



# City of Nanaimo **Downtown Event Revitalization Funding Program**

## **Guidelines**

### **2021 Grant Deadline**

Monday, October 19, 2020

For more information, contact

Parks, Recreation & Culture  
250-755-4483  
[cultureandevents@nanaimo.ca](mailto:cultureandevents@nanaimo.ca)

*Last updated September 2020*

## **Introduction**

The City of Nanaimo is committed to supporting its downtown. This grant is intended to support events and initiatives which attract residents and visitors to downtown, support vibrancy, stimulate business activity and align with other objectives of the City's *2019-2022 Corporate Strategic Plan*.

### ***Planning for 2021***

Applicants should consider the ongoing impacts of COVID-19 in their planning for 2021. Please address how your initiative will comply with public health orders and other guidelines related to COVID-19. In 2021, as our community recovers from COVID-19, applicants are encouraged to re-imagine and re-build their activities to ensure they are relevant and can be delivered safely.

## **Purpose**

Grant funding can be used to assist with the costs of organizing and presenting public events and initiatives in downtown Nanaimo. The intention of the grant is to recognize the value initiatives have in building vitality downtown and in enhancing Nanaimo's profile as a destination of choice. The grant serves as an incentive to organizers to *enhance, expand and improve* their initiatives.

## **Assessment**

Proposed initiatives should:

- promote downtown as a great place to visit and experience for residents and visitors;
- promote local business;
- enhance the vitality and vibrancy of downtown;
- promote local arts, culture, history and attractions;
- foster partnerships;
- contribute to building a sustainable celebration series and annual festivals;
- have strong potential to attract out-of-town visitors and overnight stays; and
- be accessible to the general public (with or without gated admission).

## **Application Requirements**

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 initiative objectives with some or all of the City's priorities;
- how the funding will *improve, enhance or expand* the initiative;
- the ability of the applicant / organization to execute the initiative;
- how the initiative will provide good value-for-money including out of town visitation;
- the initiative will not duplicate existing initiatives; and
- the proposed budget is balanced, reasonable and sufficiently detailed (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).

# Downtown Event Revitalization Funding Program

## 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 in 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 the following:

- Initiatives where participation is based on fundraising pledges
- Requests above 35% of the total project budget
- Initiatives that are politically-partisan or primarily-focused on commercial activity (e.g. tradeshow), religion or healthcare
- Events or initiatives occurring outside of downtown Nanaimo (the City reserves the right to determine the boundaries of downtown for the purpose of this program)

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

## Adjudication Process

Applications for funding must be received by the deadline. 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. Recommendations 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.

## Confidentiality

Documents submitted by applicants become property of the City of Nanaimo. 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

## Application Form (2021)

This is an application for the City of Nanaimo's Downtown Event Revitalization (Downtown Event) Funding Program. Before completing the application form, refer to the guidelines.

### 2021 Grant Deadline

Monday, October 19, 2020

### How to Submit your Application

- **By Email (by midnight)** to [culturegrants@nanaimo.ca](mailto:culturegrants@nanaimo.ca)  
(PDF attachments only, total email size must not exceed 10 MB)
- **By Dropbox (by 4:00 pm)** to the Bowen Complex located at 500 Bowen Road. The dropbox is located on the lower level of the building near the tennis courts (Pine Street Entrance). The building is open to program registrants only (as of September 10). Please make sure your package is clearly marked with the applicable grant name.

A confirmation email will be sent to all applicants (using the email address indicated in your application form) to confirm that we have received your submission.

### Important Notes

- 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 render new applications ineligible.
- **Downtown Event Grant Final Report Form** is available at [www.nanaimo.ca/culture-environment/grants/downtown-event-revitalization-funding-program](http://www.nanaimo.ca/culture-environment/grants/downtown-event-revitalization-funding-program) (or by contacting us directly).

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City of Nanaimo  
**Downtown Event Revitalization  
Funding Program**

**Application Form (2021)**

**Grant Request Details**

Year \_\_\_\_\_ Request Amount \$ \_\_\_\_\_ (max. 35% of total operating budget for year)

Total Initiative Budget \$ \_\_\_\_\_

**Initiative Details**

Initiative / Project Name \_\_\_\_\_ Date of Application \_\_\_\_\_

Date(s) \_\_\_\_\_ Time(s) \_\_\_\_\_

Location(s) (list all venues) \_\_\_\_\_

Number of years initiative has been held in Nanaimo \_\_\_\_\_

Does your event require a street closure?

☐ Yes

☐ No

*Please note that approval of this grant application does not indicate approval of required permits. It is the responsibility of the applicant to ensure that all necessary permits have been obtained prior to your project / event.*

**Applicant Details**

Legal Name of Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_ Postal Code \_\_\_\_\_

City \_\_\_\_\_

Phone Number \_\_\_\_\_

Primary Contact Person\* \_\_\_\_\_ Position \_\_\_\_\_

*\*Must be available to be contacted December 2020*

Phone \_\_\_\_\_ Email \_\_\_\_\_

BC Society Registration No. (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 and Experience** (attach additional sheets if necessary / single sided / no staples)

Provide a brief description of your organization's mandate and activity

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

**Event Description** (attach additional sheets if necessary / single sided / no staples)

Provide a brief description of proposed activities

How does your initiative enhance and / or promote the vitality of downtown Nanaimo? How does it align with City / Council priorities?

Describe how your plan takes into account health and safety measures related to COVID-19. How are you planning to adapt?

**Anticipated Attendees**

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

**# Participants**

**# Organizers**

**# Volunteers**

**# Spectators**

**Age # under 19**

**Age # over 19**

**# out of town**

Additional comments (attach additional sheets if necessary / single sided / no staples)

**Partnering and Sponsorship** (attach additional sheets if necessary / single sided / no staples)

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 and Promotion** (attach additional sheets if necessary / single sided / no staples)

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

Is the initiative open to the public and promoted as such?

- ☐ Yes  
☐ No

Is there an admission fee? (include anticipated revenues in the budget)

- ☐ Yes  
☐ No

**Funding Sources** (attach additional sheets if necessary / single sided / no staples)

- ☐ Attach a budget that includes projected expenditures, revenues, donations and sponsorships (in-kind and cash) (you may attach a detailed sheet)

What other sources of revenue are you pursuing?

Does your organization already receive (or have you applied) for other sources of City of Nanaimo funding?

- ☐ Yes  
☐ No  
☐ Pending Application: Grant Type \_\_\_\_\_ Amount Requested \$ \_\_\_\_\_

If yes, please specify the source(s) (grant types) and dollar amount(s) (attach additional sheets if required)

Grant Type \_\_\_\_\_ Amount Granted \$ \_\_\_\_\_

Grant Type \_\_\_\_\_ Amount Granted \$ \_\_\_\_\_

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

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

**Final Report on Previous Year Funding**

- ☐ 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 render new applications ineligible. The **Downtown Event Grant Final Report Form** is available at [www.nanaimo.ca/culture-environment/grants/downtown-event-revitalization-funding-program](http://www.nanaimo.ca/culture-environment/grants/downtown-event-revitalization-funding-program) (or by contacting us directly).

**Further Support Material** (no more than 4 pages, single sided, no staples / scanned copies only / no originals)

- ☐ Attach further support materials if applicable (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.