunities, sponsorships, alignment of marketing and reinforcement of good cheer downtown.

**A5. Anticipated Attendees** (attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Who is your target audience? Please provide anticipated numbers (explain assumptions)

# Participants <u>200</u>	# Organizers <u>2</u>	# Volunteers <u>9</u>	# Spectators <u>3000</u>
Age # under 19 <u>2000</u>	Age # over 19 <u>1000</u>	# out of town <u>N/A</u>	# overnight stays <u>N/A</u>

Additional comments

We hope that this event will bring the ambiance of the holiday season downtown and create an atmosphere where people will come downtown and enjoy shopping, and the spirit of the holiday season.

**A6. Partnering & Sponsorship**

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Are you partnering with an existing community group / organization?

- ☐ Yes  
☒ No

If yes, please identify the group / organization detailing the nature of their involvement including roles and responsibilities (attach letter(s) of commitment / support)

we are not partnering with any one business but will be including and supported by downtown merchants as a whole to make this event a success.

## A7. Marketing & Promotion

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

How will your festival or event be publicized? Include any marketing enhancements and any marketing that is being done to target out of town visitors (attach marketing plan if available)

We will be reaching out to all of the mom facebook groups, and all social media platforms.

A detailed list of events and days will be printed in Nanaimo News Now, and Nanaimo Magazine.

Artisans will be sending out information to their contacts so clients will know where to find them.

Posters will be made as well

Is the event or festival open to the public and promoted as such?

☒ Yes

☐ No

Is there an admission fee? Include anticipated revenues in the budget.

☐ Yes

☒ No

**A8. Funding Sources** (attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Use the [Downtown Event Revitalization Fund Grant Budget Form](#) to list all revenues and expenses of your project. Include this with grant request. *Note: your budget must balance.* An excel version of this form can also be requested by contacting us directly.

What other sources of revenue are you pursuing?

- Other arts grants from private sector and foundations
- Corporate and community sponsorships
- In-kind contributions from media and other suppliers
- Vendor fees

If your organization has sought funding from for other sources at the City of Nanaimo funding this year, please list them as below:

Grant Type \_\_\_\_\_ Amount Requested \$ \_\_\_\_\_

Has this application been approved?

☐ Yes

☐ No

If you have applied for multiple grants, please specify the source(s) (grant types) and dollar amount(s) (attach additional sheets if required)

Grant Type \_\_\_\_\_ Amount Granted \$ \_\_\_\_\_

Grant Type \_\_\_\_\_ Amount Granted \$ \_\_\_\_\_

Applicants **may** apply for Downtown Event Grant funding if they have received other funding assistance through the City of Nanaimo, but may not apply to more than one source for the same activities.

If this is an ongoing initiative, how do you intend to ensure its sustainability beyond this funding?

We are trying to revitalize downtown, this is just one of many initiatives we are doing to help enliven downtown including, Picnic in the Plaza Series, coupon initiatives, collaborations with other stakeholders of downtown such as Old City Quarter, Victoria Crescent, Nanaimo Art Gallery, RBC, VIRL, and CCCU, not to mention all the merchants of downtown.

**A9. Support Material** (no more than 4 pages, single sided / no staples / scanned copies only / no originals)

Please include relevant support materials (video documentation, images with corresponding descriptions, news articles or press coverage, brochures / programs of one event in previous or current year, resumes, publications, etc.)

- ☒ up to 10 images (Jpeg files preferred)
- ☐ up to 5 sound clips, no more than 2 minutes in length (online links preferred)
- ☐ up to 5 minutes of video (online links preferred)
- ☐ up to 3 pages in writing samples, related publicity or marketing materials or participant biographies

Data limits apply to uploading materials. Files must be smaller than 100MB.

## Final Report on Previous Year Funding

- ☒ Applicants who have received funding in previous years must submit a [Final Report](#) on your most recent event, at least 30 days before a new funding request is submitted. If your previous event is not yet complete, please submit an interim report. **Failure to provide a Report will render new applications ineligible.**

## Grant Preparation Zoom Attendance

- ☐ Please note attendance of mandatory Grant Preparation Zoom meeting

Wednesday September 27, 2023 1pm-230pm

Date of meeting

**Roberta Bowman**

Name(s) of attendee(s)

## Signature & Declaration

I hereby acknowledge that the information included with my application is complete, true and correct to the best of my knowledge, and that I have been authorized by the Board of Directors (if representing an organization or society) to make this declaration and to submit this application on behalf of the above-named organization.

By signing this document I formally agree that my organization will accept the terms and conditions of this Grant as outlined in the guidelines. I acknowledge that the awarding of a grant is at the sole and absolute discretion of the City of Nanaimo. The City of Nanaimo retains the right to rescind or reduce any grant previously awarded if terms and conditions of funding are not met.

I hereby declare that if our organization is successful in obtaining a City of Nanaimo Downtown Event Revitalization Fund Grant, that we give the City of Nanaimo (or a third party appointed by the City) the right to review the project / program for which the grant was obtained to ascertain whether grant monies received were used for the stated purpose(s) set out in this application.

Roberta Bowman  
Digitally signed by Roberta Bowman  
Date: 2023.09.07 21:09:43 -07'00'

Signature

**Executive Director**

Position

**October 6, 2023**

Date

*Freedom of Information and Protection of Privacy Act Statement:* Information collected on this form, or provided with this form, is collected under the general authority of the *Community Charter and the Freedom of Information and Protection of Privacy Act*, and is protected in accordance with the *Act*. Personal information will only be used by authorized staff to fulfill the purpose for which it was originally collected, or for a use consistent with that purpose. For further information regarding the collection, use, or disclosure of personal information by the City of Nanaimo, please contact the Legislative Services Department at 250-755-4405.

## 2024 Winterfest Budget

Using the form provided, please supply a budget for this project that demonstrates thorough understanding of revenues and expenses.

Please note: Revenues and Expenses must balance.

Attach a separate page for budget notes, or for a more detailed breakdown, if appropriate.

REVENUES	
PUBLIC FUNDING	
City of Nanaimo (this request)	\$ 26,250.00
Other (specify): FFE / NHA	\$ 15,000.00
EARNED REVENUE (specify):	
Vendors	\$ 7,500.00
FUNDRAISING (specify):	
Corporate and Community Sponsors	\$ 5,000.00
OTHER (specify):	
DNBA Funding	\$ 21,250.00
<b>TOTAL REVENUES</b>	<b>\$ 75,000.00</b>

EXPENSES	
FEES	
Artist Fees	\$ 10,000.00
Professional Fees	\$ 10,000.00
Other (specify):	
	\$ 2,000.00
PRODUCTION EXPENSES	
Rentals	\$ 15,000.00
Materials and Supplies (specify):	\$ 20,000.00
Insurance	\$ 1,000.00
Permits	\$ 1,000.00
Other (specify):	
Safety & Security	\$ 3,500.00
Marketing and PROMOTION	
Advertising	\$ 5,000.00
Print Materials	\$ 1,500.00
ADMINISTRATION (specify):	\$ 5,000.00
OTHER (specify):	
Miscellaneous	\$ 1,000.00
<b>TOTAL EXPENSES</b>	<b>\$ 75,000.00</b>

Surplus / Deficit	\$ -
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# WINTERFEST IN DOWNTOWN NANAIMO 2022

## Winterfest is a celebration of all things winter and Christmas.

This 3 day Christmas market in Diana Krall Plaza will be a magical place for kids to see Santa, for adults to explore local gift options and for families to make local holiday memories. The Gingerbread Village launches during winterfest weekend and lasts each weekend in December. We want to give lots of opportunities for families to come downtown to experience a special time together while supporting local businesses.

### Winterfest Weekend with Gingerbread Village

**NOVEMBER** 25th from 4pm - 8pm  
26th and 27th from 11am - 4pm

### Gingerbread Village at Vancouver Island Conference Centre

**DECEMBER** 3rd and 4th, 10th and 11th, 17th and 18th from 11am - 4pm

### Highlights

- Santa fly-in on Harbour Air at 10 am
- Complimentary Santa pictures, register for your space at [www.downtownnanaimo.ca](http://www.downtownnanaimo.ca)
- Live entertainment
- 50+ artisan vendors
- Kids activities
- Gingerbread Village

For all the details go to [www.downtownnanaimo.ca](http://www.downtownnanaimo.ca)







Rediscover  
Downtown  
Nanaimo

## Rediscover Downtown Nanaimo for the Holidays

**Sip, Shop & Savour downtown  
this holiday season with your  
favourite shops, services, pubs  
and restaurants**

Visit Santa, then cross every wish off your holiday list  
at our very unique set of shops and services.

***Santa's Arrival - November 26 via Harbour Air***

**Santa's Gingerbread Village:** Nov. 26 - Dec. 19  
Conference Centre - Gordon Street entrance

***Saturdays:*** 11 am - 4 pm - Pictures with Santa

***Sundays:*** 11 am - 4 pm - Pictures with Santa

**Register for your free photos with Santa:**  
[meetsanta-downtownnanaimo.eventbrite.ca](https://meetsanta-downtownnanaimo.eventbrite.ca)

For details see [downtownnanaimo.ca](https://downtownnanaimo.ca)

Follow us on   

Image by Dirk Heydemann of HA photography



# Rediscover Downtown Nanaimo for the Holidays

**Visit Santa, then cross every wish off your holiday list  
at our very unique set of shops and services.**

*Santa's Arrival – November 26 via Harbour Air*

**Santa's Gingerbread Village:** Nov. 26 – Dec. 19  
Conference Centre – Gordon Street entrance

**Saturdays:** 11 am - 4 pm - Pictures with Santa

**Sundays:** 11 am - 4 pm - Pictures with Santa

**Register for your free photos with Santa:**  
[meetsanta-downtownnanaimo.eventbrite.ca](https://meetsanta-downtownnanaimo.eventbrite.ca)

For details see [downtownnanaimo.ca](https://downtownnanaimo.ca)

follow us on



**For Immediate Release**

## **Downtown Launches Christmas Collaboration**

NANAIMO, November 16th, 2022– Holiday event coming to downtown Nanaimo.

Share the spirit this year in the heart of the Harbour City with Downtown Nanaimo and the Old City Quarter's holiday celebrations with the Santa Fly-in, Gingerbread Village, Indigenous storytellers, choirs, free photos with Santa, late night shopping, and much more under the brand of "Winterfest".

The neighbourhoods of downtown are coming together to attract families to a total downtown shopping, dining, and relaxation experience. Streets and stores will be decorated for the season as part of this free event providing a place where families can create some fun memories while supporting local businesses.

Shoppers are invited to participate in this year's window display contest from November 21<sup>st</sup> until December 17<sup>th</sup> where they can vote online for their favourite shop's seasonal decor. Cash prizes will be awarded to a lucky shopper who votes on the display, to the shop with the display and to a charity.

"We've gained a reputation for attracting 'the real Santa' from the North Pole and downtown merchants are proud to offer photos with him for free – bring your phone", according to organizers of Gingerbread Village, opening November 26 when Harbour Air provides their annual Fly-In with Santa. Photos with Santa for kids and pets are also offered at Heritage Mews on weekends in December.

Art lovers are encouraged to make their way downtown for ARTWALK on December 3 & 4, an annual event that involves all of downtown. And if you're a night-time shopper, get ready for the area's late-night shopping event on December 9<sup>th</sup>.

Choirs and special events in the Old City Quarter, storytelling and puppet shows at the Museum and Library, and many more special attractions in Nanaimo's heritage downtown shopping, dining and arts district are also offered.

Sponsored by the City of Nanaimo, Nanaimo Hospitality Association, Western Forest Products, DenMar Electric, and Coast Capital Savings.



**ATTACHMENT 'B'**  
**NANAIMO INTERNATIONAL JAZZ FESTIVAL ASSOCIATION**  
**JAZZ FESTIVAL 2024 DERF APPLICATION**



**City of Nanaimo Downtown Event Revitalization Fund Grant  
Guidelines & Application Form (2024)**

This is an application for the City of Nanaimo's Downtown Event Revitalization Funding Program.

Before completing this application form, refer to the eligibility criteria and guidelines.

**2023 Grant Application Deadline: October 10, 2023**

## Application Form

### Organization/Applicant Details

Legal Name of Applicant Nanaimo International Jazz Festival Associator  
Address PO Box 825 Postal Code V9R 5N2  
City Nanaimo  
Phone Number 250-667-5522  
Contact Person\* François Savard Position President  
*\* Must be available to be contacted in December 2023*  
Phone 250-667-5522 Email president@nanaimojazzfest.ca  
Website https://nanaimojazzfest.ca/  
For how many years have you been holding this event/festival? 7

Is your organization a registered non-profit society? If so, please indicate your BC Society Registration No. S-0064525 and the year of your incorporation 2015.

Is your society in good standing with the BC Registrar?

- ☒ Yes  
☐ No

### Grant Request Details

Grant Year 2024 Request Amount \$ 30,000 (max. 35% of total project budget for year)  
Total Project Budget for Year \$ 92,500

### Project Details

Please specify the type of project:

- ☐ **Event** (i.e. public events and community arts, culture, heritage and events that animate public space)  
☒ **Festival** (i.e. recurring or one-time culture and heritage festivals)

Project Title: Jazz Festival 2024

Dates / Times of Event or Festival: September 19, 2024 to September 22, 2024

Location(s) OCQ, Port Theatre, Vault, Nanaimo BAR, Modern Cafe, The Queens, Co

Number of years initiative has been held in Nanaimo 7. New initiative: \_\_\_\_\_

Does your event require a street closure?

- ☒ Yes  
☐ No

*Please note that approval of this grant application does not indicate approval of required permits. It is the responsibility of the applicant to ensure that all necessary permits have been obtained prior to your festival or event.*

**A1. Organization/Applicant Profile** (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt )

Provide a brief description of your organization or a description of your work as an individual organizer.

- If applicable, what is your mandate?
- Does your organization have paid staff or is it volunteer-run?
- Who are your board members and what are their roles?

The Nanaimo International Jazz Festival Association (NIJFA) is dedicated to organizing an annual 3-day jazz festival in Downtown Nanaimo as well as year-round professional jazz events. Our goals include boosting tourism in the heart of Nanaimo through captivating live jazz performances, cultivating a stronger local appreciation and audience for jazz music, and developing collaboration with fellow jazz festivals and organizations that share similar goals. With a rich tradition of professional jazz performers and renowned jazz education programs in both public schools, the local Conservatory and Vancouver Island University, Nanaimo has firmly established itself as a hub for jazz, both nationally and internationally.

- If applicable, what is your mandate?

NIJFA Mission Statement/Mandate:

- Help raise the cultural profile of Nanaimo
- Produce year-round jazz events, leading up to an annual full weekend jazz festival in September
- Promote artistic and commercial vitality of Nanaimo's downtown core for residents and visitors alike
- Develop the jazz audience through educational programming and artistic/entertaining events
- Collaborate widely with other cultural organizations and downtown businesses
- Provide opportunities for local, regional, national, and international professional jazz artists.

- Does your organization have paid staff or is it volunteer-run?

The organization/event is run by volunteers with the exception of some contractors in areas such as operations, marketing, grant writing, bookkeeping, technical support and event management.

- Who are your board members and what are their roles? 2023 Board members:

- François Savard, President: Coordination, Grant writing, reports
- Dirk Heydemann: Vice president Artistic Committee
- Michael Holliday: Treasurer
- Natasha Scott: Secretary, Social Media
- Dirk Heydemann: Media support, Artistic Committee
- Narissa Young: Social Media, Marketing support
- Helena Kreowska: Volunteers, Memberships & Subscriptions
- Craig Edwards: Artistic Committee
- Joy Adams Bauer: Volunteers, Community Advisor



A1.2 List events that your group has hosted in the last five years

2016

2017

Feb. 26 Jazz-Birthday Concert

Sept 15 to Sept 17 Jazz Festival

2018

Sept 14 to Sept 16 Jazz Festival Commercial Street & Port Theatre

2019

March & April Have You Heard Series

Nov Off Stage Series

Sept 20 to Sept 22 Jazz Festival Commercial Street & Port Theatre

2020

Feb Off stage series

2021

Spring Virtual Jazz Festival

Sept 17 to Sept 19 Jazz Festival at the Port Theatre(hybrid)

2022

Spring Live at the Shaw Series

Sept 16 to Sept 18 Jazz Festival in OCQ & Port Theatre + Queens, Vault, Nanaimo Bar,

Fall Various collaborations for single shows

2023

Spring Various collaborations for single shows

Sept 15 to Sept 17 Jazz Festival at OCQ, Port Theatre, Nanaimo Bar, The Vault, Modern Cafe, Courtyard

**A2. Description of Event or Festival** (up to 3 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Attach a description of the event or festival, the context in which the project will take place, the objectives of the project and how these objectives will be carried out.

Respond to these questions:

A2.1 Where does your activity take place?

<ul style="list-style-type: none"><li>- Free family shows: Old City Quarter Wesley Street Stage</li><li>- Musical walk: Harbourfront walkway</li><li>- Jazz Jams: The Queens, the Nanaimo Bar</li><li>- Jazz shows: Vault, Minnoz, Marriott, Modern (open to all ages)</li><li>- Festival launch Gala Launch soirée with visual art studio on 4th ave/Harewood</li><li>- Student Masterclass workshops are held in District 68 high schools (NDSS, Cedar) and invitation are extended to VIU and Conservatory students</li><li>- Shaw Auditorium (Van Isl. Convention Centre)</li><li>- Headliner Concert: The Port Theatre</li></ul> <p>*2024 we will be approaching downtown restaurants to request their participate in featuring a jazz weekend menu in their establishment. Bistro Taiyo had great success this past 2023 festival offering a special Jazzy Menu to the OCQ audiences.</p>
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A2.2 Who is involved?

The Nanaimo International Jazz Festival (NIJFA) provides a platform for both established and emerging jazz artists to showcase their talent and reach a diverse audience. we offer exposure, recognition, and opportunities for collaboration, enhancing their careers and artistic development. Many artists also benefit from the festival's collaborative spirit (jam sessions) which often leads to creative cross-genre performances.

NIJFA festival engages a wide range of participants, including organizers, volunteers, and local businesses. Organizers gain valuable experience in planning and executing large-scale cultural events, fostering their event management skills. Volunteers often find a sense of fulfillment through their contribution to the community and the arts. Local businesses experience increased foot traffic and revenue due to cross-promotions and the influx of festival attendees.

The public, both residents of Nanaimo and visitors, enjoy access to a diverse array of jazz music genres, broadening their musical horizons. They also have the opportunity to connect with the local arts scene and musicians. Moreover, the festival promotes inclusivity by offering events suitable for all ages and backgrounds, fostering a sense of community and appreciation for jazz music.

The festival plays a pivotal role in elevating Nanaimo's cultural recognition as a center for jazz. It contributes to the city's identity and reputation as a hub for music and arts, attracting not only jazz enthusiasts but also cultural tourists from surrounding regions and beyond.

The festival's educational initiatives, workshops, and performances contribute to the growth of jazz audiences. It helps educate people about the nuances of jazz music, fostering a deeper appreciation for the genre. This audience development is crucial for the long-term sustainability of jazz as an art form in the community.

A2.3 List and describe event or festival and major participants in the project.

After the pandemic pause from live performance, which restricted us to an online-only presence, countless musicians were more than thrilled to see our productions come to full fruition with several very successful events, such as the spring jazz 'Live at the Shaw' series; the 'Sounds of Summer' series in collaboration with the Old City Quarters, the co-productions with local venue, and the return of our highly anticipated 3-day fall Jazz Fest. The latter event showcases not only hundreds of professional musicians, many of whose international career began in Nanaimo, but also the many local businesses who create space for the wealth of talent we feature throughout that third weekend in September.

In addition to producing, presenting and supporting many musical events with local businesses such as The Port Theatre, The Queens, the Vault, the Modern, the Nanaimo Bar, SimonHolt Restaurant, the Courtyard at Marriott and the Coast Bastion Hotel (Minnoz), NIJFA is proud to present a Jazz Angels Program designed to make live music accessible to individuals and families who may be experiencing financial constraints. We also include a vibrant educational element by offering In-school Masterclasses to students, and a weekend Jam Session with the Pros for emerging musicians who hail from school district #68, the Nanaimo Conservatory, VIU jazz studies program and various privately taught students from Nanaimo.

Our track record has seen over 100 performers contracted for 6 or more downtown Jazz Club style venues; the many artisanal businesses of Nanaimo's Old City Quarter are invited to help us kick-off the free all-day musical acts on the festival weekend. The jazz headliner show on the Saturday night is held at the Port Theatre. The New Orleans Style parade is held as a 40-minute musical walk with 8 mobile musicians pied-piping their way from the Maffeo Sutton Park (Pavilion) continuing along Nanaimo's scenic waterfront to the far end of the harbour.

**A3. Activity Timeline** (up to 2 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Summarize your schedule of activities in a timeline format, (include research and planning).

October 2023: Start of planning from the Standing Artistic Advisory Committee (SAAC)  
December 2023: Negotiations for the Headliner at the Festival 2024  
January 2024: Hiring of executive director / Negotiations with all performers for the 2024 Festival  
February: Contract signing completed  
March : Choice of Promotional materials (images)  
April: Start of the promotion / Set up of the volunteers tasks / contract signed with the technical staff /  
May to September: Reservation for the equipment rental, street closure and permits / Realisation of the promotion and publicity for the Festival  
Festival Sept 19 to 22  
Thursday: "Getting into the Swing of Things"  
As of 7pm: Jazz Fest presents 3 downtown Warm Up Shows at The Vault, The Modern, Nanaimo Bar/ Discounted Door admissions  
Friday: "Festival Launch"  
Kick Off concerts at OCQ  
2pm to 3pm School Masterclass Workshop / No charge to students or school  
5:30 to 6:30 Gala Launch soirée: pairing with Vancouver Island Sculpting Studio on 4th, for a visual art show and live duo performance to launch festival weekend- special guests Mayor Welcome, dignitaries to launch festival (all ages)  
6:30-8:30 'Nosh and Notes' at the Marriott (all ages)  
9:00-11:30pm: Queens Jazz concert, ensemble, Jazz Jam #1 / Door admission  
Saturday: "All Day All Night Groove"  
11am-11:30am Waterfront Parade / No admission/ Family orientated  
12:00: Start Wesley Street Stage (12pm/1pm/2pm/3pm)/ Free shows/ Family orientated  
6:00-9:00 Dinner show in local restaurant (special menu item to reflect festival)  
7:30-8:30pm Festival Headliner Concert at the Port Theatre / All ages  
9:30pm – 1:30am Nanaimo Bar Jazz Jam #2 / Door admission  
Sunday: "Dancing in the Street Finale"  
12:00: Start Wesley Street Stage (12pm/1pm/2pm/3pm)/ Free shows/ Family orientated.  
Invitation to dance groups to perform with live bands (swing dance form of jazz).  
Finale evening concerts at various downtown venues  
Researching acts and musicians is largely based on our submissions form on our website which encourages artists to submit their interest in performing at the festival. The submissions are evaluated by NIJFA's Standing Artistic Advisory Committee (SAAC) which is comprised of 2 Board members and 3 or more diverse-aged musicians (primarily jazz aficionados) who offer their suggestions to the Board for final decision based on factors such as: Diversity reflecting the many jazz genres, Inclusivity (LGBTQ+, BIPOC, Indigenous, visible minority, linguistic diversity, Fee, Travel expenses, Name recognition (for the Headliner).

**A4. Community Impact** (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt )

How does your initiative enhance and / or promote the vitality of downtown Nanaimo? How does it align with grant priorities?

The festival drives economic activity by attracting visitors to downtown Nanaimo. Attendees frequent local restaurants, hotels, shops, and other businesses, which boosts sales and generates revenue for the local economy. This aligns with grant priorities aimed at stimulating economic growth and development in the community. The festival adds to the cultural vibrancy of downtown Nanaimo by providing high-quality live jazz performances and music education opportunities. This enriches the cultural landscape, making the downtown area more appealing to residents and tourists alike.

The weekend full of musical festivities fosters community engagement by bringing people together to enjoy music, learn about jazz, and connect with local artists creating a fan base for many new musicians.

We actively promote tourism in downtown Nanaimo by attracting jazz enthusiasts and music lovers from surrounding regions and beyond. Many come to Nanaimo for the entire weekend to experience all the activities. Tourism is still vibrant in mid September; the weather is usually conducive to our outdoor activities and the collaboration with local eateries and hotels has an impact on promoting our local economy.

Our educational components, such as workshops and performances in public schools, contribute to the development of local talent and enhance educational opportunities in the community. This is in line with skill development for our emerging artists.

NIJFA makes a point of communicating with other festival, jazz, blues, dance etc ... We compare notes, we exchange valuable information and make new connections in the process. The festival's collaboration with other organizations extends its impact beyond Nanaimo, fostering partnerships and cultural exchanges. We prioritize initiatives that encourage collaboration and the sharing of resources for the benefit of our community. Our initiatives at NIJFA work to enhance downtown Nanaimo's vitality by stimulating economic activity, enriching the cultural scene, engaging the community, promoting tourism, supporting education, and fostering collaboration—all of which align with grant priorities aimed at improving the well-being and prosperity of the area.

**A5. Anticipated Attendees** (attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Who is your target audience? Please provide anticipated numbers (explain assumptions)

# Participants	# Organizers	# Volunteers	# Spectators
130	30+	30+	3000
Age # under 19	Age # over 19	# out of town	# overnight stays
15%	85%	10%	25

Additional comments

NIJFA is working on creating a weekend package for out-of-town visitors. This will develop as we grow our venues requiring admission.

**A6. Partnering & Sponsorship**

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Are you partnering with an existing community group / organization?

- ☒ Yes  
☐ No

If yes, please identify the group / organization detailing the nature of their involvement including roles and responsibilities (attach letter(s) of commitment / support)

Old City Quarter Association- Involved in cross promotion of festival along with their Sounds of Summer series which NIJFA helps with artist bookings, promotion and event hosting. The Port Theatre Society- co-production of the Festival headliner and spring concert. Long & McQuade- providing the festival with technical support and rentals. School District #68, VIU, Conservatory: Helping NIJFA connect with senior music students interested in attending the Masterclass Workshop during festival. NYSA: Nanaimo Youth Services Association – Outreach to their clients to attend ticketed event for free and/or volunteer. CVIMS : Central Vancouver Island Multicultural Society - Outreach to their clients to attend ticketed event for free and/or volunteer. Nanaimo Literacy Circle: Literacy skills program for the Indigenous Elders and Adults - Outreach to their clients to attend ticketed event for free and/or volunteer Co-productions and promotions: SimonHolt restaurant, The Vault, The Modern, Coast Bastion Hotel,

Courtyard at Marriott Hotel, Coast FM, The Bulletin, The Vancouver Island Sculpting Studio

## A7. Marketing & Promotion

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

How will your festival or event be publicized? Include any marketing enhancements and any marketing that is being done to target out of town visitors (attach marketing plan if available)

NIJFA hires Publicity Maven Marketing to spearhead our marketing plan which includes:  
"Blow Your Horn" profiles from musicians.  
"Meet the Board" profiles of the NIJFA Board of Directors  
Secured COAST FM and Nanaimo News Bulletin for sponsorship.  
News Bulletin ads as part of our sponsorship and media coverage with articles.  
Ad for the September issue of Nanaimo Magazine. Secured the Celebrity spotlight  
Arranged article for The Discourse  
Take 5 Media – Ad / Free listing updates in Harbour Living, Island Radio, CHEK TV etc  
Create eblasts for the Festival, every 2 weeks. / Reach out to high schools and VIU to promote master class.  
Reach out to Dance Schools to join us for some dancing for the New Orleans Style Parade / Save the date press release out on in July to media. Announcing the Festival pricing and the performers.  
Press release out about each paid show in the Festival.  
Interviews and announcements: CBC Radio Canada, CBC North by North West series announcement, CBC on The Island, Coast FM interview and voice ads  
September 13th article in Nanaimo News Bulletin  
Nanaimo News Bulletin follow up piece post festival  
Purchase a spot in the Nanaimo Chamber of Commerce Newsletter CHLY and Coast FM interviews and engagement on their radio stations.  
Social Media: Facebook and Instagram outreach start July. Daily posts on Facebook and Instagram. Featured #MusicMondays, show details, photos and videos from musicians, quotes, media links and general information about the who/what/where for the Festival. Social media outreach – feature our free shows, our paid show, sponsors and locations. Included as much information about Old City Quarter and what was happening there.  
Shared events to pertinent social media pages and groups. Ongoing from July to September. / Mailchimp: Create newsletter eblast about Headliner act, festival as a whole. Direct links for tickets. Use images of acts participating in the festival

Is the event or festival open to the public and promoted as such?

- ☒ Yes  
☐ No

Is there an admission fee? Include anticipated revenues in the budget.

- ☒ Yes to the Headliner event at the Port and the bars such as The Vault, the Queens and the Nanaimo BAR  
☒ No to the outdoor festivities, the parade and the restaurant and hotel venues



**A8. Funding Sources** (attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

Use the [Downtown Event Revitalization Fund Grant Budget Form](#) to list all revenues and expenses of your project. Include this with grant request. *Note: your budget must balance.* An excel version of this form can also be requested by contacting us directly.

What other sources of revenue are you pursuing?

We are actively exploring sponsorships from bigger local companies who would 'buy' the free day stage activities to put their name on that sponsorship. Example: If the day stage costs \$5000 in musician fees for the Saturday, the company sponsor would pay either all or a high percentage of that day's expense in order to have their company name associated, posted with large signage, and mentions in all media as the "Saturday Stage Sponsor". Heritage Canada in the form of a grant in 2024 would significantly support our hiring of performers. TD Bank will support our administrative expenses for the events.

If your organization has sought funding from for other sources at the City of Nanaimo funding this year, please list them as below:

Grant Type Cultural Operating Amount Requested \$ 15,000  
Grant Type Pending 2024

Has this application been approved?

☒ Yes

☐ No

If you have applied for multiple grants, please specify the source(s) (grant types) and dollar amount(s) (attach additional sheets if required)

Grant Type Cultural Operating Amount Granted \$ 9,000

Grant Type \_\_\_\_\_ Amount Granted \$ \_\_\_\_\_

Applicants **may** apply for Downtown Event Grant funding if they have received other funding assistance through the City of Nanaimo, but may not apply to more than one source for the same activities.

If this is an ongoing initiative, how do you intend to ensure its sustainability beyond this funding?

Ensuring the sustainability of the Nanaimo International Jazz Festival beyond the initial funding is critical for its long-term success. Here are some strategies to achieve sustainability, we are either implementing currently or working on this year:

Expanded Funding Sources- Relying on multiple funding streams, such as ticket sales, corporate sponsorships, and individual donations. Building strong relationships with sponsors and donors to secure ongoing support.

Membership and Subscriptions- Increasing our membership and subscription program and offering exclusive benefits like early access to tickets, special events, or merchandise can incentivize people to become repeated supporters.

Community Engagement: Maintaining strong ties with the local community, involving local musicians and artists, collaborating with educational institutions, and organizing outreach programs to nurture that new generation of jazz devotees.

More Year-Round Programming: Expanding festival-related activities throughout the year, such as workshops, masterclasses, and smaller jazz performances, can keep the festival's presence alive in the community and generate revenue outside of the main event.

Financial Planning: We are currently working with a professional advisor to help us create sound financial plan in case of unexpected challenges in order to ensure the festival's financial stability in the long run. This also includes continuous evaluation as we gather feedback from our Board, Volunteers, Attendees, Sponsors, and adapt to changing trends and preferences to remain relevant to both audiences and sponsors. We are proud to continue our sustainable practices by implement eco-friendly practices to reduce operational costs and appeal to environmentally conscious sponsors and attendees. From eco-friendly, locally-made merchandise for sale to incorporating a no-plastic onsite policy to our artists and visitors, to keeping our venues all within a walkable distance.

Other strategies to measure progress for the future include having a strong, accountable Board and transparent governance, innovative marketing and branding, and building a solid foundation.

**A9. Support Material** (no more than 4 pages, single sided / no staples / scanned copies only / no originals)

Please include relevant support materials (video documentation, images with corresponding descriptions, news articles or press coverage, brochures / programs of one event in previous or current year, resumes, publications, etc.)

- ☒ up to 10 images (Jpeg files preferred)
- ☐ up to 5 sound clips, no more than 2 minutes in length (online links preferred)
- ☐ up to 5 minutes of video (online links preferred)
- ☒ up to 3 pages in writing samples, related publicity or marketing materials or participant biographies

Data limits apply to uploading materials. Files must be smaller than 100MB.

## Final Report on Previous Year Funding

- ☒ Applicants who have received funding in previous years must submit a [Final Report](#) on your most recent event, at least 30 days before a new funding request is submitted. If your previous event is not yet complete, please submit an interim report. **Failure to provide a Report will render new applications ineligible.**

## Grant Preparation Zoom Attendance

- ☒ Please note attendance of mandatory Grant Preparation Zoom meeting

September 10 2024

Date of meeting

François Savard

Name(s) of attendee(s)

## Signature & Declaration

I hereby acknowledge that the information included with my application is complete, true and correct to the best of my knowledge, and that I have been authorized by the Board of Directors (if representing an organization or society) to make this declaration and to submit this application on behalf of the above-named organization.

By signing this document I formally agree that my organization will accept the terms and conditions of this Grant as outlined in the guidelines. I acknowledge that the awarding of a grant is at the sole and absolute discretion of the City of Nanaimo. The City of Nanaimo retains the right to rescind or reduce any grant previously awarded if terms and conditions of funding are not met.

I hereby declare that if our organization is successful in obtaining a City of Nanaimo Downtown Event Revitalization Fund Grant, that we give the City of Nanaimo (or a third party appointed by the City) the right to review the project / program for which the grant was obtained to ascertain whether grant monies received were used for the stated purpose(s) set out in this application.

  
Signature

President

Position

Oct 10, 2024

Date

*Freedom of Information and Protection of Privacy Act Statement:* Information collected on this form, or provided with this form, is collected under the general authority of the *Community Charter and the Freedom of Information and Protection of Privacy Act*, and is protected in accordance with the *Act*. Personal information will only be used by authorized staff to fulfill the purpose for which it was originally collected, or for a use consistent with that purpose. For further information regarding the collection, use, or disclosure of personal information by the City of Nanaimo, please contact the Legislative Services Department at 250-755-4405.

## 2024 Downtown Event Revitaliza2on Fund Budget Form

Using the form provided, please supply a budget for this project that demonstrates thorough understanding of revenues and expenses.

Please note: Revenues and Expenses must balance.

Attach a separate page for budget notes, or for a more detailed breakdown, if appropriate.

REVENUES	
PUBLIC FUNDING	
City of Nanaimo (this request)	\$ 30,000.00
Other (specify): Heritage Canada	\$ 30,000.00
TD Bank	\$ 10,000.00
EARNED REVENUE (specify): Ticket sales	\$ 20,000.00
FUNDRAISING (specify) Merchandize & DonaVon	
	\$ 2,500.00
OTHER (specify): DonaVons	
TOTAL REVENUES	
	\$ 92,500.00
EXPENSES	
FEES	
ArVst Fees	\$ 45,000.00
Professional Fees	\$ 18,000.00
Other (specify):	
PRODUCTION EXPENSES	
Rentals Port Theatre, Stage, tents, Portable Toilets	\$ 7,000.00
Materials and Supplies (specify): Parade, Volunteer clothing,	\$ 2,000.00
Insurance	\$ 1,300.00
Permits	\$ 300.00
Other (specify): Road closure	\$ 2,000.00
Copywrite	\$ 900.00
MarkeVng and PROMOTION	
AdverVsing	\$ 7,000.00
Print Materials	\$ 2,000.00
ADMINISTRATION (specify): Coordinator & office supplies	\$ 7,000.00
OTHER (specify):	
TOTAL EXPENSES	
	\$ 92,500.00
Surplus / Deficit	

A2

The Nanaimo International Jazz Festival continues to be in alignment with its Mission: to help raise the cultural profile of Nanaimo, promote artistic and commercial vitality of Nanaimo's downtown core, develop a jazz audience, offer educational and entertaining events and opportunities for emerging and professional jazz musicians and performance opportunities in various venues around Nanaimo. This is achieved by collaboration with organizations such as the Friends of Nanaimo Jazz Society, Old City Quarters, Quadrangle Concerts, Nanaimo Blues Society, the Port Theatre, and various downtown venues such as the Vault, Modern, Minnoz, the Nanaimo Bar etc...

Collaboration and sponsorships continue to flourish and increase with the continued support of The Port Theatre, TD Bank, HA Photo, CHLY, Nanaimo, Coast FM, The Bulletin, The Discourse, Take 5, Long & McQuade, Budget Rentals, Nanaimo Magazine, the Snaw Naw As Market, and the Marriott Hotel.

The continued support from Heritage Canada in the form of a grant in 2024 will significantly support our hiring of then more than 125 (in 2023) musicians, and performers, mostly from the Island regions, from Duncan in the south to Comox in the north.

The 2024 festival will increase to 4 days with added collaboration in the visual arts and dance communities. The 8<sup>th</sup> annual Jazz Festival will occur in 3<sup>rd</sup> weekend of September 2024.



Friday, Sept 15	Saturday, Sept 16	Sunday, Sept 17
12:00 The Shineolas 13:00 Teighan Couch Quartet 14:00 Doc Fingers <i>Wesley Street Stage</i> 15:00 Duncan Symonds & Super Fly Weight 16:00 TBA 18:30 <i>The Modern Café</i> Kenton Willem & Tasha Adams 21:00 <i>The Vault – JAM NIGHT</i> Hosted by the Kelby MacNayr Trio 21:30 <i>The Nanaimo Bar</i> Lady O and The Omen	11:45 <i>Waterfront Walkway</i> Musical walk, New Orleans style, with NIJFA marching Band. *meet at Maffeo Sutton Park 13:00 The New Groovement 14:00 Scott Arkell & Gosia Hagen <i>Wesley Street Stage</i> 15:00 Rivercity Sidemen 16:00 Bonnie Brett with Steve Wallace & Phil Dwyer <b>At the Port Theatre - All Star Concert</b> 19:00 <b>Wellington Jazz Band</b> Pre-Show in Lobby @18h10 <b>Connor Stewart Sextet</b> <b>Homage to Bryan Stovell</b> with Decadence, NMA & many special guests! 19:30 <i>The Courtyard by Marriott</i> Brad Shipley & Duncan Symonds 20:00 <i>The Vault JAM NIGHT</i> Hosted by the Nick Peck Quartet	13:00 Louise Rose <i>Wesley Street Stage</i> 14:00 The Big Mess 14:30 Mahogany Hall Swing Band <i>"Dancing in the Streets!"</i> <div> Join us Saturday night at the Port for an All-Star Concert! Tickets \$35 general, \$30 NIJFA, \$22.50 youth. Tickets for sale at The Port Theatre or their web ticket service "https://www.porttheatre.com/tickets/" </div> <b>Bravo to our Wonderful Venue Sponsors!</b> 

Thank you to our Generous Sponsors

HA PHOTO













www.nanaimobulletin.com

Nanaimo News Bulletin

Wednesday, September 20, 2023 81

## arts & entertainment

### Festival jazzes up downtown with flair

STAFF WRITER  
JENNIFER

Groovy tunes and funky New Orleans flair could be seen and heard all weekend long, Sept. 15-17, in the downtown core as the Nanaimo International Jazz Festival took over.

Last year's Pacific Contact Festival of the Year provided lots more of what it does best at this year's event.

The festival started at noon on Friday and kept the party going until Sunday evening. There were free tunes all week-end long on the Wesley Street

stage, and a New Orleans-style musical walk with the NIFJA parade band led music enthusiasts along the Harbourfront Walkway on Saturday morning.

A special all-star concert was held at the Port Theatre, also on Saturday, as a homage to one of the city's most beloved music venues, Bryan Stewart. The Connor Stewart Sextet, Decade and Nanaimo Musicians' Association Big Band

performed at the concert, with a surprise appearance by jazz superstar Diana Krall.



Dressed in her festive best, Suzanne MacNeil takes part in the New Orleans-style jazz march that started at Maffeo Sutton Park on Saturday, Sept. 16, as part of the Nanaimo International Jazz Festival. (Earl Friesen/Bulletin)



Diana Krall surprised Bryan Stewart and the whole audience by appearing at the all-star concert on Saturday, Sept. 16, at the Port Theatre and performing her song 'How Deep Is the Ocean.' (Earl Friesen/Bulletin)

### Storyteller wants people to harness the flame of their everyday lives

MANDY MORRIS  
REPORTER

The hit storytelling event recalling the personal lives of everyday people is coming to Nanaimo. Award-winning actor and creator of *Monty's Head*, Deborah Williams, will bring performers from the Island and Lower Mainland to the Port Theatre stage on Sunday, Sept. 24, to share a bit of their 'extraordinary' for *For the Flame*.

"I wanted to hear about some other ways of life," Williams said. "I am fascinated by people's normal. And when you start a story, a person really has to tell you what their normal is because it's going to be an extraordinary thing they're telling you about. So, we've got to hear about what is normal in so you can hear what their extraordinary is."

The Flame has flourished since its humble beginnings in Williams' outside

Vancouver living room in 2009 when the storyteller, along with co-creator Ted Williams, invited roughly 20 people to share a personal and true story.

"All these actors, because that's mostly who I know, who were terrified when they came over, laughed, saying 'oh my God, I got to do this again, this is so great,'" Williams said.

While the storytelling sessions are not therapy, the storyteller encouraged, there's something about communal sharing and getting perspective on one's life.

The name of the series is reminiscent of the saying that "words are drawn to the flame" - and in the perfect analogy, Williams said, for an event that allows people to gather. The series has shown in Victoria, New Westminster, Surrey and on Gabriola Island, to name a few, and will open the Port Theatre's Spotlight series.



VANCOUVER ISLAND  
**DAILY DISH**

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## LEARNING TO KRALL

Nanaimo's favourite jazz singer a surprise guest at hometown jazz festival salute to musical mentor

**Connor Stewart** – Picking up the first of eight horns at 13, Vancouver Island born and raised Connor Stewart was invited to join Arrowsmith Big Band at 15, and assume lead alto with the Nanaimo Musicians Association Big Band at 16. He started playing professionally and leading adult jazz bands that same year, and began earning his living full time in New Orleans at 17 as a bandleader, frontman, sideman, composer/arranger, studio musician, and educator.

The Connor Stewart Sextet features John Lee playing bass, Miles Lyons trombone, Zack Knewstubb piano, Aaron Levinson drums, Mike Clement and Connor on saxs and clarinet.

Earning accolades from from colleagues and fans alike for his emotive playing, multi-instrumentalist CONNOR STEWART (tenor/alto/soprano/bari saxes, clarinet, trumpet, cornet, flugelhorn, flute, vocals) plays soprano sax and clarinet for the "Swamp Donkeys Traditional Jass Band," tenor sax with the "Shannon Powell Quartet" led by Preservation Hall drummer Shannon Powell (Harry Connick Jr, Dr. John, Diana Krall, John Scofield,) and has recently been invited to join and play trumpet in "The Trumpet Mafia" led by Grammy winning University of New Orleans jazz trumpet studio leader Ashlin Parker (Irvin Mayfield's New Orleans Jazz Orchestra, Aretha Franklin, Adonis Rose, Ellis/Jason Marsalis.)



## The Big Mess

Since 2011, with inspiration drawn from blues, Latin, pop, jazz, swing, musical theatre, electronic (& even classical) music, this father/son duo has been delighting audiences from ages 3 to 103. They're named The Big Mess for two reasons: 1. They play a big mess of musical styles, and mess with them in their own big messy ways. 2. They honour that being a mess is a quintessential part of being human. Let's celebrate THE MESS! Kyle has performed with a variety of musicians, including Marty Steele, Nico Rhodes, James McRae and Andrew Homzy's Disney does Da Jazz orchestra. Theatrically, Kyle Shepard has performed major roles in Rocky Horror Show and The Little Mermaid. Marty Shepard was born & raised way too long ago in Chicago, Illinois. As one of the original members of REO Speedwagon, he has also enjoyed performing with Brooke Maxwell's Planet Swing & El Super Bando, Joëlle Rabu, Nico Rhodes, James McRae and Marty Steele

## Patrick Courtin Swing Band: Mahogany

Hall Full band photo (is with Andrew Cullen but instead will be Drake Shoemaker). I'll also put various links here for ease of use: <https://www.instagram.com/mahoganyhallswingband/> <https://www.facebook.com/MahoganyHallBand> <https://www.youtube.com/channel/UCMaN5MG1occOBvpVwyx3bvQ> <https://www.youtube.com/@mahoganyswingband1492> Mahogany Hall Swing Band is a Vancouver-Island based jazz ensemble led by pianist Patrick Courtin and vocalist Simon Paterson. The two first met as historical interpreters working at Barkerville Historic Town while performing music of the gold rush era on a historic stage. The pair became fast friends and were particularly drawn together by their mutual love of classic jazz music—especially the Great American Songbook. Their influences include Frank Sinatra, Billie Holiday, Nat King Cole Trio and Kurt Elling, but also Tom Waits, Stephen Sondheim and Seth MacFarlane. Their sound is full of hard-swinging jazz, soulful blues and lush ballads. They also specialize in playing music for swing dancing, with a repertoire that is stocked full of hot jazz tunes in the styles of Fats Waller, Jelly Roll Morton, Cab Calloway, and more. They are delighted to be joined by exceptionally talented musicians Nico Rhodes (saxophone), Drake Shoemaker (bass), and Al Murray (drums)

**Bonnie Brett**, for decades, has been a favourite of Toronto Jazz audiences. Known as a swinging singer of great power and finesse, Bonnie has headlined many concerts and club venues, most notably, The Montreal Bistro, The Top of The Senator and the REX in Toronto, Herman's in Victoria, The Old School House in Qualicum and various club dates in Ascot and London England. She has appeared at the Du Maurier Downtown Jazz Festival, The TD Canada Trust Jazz Festival, The Port Hope All Canadian Jazz Festival and the Festival International de Jazz du Montreal. Bonnie's repertoire is sophisticated and sweet but also fun and swingy – vocal jazz at its finest.

**Bryan Stovell** – Bryan retired from a 35-year career as a music educator in Nanaimo. Since 'retiring,' he has taught Jazz Theory and Improvisation in the Vancouver Island University Music Department. He directs the Nanaimo Musicians' Association Big Band.

Bryan's school bands won many provincial and national awards; and his groups performed in Japan, the United States, various countries in Europe, and every major city in Canada. Many of

his former students are professional musicians and music educators, the best known being international stars Diana Krall, Ingrid Jensen, and Christine Jensen.

Bryan is a Music Fest Canada Hall of Fame member and recipient of the Marshall McLuhan Distinguished Teacher Award for both BC and Canada; upon his retirement he was honoured by the BC Music Educators' Association with its Professional Music Educator Award. He is former chairman of the Concert Band and Orchestra division of Music Fest Canada and sits on the Festival's board of directors.

What Bryan enjoys most is working with music students of all ages

DATE OF MEETING July 17, 2024

AUTHORED BY CHRIS SHOLBERG, COMMUNITY/HERITAGE PLANNER

SUBJECT HERITAGE HOME GRANT APPLICATION – 167 IRWIN STREET

## **OVERVIEW**

### **Purpose of Report**

To obtain Council approval for a Heritage Home Grant for the Land “Fernville” Residence located at 167 Irwin Street.

### **Recommendation**

That the Finance and Audit Committee recommend that Council approve a \$793.75 Heritage Home Grant to repaint a portion of the exterior of the Land “Fernville” Residence at 167 Irwin Street.

## **BACKGROUND**

Located at 167 Irwin Street (Attachment A), a Heritage Home Grant application has been submitted by the owner of the Land “Fernville” Residence to repaint a portion of the building exterior (south facing gable).

The Land “Fernville” Residence is currently listed on the City of Nanaimo’s Heritage Register. For historical information on the building see Attachment B – Land “Fernville” Residence History and Significance.

## **DISCUSSION**

Staff have reviewed and evaluated the grant application and note that the proposed project satisfies the relevant requirements and objectives of the Heritage Home Grant Program (as outlined in Attachment C – Heritage Home Grant Program Purpose and Conditions).

The proposed exterior repaint will prolong the life of the building by reducing deterioration of the building’s exterior wood and stucco siding. The existing colour scheme (dark green/grey body, white and purple trim) will be maintained and is appropriate from a historic colour perspective. Photos of the condition of the existing façade can be viewed in Attachment D.

The total estimated project cost is \$1,701. The project is eligible for up to \$850.50 in grant assistance based on the 50/50 cost-sharing model specified under the program.

It should be noted that the property owner previously received a heritage home grant in 2021 for \$1,706.25. Under the conditions of the grant program, an eligible heritage property owner can

apply for a grant up to \$2,500 during the life of the building. Due to the previous grant allotment, the property owner is restricted to a maximum grant of \$793.75 for this application.

The Heritage Home Grant Program budget is currently \$12,000. Approval of this grant will reduce the program budget to \$11,206.25.

## **OPTIONS**

1. That the Finance and Audit Committee recommend Council approve a \$793.75 Heritage Home Grant to repaint a portion of the exterior of the Land “Fernville” Residence located at 167 Irwin Street.
  - Advantages: The Heritage Home Grant Program furthers the Empowered goal of *City Plan* and the *Integrated Action Plan*, as well as the conservation objectives of the City’s Heritage Conservation Program.)
  - Disadvantages: The money remaining in the Heritage Home Grant fund would be reduced for potential future applicants in 2024.
  - Financial Implications: The Heritage Home Grant Program currently has a \$12,000 budget available.
2. That the Finance and Audit Committee does not recommend Council approve a \$793.75 Heritage Home Grant to repaint a portion of the exterior of the Land “Fernville” Residence located at 167 Irwin Street.
  - Advantages: More funding would be available in the Heritage Home Grant fund for potential applications to be considered until December 2024.
  - Disadvantages: This could create uncertainty about the City’s commitment to the grant program’s purpose and parameters. It would run counter to the City’s heritage conservation objectives. Not awarding funding would be contrary to the first-come, first-served priority for eligible applications.
  - Financial Implications: A total of \$12,000 would remain available for further applications in 2024.

## **SUMMARY POINTS**

- The building owner has applied for a \$793.75 Heritage Home Grant for the Land “Fernville” Residence located at 167 Irwin Street to repaint a portion of the building’s exterior (south facing gable).
- The total estimated project cost is \$1,701.
- The grant application satisfies the relevant requirements and objectives of the Heritage Home Grant Program.

**ATTACHMENTS:**

ATTACHMENT A: Location Map

ATTACHMENT B: Land “Fernville” Residence History and Significance

ATTACHMENT C: Heritage Home Grant Program Purpose and Conditions

ATTACHMENT D: Photos of Existing Siding Condition and Colour Scheme |

**Submitted by:**

Jeremy Holm  
Director, Planning & Development  
  
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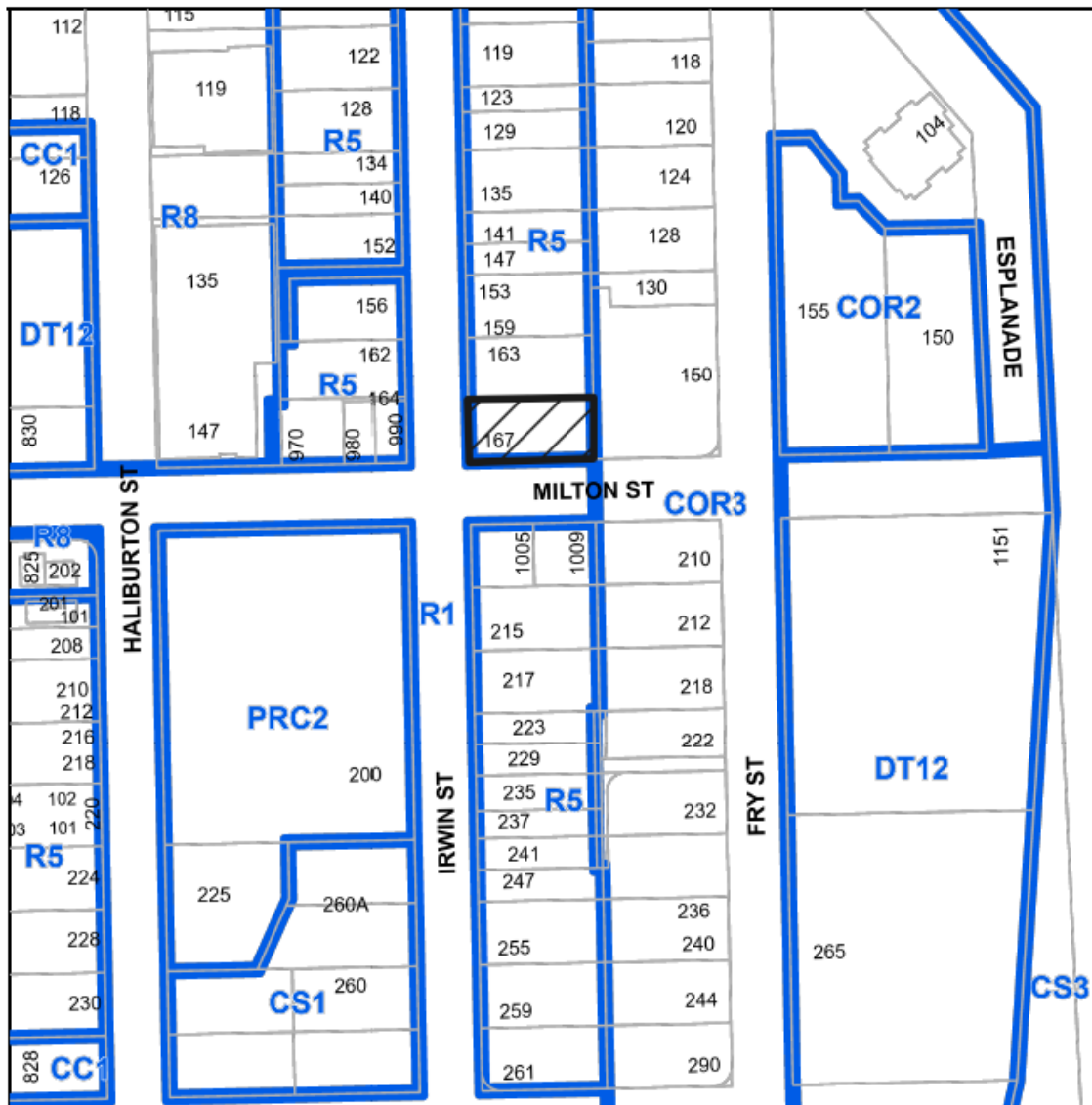
**Concurrence by:**

Wendy Fulla  
Director, Finance


Laura Mercer  
General Manager, Corporate Services |

# ATTACHMENT A

167 Irwin Street



CIVIC: 167 IRWIN STREET

 Subject Property

# **ATTACHMENT B**

## **LAND “FERNVILLE” RESIDENCE HISTORY AND SIGNIFICANCE**

Built around 1890, the Land “Fernville” Residence is a very good example of a picturesque Late Victorian building. Tall and imposing in massing, the house features a cross-gabled roof. The ground floor is clad in drop siding; the second floor in bellcast shingling. The corner entry porch is supported on a single, turned column. Coloured glass insets exist in the corners of some of the windows.

The Land “Fernville” Residence is an excellent example of a private conservation project. When built, the house was part of a group of superior residences in what was then Nanaimo’s most elegant neighbourhood. By 2007 the area was overwhelmingly industrial and most of the original homes had been demolished. Fernville was owned by a local construction firm and because the firm wished to expand its storage yard was offered to anyone willing to move it. Interest was expressed by a number of organizations but eventually a local family moved the building to its current site, only a few blocks away but in a much less industrialized area and adjacent to a public park. Since the move, both the new owners, with the help of neighbours and community association members, have worked to restore the building. Although some changes have been made as a result of the relocation, the building remains substantially intact. The move and subsequent restoration of Fernville speaks to the community’s acknowledgement of the value of heritage buildings in their neighbourhood.

The property at 84 Esplanade on which the building was originally located was acquired from Angus McKenzie by Captain Peter M. Land in 1888. Land, a master mariner, is listed as living here the following year; the house was either built at this time, or at a slightly later point during Land’s ownership.

By 1905 the house was acquired by Mrs. C.E. Barton of Vancouver, and by 1908 was owned by the E.G. Cavalsky family. Edward George Cavalsky was born in Denmark, and came to Victoria in 1880, where he lived for six years, employed on the coast boats. In 1886 he moved to Nanaimo, and opened a grocery business, and after a varied career, went into insurance and accounting. Cavalsky served on Nanaimo City Council for 17 different terms, starting in 1908; he also joined the fire department in 1888, becoming the secretary in 1895. Cavalsky married Laura Gilbert in 1887 – she had arrived in Nanaimo with her family in 1874. By the time of their Golden Anniversary in 1937, they were considered “one of Nanaimo’s best known and most beloved pioneer couples.”

# **ATTACHMENT C**

## **HERITAGE HOME GRANT PROGRAM PURPOSE AND CONDITIONS**

Created by Council in 2006, the purpose of the Heritage Home Grant Program is to enhance and conserve Nanaimo's historic residential building resources. To achieve this objective the program provides financial assistance to structural and exterior building improvements which follow the Federal Government's Standards and Guidelines for the Conservation of Historic Places in Canada.

The City of Nanaimo has committed to providing financial incentives for heritage buildings as part of its economic development and revitalization strategy. Incentives are intended for the rehabilitation and enhancement of historic buildings, as well as to promote investment in historic residential neighbourhoods, thereby enhancing the neighbourhood's historic building stock and long term livability.

This program mirrors similar heritage home incentive programs in cities such as Vancouver and Victoria that have been in existence for many years and have encouraged home owners in historic residential areas to fix up and maintain their historic homes.

Grants will cover up to 50% of total project cost, to a maximum of \$2,500 per building, and are available on a first come, first served basis. To date, \$58,978.66 has been paid out under the grant program for 25 exterior building facade improvements leveraging \$228,583.62 in private investment.

Should Council approve the grant, the following conditions will also apply as specified under the program:

- The project must be fully completed prior to payment of the grant.
- The owner must agree to register a Heritage Conservation Covenant on the property prohibiting demolition or exterior alteration of the building, unless the City approves these actions.
- Work must be substantially underway within six months of grant approval and completed within one year.
- Work must be of good quality, meet appropriate building/fire codes or approved equivalent, comply with existing bylaws, be conducted in accordance with a valid building permit (if applicable), and pass municipal inspections.
- Works is subject to inspection. If, during the course of the project, it is determined that the work fails to adhere to the program guidelines, then the award of the grant, in whole or in part, may be rescinded.
- The owner will agree to mount a small metal plaque in close proximity to the home's main entrance provided by the City indicating the home's heritage status.
- The applicant shall not involve the City of Nanaimo in any legal action between him/her and any contractors, estimators, employees, workers or agents arising from or out of the Heritage Home Grant project.



## ATTACHMENT D

### PHOTOS OF EXISTING SIDING CONDITION AND COLOUR SCHEME



DATE OF MEETING JULY 17, 2024

AUTHORED BY PHIL STEWART, MANAGER, ENGINEERING PROJECTS

**SUBJECT REGIONAL DISTRICT OF NANAIMO WELLINGTON PUMP  
STATION COST SHARE PROJECT**

## **OVERVIEW**

### **Purpose of Report**

To present the Finance and Audit Committee with an opportunity to undertake sewer main replacements in collaboration with the Regional District of Nanaimo's Wellington Pump Station Upgrades project.

### **Recommendation**

That the Finance & Audit Committee recommend that Council enter into a cost share agreement with the Regional District of Nanaimo to complete a sewer main replacement in conjunction with the Wellington Pump Station Upgrades project and add a project to 2024 for \$400,000 for the work, funded from the Sewer Operating Reserve.

## **BACKGROUND**

The Regional District of Nanaimo (RDN) is planning to undertake upgrades to the Wellington Pump Station with construction starting in the summer of 2024 and with completion expected by summer 2025.

The City of Nanaimo has aging asbestos cement (AC) sewer pipes adjacent to the pump station that were installed when the pump station was constructed in 1978. Although there haven't been problems with the sewers, the disruption from the pump station upgrades will put it at significant risk. It is common for older AC pipes to become brittle, and experience breaks either during adjacent construction or shortly thereafter.

## **DISCUSSION**

To ensure the sewer service remains reliable and to take advantage of the planned larger construction project, there is an opportunity for the City to replace the sewer mains, in concert with the RDN project.

The cost to replace the sewer pipes in the area is expected to be approximately \$400,000.

The project is proposed to be funded from the Sewer Operating Reserve which has sufficient funding available for the project. The revised 2024 closing balance of the reserve would be \$11.8 million.

## **OPTIONS**

1. That the Finance & Audit Committee recommend that Council enter into a cost share agreement with the Regional District of Nanaimo to complete a sewer main replacement in conjunction with the Wellington Pump Station Upgrades project and add a project to 2024 for \$400,000, funded from the Sewer Operating Reserve.
  - The advantages of this option are that it will:
    - i. reduce the risk of unplanned disruption to the sewer service;
    - ii. take advantage of a larger adjacent project for economy of scale.
  - The disadvantages of this option: Less funds will be available in the reserve to support other sewer projects.
  - Financial Implications: The 2024 – 2028 Financial Plan will be amended at a later date to incorporate the additional project.
2. That the Finance & Audit Committee do not recommend that Council enter into a cost share agreement with the Regional District of Nanaimo to complete a sewer main replacement in conjunction with the Wellington Pump Station Upgrades project..
  - The advantages of this option: Funds will be available in the reserve to support other sewer projects.
  - The disadvantages of this option:
    - i. There will be a risk that the construction will damage the sewers and there will be an unplanned disruption to the sewer service;
    - ii. The pipes will need to be renewed at a future time without the cost savings of being included in a larger project.
  - Financial Implications: The Sewer project will need to be completed in the near future. Deferring the project to a future year at current inflation rates will likely mean the project will cost more.

## **SUMMARY POINTS**

- The Regional District of Nanaimo is undertaking an upgrade to the Wellington Pump Station.
- The City has an opportunity to replace the sewer mains adjacent to the pump station.
- Replacing the sewer mains will reduce risk to the service and renew the infrastructure.

## **ATTACHMENTS:**

Attachment A – Location Plan |

**Submitted by:**

Phil Stewart  
Manager, Engineering Projects

**Concurrence by:**

Poul Rosen  
Director, Engineering

Wendy Fulla  
Director, Finance

Laura Mercer  
General Manager, Corporate Services

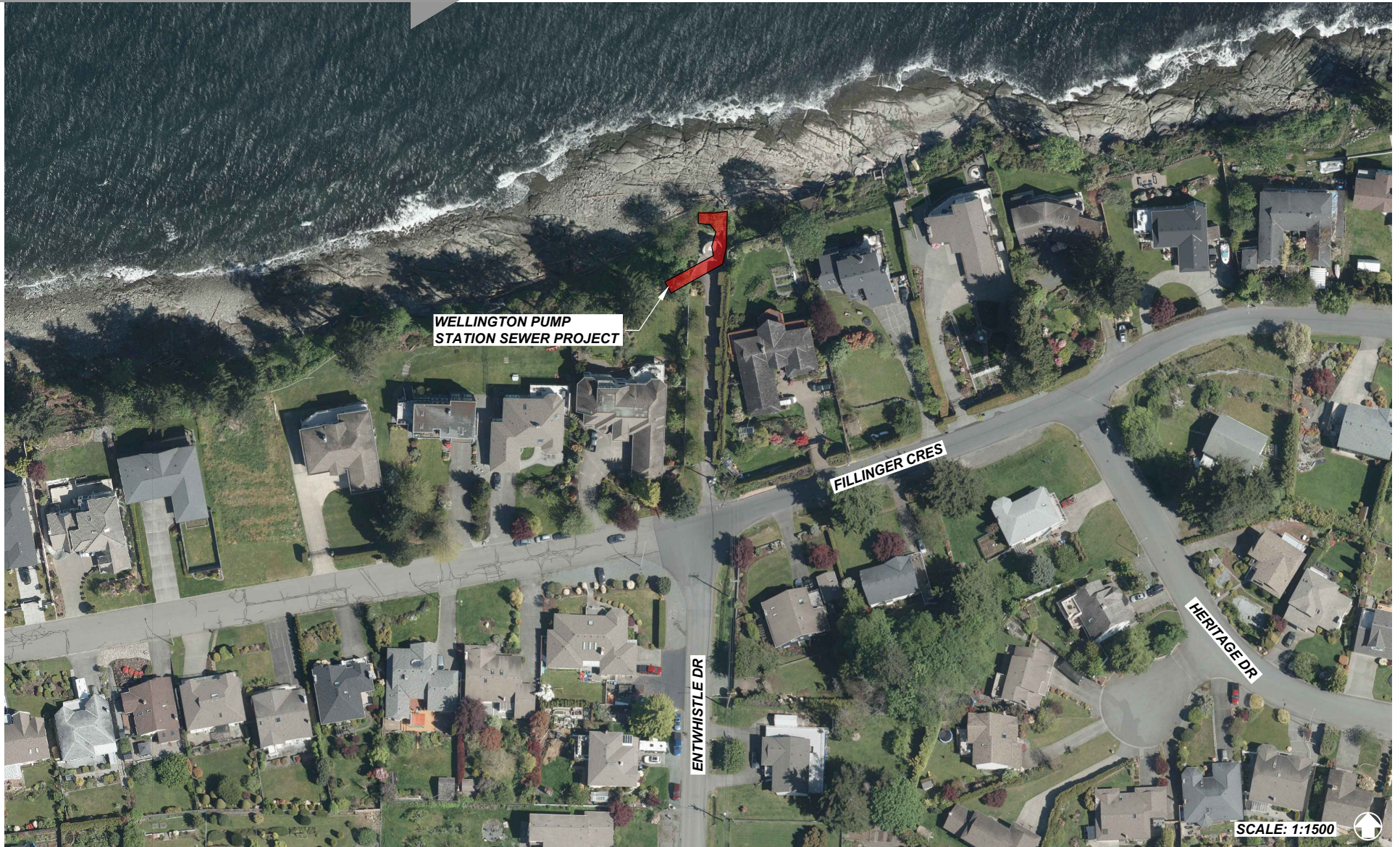
Bill Sims  
General Manager, Engineering & Public Works



# ATTACHMENT A

# WELLINGTON PUMP STATION SEWER PROJECT

## LOCATION PLAN





DATE OF MEETING JULY 17, 2024

AUTHORED BY COLIN DAL-SANTO

**SUBJECT QUARTERLY BUDGET TRANSFER REPORT**

## **OVERVIEW**

### **Purpose of Report:**

To advise the Finance and Audit Committee of any budget transfers requiring disclosure for the period 2024-JAN-01 to 2024-JUN-30.

## **BACKGROUND**

The City's budget transfer policy requires disclosure of budget transfers that result in a new project over \$75,000 and at the discretion of the Director, Finance disclosure of budget transfers over \$100,000 or budget transfers that result in the delay or cancellation of a project.

This report covers Q1 and Q2 of 2024. |

## **DISCUSSION**

### **Victoria Road Sinkhole Repairs**

A transfer of \$100,000 from the City Project Contingency Allocation was added to the Victoria Road Sinkhole Repairs project. The drilling to fill the void spaces with grout took much longer than planned due to unexpected groundwater which limited productivity during the repairs. With the uncertainty of subterranean work, the volume required to fill the void space below the roadway was difficult to properly estimate even with the initial assessment and conceptual work for the repairs. Additional funds may still be required to complete the project but are currently unknown.

### **Cottle Lake Raised Boardwalk**

Upon final inspection of the Cottle Lake Raised Boardwalk project, it was determined that additional soft surfacing, panels along the walkway, and other small items were required for safety and project completion. The additional \$104,700 in funds was transferred from the City Project Contingency Allocation.

### **Home Energy Assessment Rebates**

The contract to provide municipal top-up rebates to CleanBC Better Homes program ended on March 31, 2024 with a remaining budget of \$31,800. This was transferred to the City's Home Energy Assessment Rebates program as this program has been in high demand.

### **Labieux Road Patching**

The scope of the Labieux Road Patching project was changed due to there being insufficient asphalt thickness through substantial areas of the project that were not discovered until the work

had commenced. Failing to change scope would have resulted in a product that required additional maintenance efforts in the short-term. A budget transfer of \$114,976 was completed to fully rebuild the road segment that now behaves as a new roadway with reductions in maintenance. This was mostly funded through the cancellation of major patching on Brierley Hill with the remainder of the funds coming from various complete projects. |

## **FINANCIAL CONSIDERATIONS**

|The additional funding for the above projects was funded by reallocating resources within the approved 2024-2028 Financial Plan. |

### **SUMMARY POINTS**

- Budget transfer funding was found within the approved 2024 budget.

#### **Submitted by:**

Colin Dal-Santo  
Project Accountant |

#### **Concurrence by:**

Bill Sims  
General Manager, Engineering & Public Works

Mike Bryson  
A/Director, Facility & Parks Operations

Jeremy Holm  
Director, Planning & Development

Richard Harding  
General Manager Community Services & Deputy CAO

Wendy Fulla  
Director, Finance

Laura Mercer  
General Manager, Corporate Services |