



City of Nanaimo Downtown Event Revitalization Funding Program

Guidelines & Criteria

2020 Grant Deadline

Monday, October 21, 2019 (no later than 4:00 pm)



**For more information, please contact Parks, Recreation & Culture
at 250-755-4483 or cultureandheritage@nanaimo.ca.**

Last updated: August 2019

Downtown Event Revitalization Funding Program

Introduction

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 must 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 Criteria

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
- Requests above 35% of the total project budget.
- 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



Organizations **may not be eligible** for Downtown Event Grant funding if they have received other funding assistance through the City of Nanaimo.

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Adjudication Process

Applications for funding must be received by the deadline indicated on the application form. All applications received by the deadline 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. Council decisions are final. Applicants will receive written notification of Council's decision within 90 days of the application deadline.

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.

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.