

ATTACHMENT 'B'
GUIDELINES, CRITERIA AND ASSESSMENT MATRIX

City of Nanaimo
Parks Recreation & Culture
PRELIMINARY COMMENT FORM

DOWNTOWN REVITALIZATION FUND REVIEW CHECKLIST:

Applicant:	«Operating_Name_of_Group_if_any»		
Applicant Type:	2024 DERF Grant	Contact:	«Contact_Person»
Event / Festival :	«Description»		
Dates of Activity:	«start_date» to «end_date»		
Funding Request:	\$«REQUEST_AMOUNT_2024»		
Eligibility Criteria (must meet all)		YES	NO
Applicants are hosting an event in downtown Nanaimo			
Organization/collective must be based in Nanaimo			
Organization in good standing – have we received all reports required for previous grants			
Meets Priorities for funding (must meet at least 1):		YES	NO
Support downtown – enhance vitality and vibrancy of downtown and increase visitation			
Support local arts and businesses – enhance local artistic and creative cultural communities to build sustainable downtown celebration series and annual festivals			
Encourage collaborations and partnerships – to build sustainable downtown events, celebration series and annual festivals			
Promote local and inbound tourism – promote and attract inbound, overnight stays and a positive impact to downtown			
Activities that pursue goals of equity, diversity, accessibility and inclusion			
Support Materials Required (must be complete):		YES	NO
Provide detailed organizational, individual or collective profile as detailed			
Provide project description outlining the goals of your proposed activity			
Provide a complete project budget			
Provide a project timeline of activities and location			
Alignment of the initiative objectives with some or all of the City’s priorities			

If all criteria are met, applicant is eligible for assessment

Assessment Criteria						
(40%) Merit:						
Assessment Criteria (1-Needs improvement to 5-Strong)	1	2	3	4	5	Score
Quality of proposed event or festival						
Degree to which proposed activities are innovative or distinctive						
Provides clearly detailed plan and project goals, clear, focused and achievable, demonstrates vitality of a proposed project						
Degree to which proposed activities has community support						
(40%) Relevance / Feasibility :						
Activities that reflect the strategic funding priorities and program objectives outlined in this grant						
Demonstrates capacity to plan, administer and deliver the proposed project						
Realistic proposed budgets with diverse sources of revenue						
(20%) Community Impact:						
Assessment Criteria (1-Needs improvement to 5-Strong)	1	2	3	4	5	Score
Public impact in terms of providing rich experiences that promote downtown visitation and support local and inbound tourism. build appreciation for and connection to arts, culture and heritage						
Economic impact in the community, contribution towards the health and vitality of the arts, culture and heritage sector						
Potential to raise the profile of Nanaimo through promotion of its events and festivals as they relate to arts, culture and heritage offerings						
Provides evidence of inclusion and engagement with appropriate protocols and practices, particularly in regard to Indigenous artists and communities, where applicable						
Final Score						

Other Comments:

Program of work/project/details (Have all needed dates and details been provided?)

HR Information (professional or volunteer driven)

Budget (Did they use our form? Did they fill it out correctly?)

Venues/spaces/places

Marketing/partnerships/community outreach

Audience/community

Follow up Notes or Actions for this applicant