

ATTACHMENT B



City of Nanaimo Downtown Event Revitalization Funding Program

Grant Guidelines & Criteria (2019)

2019 Grant Deadline

Monday, October 22, 2018 (4:00 pm)



**For more information, please contact Community & Cultural Planning
at 250-755-4483 or cultureandheritage@nanaimo.ca.**

Last updated: August 2018

Downtown Event Revitalization Funding Program

The City of Nanaimo is committed to supporting its Downtown. The Downtown Event Revitalization 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

Grant funding can be used to assist with the costs of staging annual, festive, 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 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;
- promotes 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; and
- 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; and
- 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 in good standing, active for at least a full year prior to application, and based on Nanaimo. Individuals are also eligible to apply and will be reviewed on a case-by-case basis. 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 healthcare
- 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

Downtown Event Revitalization Funding Program

Review Process

Grant applications will be accepted until **Monday, October 22, 2018 (4:00 pm)**. All applications received by this date will be evaluated together and funds distributed accordingly. Applications received after the deadline will be considered if funds are available. Grant applications will be reviewed by staff based on program criteria and past performance using **Final Reports** from previous year. These 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 Form and access to the appropriate materials including logos.

Final Reports

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. Download the **Final Report** template online at www.nanaimo.ca/culture-environment/grants/downtown-event-revitalization-funding-program or contact us directly.

Confidentiality

All documents submitted by applicants to the City of Nanaimo become property of the City. The City will make every effort to maintain the confidentiality of each application and the information contained therein except to the extent necessary to communicate information to staff and the committee for the purpose of evaluation and analysis. The City will not release this information to the public except required under the Province of BC's Freedom of Information and Protection of Privacy Act or other legal disclosure process.



City of Nanaimo Downtown Event Revitalization Funding Program

Grant Application Form (2019)

How to Submit your Application

Submit completed application packages **by Monday, October 22, 2018 (4:00 pm):**

- **By Mail:** c/o Community & Cultural Planning, City of Nanaimo
455 Wallace Street, Nanaimo BC V9R 5J6
- **In Person:** c/o Community & Cultural Planning, City of Nanaimo
Service & Resource Centre, 411 Dunsmuir Street, Nanaimo BC
(after hours drop box slot located outside beside front door)

* Late applications will only be considered if funds are available.

* Applicants who have received funding in previous years **MUST** provide a complete **Final Report** within 90 days of completion of the event OR before a new funding request is submitted for consideration. Failure to provide a final report will result in the rejection of new applications.



For more information, please contact Community & Cultural Planning
at 250-755-4483 or cultureandheritage@nanaimo.ca.

Last updated: August 2018

Grant Request Details

Year: _____ Grant Request Amount: \$ _____ *(max. 35% of total operating budget for year)*

Total Event Budget: \$ _____

Event/Project Information

Event/Project Name: _____ Date of Application: _____

Event Date: _____ Event Time: _____

Event Location (list all venues): _____

Amount of Funding Requested: _____ Number of years event has been held in Nanaimo: _____

Does your event require a street closure?

- Yes
- No

Applicant Information

Legal Name of Organization: _____

Mailing Address: _____ Postal Code: _____

City: _____

Phone Number: _____ Fax: _____

Primary Contact Person: _____ Position: _____

Phone: _____ Email Address: _____

BC Society Registration Number (if applicable): _____

Is your society in good standing with the BC Registrar?:

- Yes
- No

Does your organization operate within the City of Nanaimo?

- Yes
- No

Organization & Experience

Provide a brief description of your organization's mandate, and experiences you bring in hosting the proposed event (attach additional sheets if needed):

List any events that your group has hosted in the last five years:

Event Description

Provide a brief description of your event including all activities/components (attach additional sheets if needed):

How does your event enhance and/or promote the vitality of Downtown Nanaimo? How does it align with stated City/Council priorities? Attach additional sheets if needed.

Anticipated Attendees

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

Participants

Organizers

Volunteers

Spectators

Additional Comments

Age Profile of Participants

under 19

over 19

out of town

Partnering & Sponsorship

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).

Marketing & Promotion

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

Is the event open to the public and promoted as such? Yes ____ No ____

Funding Sources

Please provide an explanation of event funding (you may attach a detailed sheet). Include projected expenditures, revenues, donations and sponsorships (in kind and cash).

What other sources of revenue are you pursuing?

Does your event or organization already receive City funding? Yes ____ No ____

If yes, please specify source (grant type) and dollar amount _____

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

Is there an admission fee? (include anticipated revenues in the budget) Yes ___ No ___

Further support material (no more than 4 pages, single sided, no staples) Yes ___ No ___

Attach further support materials (i.e. scanned programs, a poster or brochure of an event in previous or current year).

Signature and Declaration

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

I hereby declare that if our organization is successful in obtaining a City of Nanaimo Downtown Event Revitalization Funding 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

Position

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.