

DATE OF MEETING | DECEMBER 18, 2019 |

AUTHORED BY | CHRIS BARFOOT, CULTURE & HERITAGE COORDINATOR |

**SUBJECT                    2020 DOWNTOWN EVENT GRANT RECOMMENDATIONS**

## OVERVIEW

### **Purpose of Report**

To obtain Council approval of the 2020 Downtown Event Grant recommendations to support downtown Nanaimo events. |

### **Recommendation**

That the Finance & Audit Committee recommends that Council approve the 2020 Downtown Event Grant recommendations of \$150,000 as follows:

<u>Applicant Name</u>	<u>Event/Project Name</u>	<u>Rec.</u>
A Capella Plus Choral Society	A Capella Plus Fall Concert	\$473
B. Gallant Homes	B. Gingerbread Homes	\$7,500
Friends of Heritage Society	Nanaimo Heritage Festival	\$13,000
Friends of Nanaimo Jazz Society	Jazz Affair	\$4,000
Greater Nanaimo Chamber of Commerce	Commercial Street Night Market	\$24,750
Humanity in Community	Hub City Walls	\$15,000
Malaspina Choral Society	50 <sup>th</sup> Anniversary Gala	\$2,000
Men's Resource Centre	Hub City Soapbox Derby	\$7,325
Nanaimo Artwalk Committee	Nanaimo Artwalk 2020	\$2,700
Nanaimo Chapter Federation of Canadian Artists	Nanaimo Fine Art Show	\$2,100
Nanaimo Craft Beer Society	Nanaimo Craft Beer Week	\$3,500
Nanaimo Downtown Farmers Market Society	Nanaimo Downtown Farmers Market	\$6,695
Nanaimo Dragon Boat Festival Society	Nanaimo Dragon Boat Festival	\$10,000
Nanaimo International Jazz Festival Association	10-Day Concert Series and 3-Day Festival	\$17,000
Nanaimo Pride Society	Nanaimo Pride 2020	\$9,500
Old City Quarter Association	Christmas in the OCQ	\$2,500
Old City Quarter Association	Halloween in the OCQ	\$2,850
Old City Quarter Association	Hop Into Spring in the OCQ	\$1,450
Old City Quarter Association	Sounds of Summer in the OCQ	\$6,000

TheatreOne	Emerging Voices	\$4,000
Vancouver Island Regional Library	Big Names, Little City – Canadian Author Reading Series	\$806
Vancouver Island Regional Library	Vancouver Island Childrens’ Book Festival (BookFest)	\$3,750
Volume Studio Ltd.	SHINE2020 Nanaimo	\$2,656
Wordstorm Society of the Arts	Poetry SlamFest	\$445

**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.

For 2020, a total of 25 eligible applications were received prior to the deadline of 2019-OCT-21 (Attachment A). The total amount of funding requested is \$241,623. Groups were invited to apply for up to 35% of their overall event/project budget. The total available budget for allocation in 2020 is \$150,000. Staff recommend that a total of \$150,000 be awarded to 24 events/projects.

Staff reviewed all eligible applications based on grant program eligibility and assessment criteria (Attachment B) and have provided funding recommendations for the 2020 Downtown Event Grants. The applications received represent both renewed events from previous years, as well as some new events for the downtown in 2020.

**OPTIONS**

1. That the Finance & Audit Committee recommends that Council approve the 2020 Downtown Event Grant funding recommendations of \$150,000 as follows:

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- The advantages of this option: Recommendations do not exceed total available budget. Recommendations implement the objectives of the Downtown Event and Revitalization Funding Program. The grants provide support for events in the downtown and furthers goals of Economic Health and Cultural Vitality.
- The disadvantages of this option: No funds available for other 2020 events.
- Financial Implication: None.

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

- The advantages of this option: None.
- The disadvantages of this option: None.
- Financial Implication: None. |

### **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.
- The total amount of funding requested is \$241,623. The total available budget for allocation in 2020 is \$150,000.
- Staff recommend that a total of \$150,000 be awarded to 24 events/projects. |

### **ATTACHMENTS**

ATTACHMENT A – 2020 Downtown Event Grants – Applications Received

ATTACHMENT B – 2020 Downtown Event Grants – Guidelines and Criteria

#### **Submitted by:**

Elizabeth Williams  
A/Director, Recreation & Culture |

#### **Concurrence by:**

Richard Harding  
General Manager of Parks, Recreation &  
Culture

Laura Mercer  
Director of Finance |