

DATE OF MEETING DECEMBER 12, 2018

AUTHORED BY CHRIS BARFOOT, CULTURE & HERITAGE COORDINATOR

SUBJECT 2019 DOWNTOWN EVENT GRANT RECOMMENDATIONS

OVERVIEW

Purpose of Report

To obtain Council approval for the 2019 Downtown Event Grant recommendations to support downtown Nanaimo events.]

Recommendation

That the Finance & Audit Committee recommends that Council approve the 2019 Downtown Event Grant recommendations of \$150,000 as follows:

Organization Name	Event Name	Recc.
A Capella Plus Choral Society	2019 Spring Concert	\$840
B. Gallant Homes (Salvation Army)	B. Gingerbread Homes	\$7,525
Crimson Coast Dance Society	Multiculturalism Day 2019	\$7,000
Friends of Nanaimo Jazz Society	Jazz Affair on the Coast	\$2,500
Greater Nanaimo Chamber of Commerce	Commercial St. Night Market	\$21,500
Harbour City Jazz Society	JazzFest 2019	\$2,000
Mid Island Metis Nation	National Indigenous Peoples Day	\$6,750
Nanaimo African Heritage Society	Spring/Jazz Gospel Concert	\$3,500
Nanaimo Arts Council	Banner Festival	\$8,625
Nanaimo Artwalk Committee	Nanaimo Artwalk 2019	\$2,621
Nanaimo Blues Society	Summertime Blues	\$20,000
Nanaimo Chapter Federation of Canadian Artists	Nanaimo Fine Art Show	\$2,600
Nanaimo Downtown Farmers Market Society	Nanaimo Downtown Farmer's Market	\$6,000
Nanaimo Dragon Boat Festival Society	Nanaimo Dragon Boat Festival	\$9,000
Nanaimo International Jazz Festival Association	Nanaimo Jazz Festival	\$15,000
Nanaimo Sings! Choral Festival Society	Sing "Hello" to Spring	\$1,000
Old City Quarter Association	Easter Hunt in the OCQ	\$1,750
Old City Quarter Association	Halloween in the OCQ	\$2,837.50

Old City Quarter Association	Light Up a Life	\$2,975
Old City Quarter Association	Summer Vibes in the OCQ	\$5,250
Pacific Coast Stage Company	Nanaimo Fringe Festival	\$4,000
The Island Consort Society	Déjà Vu: A Retrospective	\$760
The Men's Centre	Father's Day in the Park	\$2,500
TheatreOne	Emerging Voices	\$3,365
Victoria Crescent Association	Bathtub Weekend Street Festival	\$6,101.50
Victoria Crescent Association	Crescent Day	\$4,000

BACKGROUND

In 2017, Council established a Downtown Event and Revitalization Funding Program (also known as Downtown Event Grants) to support events and initiatives that attract residents and visitors to the downtown, support the vibrancy of the downtown and stimulate business activity.

The total budget available for the 2019 Downtown Event Grants is \$150,000. A total of 27 event applications were received prior to the deadline, and 2 applications were received late (detailed in Attachment A). Of the 27 eligible applications received, Staff recommend that a total of \$150,000 be awarded to 26 projects. Staff recommend that the two applications received after the deadline receive \$0.

Staff has reviewed all eligible applications based on grant program eligibility and assessment criteria (Attachment B) and have provided their recommendations for the allocation of the 2019 Downtown Event Grants. The applications received represent both renewed events from previous years, as well as some new events for the downtown in 2019.

OPTIONS

1. That the Finance & Audit Committee recommends that Council approve the 2019 Downtown Event Grant funding recommendations of \$150,000 as follows:

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- **Budget Implication:** The recommendations do not exceed the total available budget of \$150,000 for 2019 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 goals of Economic Health and Cultural Vitality.

2. That the Finance & Audit Committee provide alternative funding recommendations. |

SUMMARY POINTS

- The Downtown Event Grants support events and initiatives that attract residents and visitors to the downtown, support the vibrancy of the downtown and stimulate business activity.
- It is recommended that the total 2019 Downtown Event Grant budget of \$150,000 be allocated to 26 eligible event applications as outlined in the report.

ATTACHMENTS

ATTACHMENT A: 2019 Downtown Event Grants – Applications Received

ATTACHMENT B: 2019 Downtown Event Grants – Guidelines and Criteria |

Submitted by:

Lisa Bhopalsingh
Manager, Community & Cultural Planning |

Concurrence by:

Dale Lindsay
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