

## **ATTACHMENT E**

### **DOWNTOWN EVENT REVITALIZATION GRANT FUND GUIDELINES, CRITERIA & ASSESMENT MATRIX**



#### **City of Nanaimo Downtown Event Revitalization Fund Grant**

#### **Guidelines & Application Form (2022)**

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

**2022 Grant Application Deadline: October 19, 2021**

## How to Submit your Application

- **Online (by midnight)** - Upload a PDF of the signed application and attachments for all sections using the online submission process  
[www.nanaimo.ca/your-government/grants/downtown-event-revitalization-funding-program](http://www.nanaimo.ca/your-government/grants/downtown-event-revitalization-funding-program)
- **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). 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 not be reviewed.
- Applicants who have received funding in previous years must submit a Final Report on your most recent project, at least 30 days before a new funding request is submitted. If your previous project is not yet complete, please submit an interim report. Failure to provide a Report will render new applications ineligible.
- Downtown Event Grant Final Report Form is available online or by contacting us directly.  
[www.nanaimo.ca/docs/social-culture-environment/grants-and-awards/2021downtownevent-finalreporttemplate.pdf](http://www.nanaimo.ca/docs/social-culture-environment/grants-and-awards/2021downtownevent-finalreporttemplate.pdf)

For more information, contact  
Parks, Recreation & Culture  
250-755-4483  
[culturegrants@nanaimo.ca](mailto:culturegrants@nanaimo.ca)

*Last updated July 2021*

## **Introduction**

The City of Nanaimo recognizes the vital contribution of arts, culture and heritage activities to the City's economic and social progress; the value of artistic and cultural expression; and enjoyment of life by its citizens. The work of the Culture & Events team is guided by the City of Nanaimo's plans. The Official Community Plan outlines a commitment to investing in arts and culture for the purpose of strengthening the City's economic base, improving the quality of life of residents, and enhancing community identity and pride. The Cultural Plan for a Creative Nanaimo further grounds the City's strategic goals to build respectful, collaborative relationships with the communities we serve.

Culture opens our minds to new perspectives. As convener, connector, facilitator, enabler and funder, the City of Nanaimo recognizes the crucial role of Nanaimo's independent arts, culture and heritage event and festival producers to create impact and value for diverse publics. Events and festivals contribute to the economic, social, and cultural well-being of residents, drive tourism and attract investment. The City of Nanaimo is committed to providing opportunities for all Nanaimo residents and visitors to express creativity and enjoy leisure time through a wide range of programs, activities and special events.

## **Purpose**

This fund is intended to assist with the costs of staging, organizing and presenting public events in downtown Nanaimo. The intention of the grant is to recognize the value events and festivals provide in building vitality downtown, enhancing quality of life, and raising Nanaimo's profile. The grant serves as an incentive to organizers to enhance, expand and improve their events and festivals, and prioritizes applications that demonstrate how events and festivals are responding to changing community needs and leveraging opportunities.

## **Strategic Priorities**

The City's strategic funding priorities for the program include:

- events and festivals that activate the downtown area;
- projects that generate community pride and raise the profile of Nanaimo;
- projects that support innovative collaborations and partnerships and
- events and festivals that attract tourists throughout the year into the shoulder season.

## **Program Objectives**

This grant is intended to support both groups and individuals in Nanaimo to plan and implement events and festivals downtown that:

- promote experiences for residents and visitors;
- have strong potential to attract out-of-town visitors and overnight stays;
- promote local businesses, arts, products, culture, history and attractions;
- are either a one-time special event, or a recurring event or festival that is presented on an annual or semi-annual basis and
- are accessible to the general public (with or without gated admission).

## Eligibility Criteria

Applicants must:

- be based in Nanaimo;
- be an incorporated **non-profit society or community organization** and in good standing (provincially or federally) as a non-profit society or community organization in good standing;
- active for at least a full year prior to application and
- **individuals** are also eligible to apply and will be reviewed on a case-by-case basis.

Grant applications can be submitted for up to 35% of the total event budget; requests above 35% of total event budget will be reviewed on a case-by-case basis.

## Ineligible Applicants

- City of Nanaimo departments
- Event organizers with outstanding balances owed to the City of Nanaimo
- Publicly funded or private educational institutions (public schools, universities, colleges, training organizations)
- Organizations or individuals located outside of the boundaries of the City of Nanaimo

## Eligible Festival & Event Activities

Grant funding can be used to assist with costs related to organizing and presenting public festivals and events in **downtown Nanaimo**, such as:

- fees for artists, entertainers, Elders, and other presenters;
- venue and equipment rental fees;
- materials and supplies;
- marketing and promotion
- administration

## Ineligible Activities

The grant is not intended for the following:

- activities where participation is based on fundraising pledges;
- activities that are politically-partisan;
- activities that are focused on commercial activity (e.g. marketing campaigns, tradeshow), religion or health care;
- activities occurring outside of downtown Nanaimo (the City reserves the right to determine the boundaries of downtown for the purpose of this program);
- projects where the central focus is not hosting an event or a festival;
- projects which duplicate existing events or festivals;
- capital projects;
- recuperation of deficits;
- the distribution of bursaries or scholarships and

- events and festivals that have already received funding **for the same activities** through other sources at the City of Nanaimo

## **Assessment Criteria**

Applicants must demonstrate how the event or festival applicant or organization is able to execute the initiative including:

### **(40%) MERIT**

- Quality of proposed event or festival
- The degree to which proposed activities are innovative or distinctive
- The degree to which the proposed project has community support

### **(40%) RELEVANCE / FEASIBILITY**

- Activities that reflect the strategic funding priorities and program objectives outlined in this grant
- Demonstrated capacity to plan, administer and deliver the proposed event
- Realistic proposed budgets with diverse sources of revenue

### **(20%) COMMUNITY IMPACT**

- Promote downtown, and its arts and culture assets, and its businesses and services, to create pride of place, vibrancy, and attract both residents of Nanaimo and tourists
- Contribute, as one-time special events, or annual festivals and events, to the overall scope of activities downtown by providing a unique offering
- Be accessible to the general public (with or without gated admission)

## **Adjudication Process**

Applications must be received by the deadline. Late or incomplete applications will not be considered. Applications will be screened to determine eligibility and evaluated according to the assessment criteria. Recommendations will be made to Council for distribution of funds. Decisions are guided by the program's mandate, objectives and assessment criteria. Council decisions are final.

## **Appeal Process**

If there was an error in the assessment process (for example, that support material was misplaced), applicants may file a formal complaint, in writing, within 10 calendar days of notification of results. All appeals will be reviewed by an appeals committee.

## **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 as required under the Province of BC's Freedom of Information and Protection of Privacy Act or other legal disclosure process.

## Terms & Conditions of Funding

<b>General Terms and Conditions</b>	<p>You must formally acknowledge that you accept your grant by the date specified in your results letter. The awarding of a grant is at the sole and absolute discretion of the City of Nanaimo. The City of Nanaimo retains the right to rescind or reduce any grant previously awarded. The circumstances for rescinding a grant include but are not limited to:</p> <ul style="list-style-type: none"> <li>• failure to meet the terms and conditions of the grant</li> <li>• failure to comply with legal obligations</li> <li>• failure to respect the commitment to provide a workplace free from harassment, discrimination and sexual misconduct</li> <li>• unapproved changes to funded activities</li> <li>• significant risk of insolvency or bankruptcy</li> </ul>
<b>Final Reports</b>	<p>Grant recipients must use the Downtown Events Revitalization Fund Final Report Form to complete and submit their final report by the due date specified in the results letter. Final reports must detail any substantial changes to your original proposal and must include an accounting of spent and unspent funds. Failure to provide a final report will result in the rejection of all new funding applications.</p>
<b>Grant Repayment</b>	<p>If for any reason you cannot use the grant at the expected time, decide not to carry out the plans described in your grant application or refuse the grant conditions, you must notify us immediately. If you are unable to complete your project or event any unspent funds must be returned to the City of Nanaimo. Unused grant funds will not be carried over to the next calendar year.</p>
<b>Payment</b>	<p>The City of Nanaimo will deliver awarded funds by cheque or direct deposit. To receive funds via EFT, recipient must fill out and return the EFT form.</p>
<b>Changes to Activities</b>	<p>Changes to the scope of your original proposal must be approved by the City of Nanaimo. You must notify the City of Nanaimo if you cannot use part or the entire grant during the period stated in your application. If there are major changes to your proposed activities (for example: changes to the focus of the project, in the activity budget, to key creative personnel or a significant change to the timeline) you must submit a project update form for approval.</p> <p>City staff must approve any major changes to your funded activities before you carry them out.</p>

<b>Acknowledgement of the City of Nanaimo and Logo Use</b>	Public acknowledgement of support is required for all grant recipients. Please ensure that all materials (including copies of reports, advertising, oral presentations and publicity relating to the project(s) or programming credit the support of the grant. Please ensure proper logo use when crediting the City of Nanaimo's support. You can request logo files by contacting <a href="mailto:culturegrants@nanaimo.ca">culturegrants@nanaimo.ca</a> .
<b>Permits, Fees, Applications</b>	The approval of this grant does not indicate approval of associated required permits for public events. Processing special event permits can take several weeks. It is the responsibility of the applicant to ensure that all necessary permits have been obtained prior to commencing project and or event and ensure compliance with all required permits.
<b>Confidentiality</b>	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.
<b>Tax Implications</b>	Organizations must be registered non-profit societies, in good standing, and will receive cheques in the society name.

## **Frequently Asked Questions (FAQs)**

### **My organization is located outside the City of Nanaimo boundaries. Are we eligible?**

In order to be eligible for funds at the City of Nanaimo, the organization must be registered as a non-profit with an address inside the boundaries of the City. Organizations/applicants that operate in multiple communities must be able to demonstrate public activities taking place inside the City limits in order to receive funding through the Downtown Events Revitalization Fund. Individuals are also eligible to apply and will be reviewed on a case-by-case basis. Charitable status is not required.

### **My organization is applying to host our annual cultural event fundraiser, with proceeds going to charity. Can we seek support from the City of Nanaimo?**

Fundraising activities, where the outcome generates funds for a separate charitable cause are not eligible for funding through this program. Organizations that undertake fundraising activities, such as regular programs and events that charge a fee for entry, where the funds raised will be a portion of the annual revenues at the organization applying for funding are eligible to apply, provided their fundraiser is not the sole activity of the organization.

### **Can I apply for more than one project/initiative?**

Yes. Based on funds available, up to four applications may be approved.

**Can I apply for a Culture & Heritage Project or Operating Grant?**

Non-profit organizations with arts, culture and heritage mandates may seek funds from Culture & Heritage Funding programs. Refer to program guidelines for full eligibility criteria and application limits.

**Can I apply to this program if I have received other funding from City of Nanaimo for my project?**

Organizations and individuals may apply more than once to the City of Nanaimo, but the funds must support a different project, program or activity.

**My activity will start in 2022, but will last into 2023, am I still eligible to apply?**

Yes, the fund supports activities that are initiated in 2022. Applicants with activities that carry over into 2023 will not be eligible to apply to any future Culture and Events funding until a report been provided.

**Will there be an opportunity to ask questions before the application deadline?**

Yes, grant information sessions will be held September 16 & 17 from 6-7:30pm. Additionally an appointment can be booked during office hours from September 20-21 from 8am-6pm. To register, book an appointment or for further information please email [culture\\_grants@nanaimo.ca](mailto:culture_grants@nanaimo.ca).

**How do I book a City of Nanaimo park?**

Visit the City of Nanaimo's website and complete the Event Booking Form to submit your request to the City. More useful information about event planning can be found online at [www.nanaimo.ca/parks-recreation-culture/parks-trails/book-an-event-at-a-park](http://www.nanaimo.ca/parks-recreation-culture/parks-trails/book-an-event-at-a-park)



## Application Form

### Organization/Applicant Details

Legal Name of Applicant \_\_\_\_\_

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

City \_\_\_\_\_

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

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

*\* Must be available to be contacted in December 2021*

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

Website \_\_\_\_\_

For how many years have you been holding this event/festival? \_\_\_\_\_

Is your organization a registered non-profit society? If so, please indicate your BC Society Registration No. \_\_\_\_\_ and the year of your incorporation \_\_\_\_\_.

Is your society in good standing with the BC Registrar?

☐ Yes

☐ No

### Grant Request Details

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

Total Project Budget for Year \$ \_\_\_\_\_

### Project Details

Please specify the type of project:

☐ **Event** (i.e. public events and community arts, culture, heritage and events that animate public space)

☐ **Festival** (i.e. recurring or one-time culture and heritage festivals)

Project Title: \_\_\_\_\_

Dates / Times of Event or Festival: \_\_\_\_\_

**City of Nanaimo**  
**Culture & Events**  
**Downtown Event Revitalization Grant Fund**

Location(s) \_\_\_\_\_

Number of years initiative has been held in Nanaimo \_\_\_\_\_. New initiative: \_\_\_\_\_

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 festival or event.*

## **A1. Organization/Applicant Profile**

(no more than 1 page / single sided / no staples)

Provide a brief description of your organization or a description of your work as an individual organizer. If applicable, what is your mandate? Does your organization have paid staff or is it volunteer-run? Who are your board members and what are their roles?

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

## A2. Description of Event or Festival

(up to 3 pages / single sided / no staples)

Attach a description of the event or festival, the context in which the project will take place, the objectives of the project and how these objectives will be carried out. Where does your activity take place? Who is involved? List and describe event or festival and major participants in the project.

### A3. Activity Timeline

Summarize your schedule of activities in a timeline format, (include research and planning).

#### A4. Community Impact

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

## A5. 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	# overnight stays
_____	_____	_____	_____

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

## A6. Partnering & 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)

## **A7. Marketing & Promotion**

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

How will your festival or event 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 event or festival open to the public and promoted as such?

☐

Yes

☐

No

Is there an admission fee? Include anticipated revenues in the budget.

☐

Yes

☐

No

## **A8. Funding Sources** (attach additional sheets if necessary / single sided / no staples)

Use the Downtown Event Revitalization Fund Grant Budget Form (see bottom of this application package) to list all revenues and expenses of your project. Include this grant request. Note: your budget must balance. An excel version of this form is available online or by contacting us directly.

[www.nanaimo.ca/your-government/grants/downtown-event-revitalization-funding-program](http://www.nanaimo.ca/your-government/grants/downtown-event-revitalization-funding-program)

What other sources of revenue are you pursuing?



**City of Nanaimo**  
**Culture & Events**  
**Downtown Event Revitalization Grant Fund**

If your organization has sought funding from for other sources at the City of Nanaimo funding this year, please list them as below:

Grant Type \_\_\_\_\_ Amount Requested \$ \_\_\_\_\_

Has this application been approved?:

☐

Yes

☐

No

If you have applied for multiple grants, please specify the source(s) (grant types) and dollar amount(s) (attach additional sheets if required)

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

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

Applicants **may** apply for Downtown Event Grant funding if they have received other funding assistance through the City of Nanaimo, but may not apply to more than one source for the same activities.

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

**A9. Support Material** (no more than 4 pages, single sided / no staples / scanned copies only / no originals)

Please include relevant support materials (video documentation, images with corresponding descriptions, news articles or press coverage, brochures / programs of one event in previous or current year, resumes, publications, etc.)

**Final Report on Previous Year Funding**

Applicants who have received funding in previous years must submit a Final Report on your most recent project, at least 30 days before a new funding request is submitted. If your previous project is not yet complete, please submit an interim report. Failure to provide a Report will render new applications ineligible.

### Signature & Declaration

I hereby certify that the information included with this application is complete, and 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 or applicant. I hereby declare that if our organization or applicant is successful in obtaining a City of Nanaimo Culture & Heritage Project Grant, that we give the City of Nanaimo (or a third party appointed by the City) the right to review the project, event, festival for which the grant was obtained to ascertain whether grant monies received were used for the stated purpose(s) set out in this application.

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Signature

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Position

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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.

## Downtown Event Revitalization Fund Budget Form

Using the form provided, please supply a budget for this project that demonstrates thorough understanding of revenues and expenses. **Please note: Revenues and Expenses must balance.**  
**Attach a separate page for budget notes, or for a more detailed breakdown, if appropriate.**

<b>REVENUES</b>	
PUBLIC FUNDING	
City of Nanaimo (this request)	
Other (specify):	
EARNED REVENUE (specify):	
FUNDRAISING (specify):	
OTHER (specify):	
<b>TOTAL REVENUES</b>	

<b>EXPENSES</b>	
FEES	
Artist Fees	
Professional Fees	
Other (specify):	
PRODUCTION EXPENSES	
Rentals	
Materials and Supplies (specify):	
Insurance	
Permits	
Other (specify):	
MARKETING AND PROMOTION	
Advertising	
Print Materials	
ADMINISTRATION (specify):	
OTHER (specify):	
<b>TOTAL EXPENSES</b>	

## REVIEW CHECKLIST:

Parks Recreation &amp; Culture

PRELIMINARY COMMENT FORM

<b>Event Name:</b>						
<b>Applicant Number:</b>		<b>Name of Applicant:</b>				
<b>Name of Assessor:</b>		<b>Date:</b>				
<b>Assessment Criteria</b>	<b>1 needs improve- ment</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 strong</b>	<b>Score</b>
<b>Assessment Proposed initiatives should demonstrate:</b>						
Promotes downtown as a great place to visit and experience for residents and visitors						
Promotes local business						
Enhances the vitality and vibrancy of downtown						
Promotes local arts, culture, history and attractions						
Fosters partnerships						
Contributes to building a sustainable celebration series and annual festivals						
Strong potential to attract out-of-town visitors and overnight stays						
Accessible to the general public (with or without gated admission)						
<b>Application Requirements Applicants must demonstrate:</b>						
Demonstrate how the enhancement or new event concept will positively impact the downtown						
Demonstrate the clarity of objectives, deliverables and distinctiveness						
Alignment of the initiative objectives with some or all of the City's priorities						
Demonstrate how the funding will improve, enhance or expand the initiative						
Demonstrate the ability of the applicant / organization to execute the initiative						
Demonstrate how the initiative will provide good value-for-money including out of town visitation						
Demonstrate the initiative will not duplicate existing initiatives						
Provide proposed budget; balanced, reasonable and sufficiently detailed						
<b>Final Score</b>						

Provides COVID-19 safety plan using PHO & guidelines, demonstrates and ensures activities are relevant and can be delivered safely	Yes	No	Follow up needed:
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Other Comments:
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