

DATE OF MEETING April 19, 2017

AUTHORED BY BRUCE ANDERSON, MANAGER, COMMUNITY AND CULTURAL PLANNING

SUBJECT DOWNTOWN EVENT AND REVITALIZATION FUNDING PROGRAM - 2017 DOWNTOWN EVENT GRANT RECOMMENDATIONS

OVERVIEW

Purpose of Report

To obtain Council approval for the 2017 Downtown Event Grants to support downtown Nanaimo events.

Recommendation

That the Finance and Audit Committee recommend Council approve the 2017 Downtown Event Grant funding recommendations of \$115,841 for eligible applications.

BACKGROUND

Council established a new Downtown Event and Revitalization Funding Program for 2017 to support events and initiatives which attract residents and visitors to the downtown, support the vibrancy of the downtown, and stimulate business activity. The total budget available for the 2017 Downtown Event Grant fund is \$117,121. The City issued a call for grant applications for this Downtown Event and Revitalization Funding Program, with a submission deadline of 2017-MAR-31.

There were 29 applications received by the grant deadline. Of the applications submitted, 25 applications were determined to be eligible and these represent a total funding request of \$213,879.20 (Attachment A). Staff further reviewed the eligible applications relative to the event grant guidelines and criteria for the Downtown Event and Revitalization Funding Program (Attachment B) and recommend allocating a total of \$115, 841 to the eligible applicants as outlined in the attached Downtown Event Grant Recommendations (Attachment A). Of the four applications deemed ineligible, one application is subject to further review regarding eligibility. The amount tentatively allocated to this application is \$1,280 and is being held back at this time.

The eligible applications received represent both renewed events from previous years, as well as some new events for the downtown in 2017. Of the former DNBIA Signature Events, applications have been made for all but four of these (Easter Spring Fling, Halloween Howl, Santa Fly-In & Santa's Workshop, and Harvest Festival). With respect to the significant amount of funding requested relative to the available budget, Staff applied the program requirement of funding 35% of an event budget to the applications and then subsequently reviewed, on an individual application basis, whether there was merit in an increase above the 35%. This allowed funding recommendations of eligible applications to fall within the limit of the \$117,121 allocated for the grant fund in 2017.

OPTIONS

1. That the Finance and Audit Committee recommend Council approve the 2017 Downtown Event Grant funding recommendations of \$115,841 for eligible applications.
 - **Budget Implication:** The recommendations do not exceed the total available budget of \$117,121 for 2017 Downtown Event Grants.
 - **Policy Implication:** The grant recommendations implement the objectives of the Downtown Event and Revitalization Funding Program.
 - **Strategic Priorities Implication:** The Downtown Event Grants provide support for events in the downtown and furthers the goals of Economic Health and Cultural Vitality.
2. That the Finance and Audit Committee provide alternate funding recommendations.

SUMMARY POINTS

- The City received 21 eligible applications with a total request of \$213,879.20 for the 2017 Downtown Event Grants funding program.
- An allocation of \$115,841 to eligible applicants of the total \$117,121 Downtown Event Grants budget is recommended.

ATTACHMENTS

Attachment A: Downtown Event Grant Recommendations

Attachment B: Downtown Event and Revitalization Funding Program – Grant Guidelines and Criteria

Submitted by:



Bruce Anderson
Manager, Community and Cultural Planning

Concurrence by:



Dale Lindsay
Director, Community Development

ATTACHMENT A

DOWNTOWN EVENT GRANT RECOMMENDATIONS

Event Applications	Funding Request	Funding Recommendation
Gingerbread Homes	\$15,000.00 65.22%	\$5,680.00 24.70%
Bathtub Days Street Fair	\$19,000.00 32.73%	\$15,000.00 25.84%
Canada's 150th Anniversary Anthology	\$3,000.00 60.00%	\$1,080.00 21.60%
Gallery Row Art Festival	\$3,000.00 46.15%	\$2,090.00 32.15%
Light Up A Life	\$7,500.00 88.24%	\$2,440.00 28.71%
LIT LIT LIT LIT VIII Nanaimo	\$500.00 89.19%	\$330.00 58.87%
Lunchtime Music Series - Noon-hour concerts in th	\$7,500.00 93.75%	\$1,600.00 20.00%
Multicultural Festival	\$15,000.00 95.24%	\$6,400.00 40.63%
Nanaimo Art Walk	\$2,252.95 35.00%	\$2,250.00 34.95%
Nanaimo Dragon Boat Festival Society	\$5,000.00 3.19%	\$4,660.00 2.97%
Nanaimo Heritage Days	\$9,613.00 50.00%	\$6,160.00 32.04%
Nanaimo International Jazz Festival	\$22,000.00 15.82%	\$9,900.00 7.12%
Nanaimo Marine Festival	\$20,000.00 10.29%	\$16,000.00 8.23%
National Aboriginal Day Celebration	\$10,000.00 48.78%	\$5,890.00 28.73%
Pride Week	\$5,000.00 15.77%	\$4,330.00 13.65%
Selby Street Stravaganza	\$15,000.00 60.00%	\$3,330.00 13.32%
Summertime Blues Festival	\$25,000.00 10.98%	\$16,000.00 7.03%
Symphony Community Days	\$5,000.00 50.00%	\$3,160.00 31.60%
The Nanaimo Fringe Festival	\$5,000.00 12.94%	\$3,830.00 9.91%
Trick or Treat Theatre	\$1,632.75 35.00%	\$0.00 0.00%
Victoria Crescent Annual Scavenger Hunt	\$5,925.50 35.00%	\$1,251.00 7.39%
Beard O Rama	\$2,000.00 66.67%	\$450.00 15.00%
Crescent Days	\$4,955.00 50.00%	\$3,470.00 35.00%
Fresh Start	\$3,000.00 100.00%	\$540.00 18.00%
Downtown Tree Light Up	\$2,000.00 80.00%	\$0.00 0.00%

TOTAL:

\$213,879.20

\$115,841.00

ATTACHMENT B

DOWNTOWN EVENT AND REVITALIZATION FUNDING PROGRAM

Grant Guidelines and Criteria

The City of Nanaimo is committed to supporting its Downtown. The Event Grant Funding Program is intended to support events and initiatives which attract residents and visitors to the Downtown, support the vibrancy of the Downtown, and stimulate business activity.

Purpose of the Funding:

Grant funding can be used to assist with the costs of staging annual, festive, outdoor public events in Downtown Nanaimo. The intention of the grant is to recognize the value annual events have in building vitality in the Downtown and enhancing Nanaimo's profile as a destination of choice. The grants will serve as an incentive to event organizers to enhance, expand and improve their events.

Assessment of Events:

Determination of successful application will be based on whether the event:

- Promotes the Downtown as a great place to visit and experience for residents and visitors
- Supports local business
- Enhances the vitality and vibrancy of the Downtown
- Promotes local arts, products, culture, history and attractions
- Fosters partnerships
- Contributes to building a sustainable celebration series and annual festivals
- Has strong potential to attract out-of-town visitors and overnight stays
- Is accessible to the general public (with or without gated admission)

Application Requirements:

Successful Applicants will need to demonstrate:

- How the enhancement or new event concept will positively impact the Downtown
- The clarity of objectives, deliverables and distinctiveness
- Alignment of the event objectives with some or all of the City's priorities
- How the funding will improve, enhance or expand the event
- The ability of the applicant/organization to execute the event
- How the event will provide good value-for-money including out of town visitation
- The event will not duplicate existing initiatives
- The proposed budget is balanced, reasonable and sufficiently detailed to assess success (grant applications can be submitted for up to 35% of the total event budget; requests above 35% will be reviewed on a case-by-case basis)

Eligibility:

Applicants must be an incorporated non-profit society or community organization, active for at least a full year prior to application, or a private business in good standing with the City of Nanaimo. Individuals are also eligible to apply. Charitable status is not required.

The grant is not intended for:

- Events where participation is based on fundraising pledges
- Events that receive other financial or in-kind support from the City of Nanaimo sources in excess of 75% of event costs
- Events or activities which are politically partisan or primarily focused on commercial activity (e.g. tradeshow), religion or health care.
- Events occurring outside of the Downtown. The City reserves the right to determine the boundaries of the Downtown for the purpose of this funding program.

Review Process:

Grant applications will be accepted until March 31 each year. All applications received by this date will be evaluated together and funds distributed accordingly. Applications received after March 31 will be considered if funds are available.

Grant applications will be reviewed by staff based on program criteria and will be forwarded to Council for final approval.

Funding Acknowledgement

Successful applicants must acknowledge the support of the City of Nanaimo in all print and publicity material for the special event (e.g. brochures, banners, on-site signs). The City of Nanaimo will provide grant recipients with an acknowledgement statement and access to the appropriate materials including logos.

Post Event Report

Successful applicants will provide a Final Report in the prescribed format to the City of Nanaimo within 90 days of completion of the event. The focus of the final report is to determine how well the event met the objectives of the grant and how the City's support benefits their organization and future event plans. This report provides an opportunity for event assessment and discussion with staff on future plans for improvement. Receipt of the Final Report is a pre-condition for consideration of an applicant's future grant applications in any funding program offered by the City of Nanaimo.