

ATTACHMENT 'A'
DOWNTOWN NANAIMO BUSINESS ASSOCIATION
WINTERFEST 2024 DERF APPLICATION



**City of Nanaimo Downtown Event Revitalization Fund Grant
Guidelines & Application Form (2024)**

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.

2023 Grant Application Deadline: October 10, 2023

Application Form

Organization/Applicant Details

Legal Name of Applicant Downtown Nanaimo Business Association
Address 101 Gordon Street Postal Code V9R 5J8
City Nanaimo
Phone Number 778-928-6614
Contact Person* Roberta Bowman Position Executive Director
** Must be available to be contacted in December 2023*
Phone 778-928-6614 Email info@downtownnanaimo.ca
Website https://downtownnanaimo.ca/
For how many years have you been holding this event/festival? 1

Is your organization a registered non-profit society? If so, please indicate your BC Society Registration No. S0073099 and the year of your incorporation 2020.

Is your society in good standing with the BC Registrar?

- Yes
 No

Grant Request Details

Grant Year 2024 Request Amount \$ 26,250 (max. 35% of total project budget for year)
Total Project Budget for Year \$ 75,000

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: Winterfest

Dates / Times of Event or Festival: December 1-16, 2024

**City of Nanaimo
Culture & Events
Downtown Event Revitalization Grant Fund 2024**

Location(s) Diana Krall Plaza / VICC / Downtown Commercial Street Merchants

Number of years initiative has been held in Nanaimo 3. 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 (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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?

Downtown Nanaimo Business Association was reborn in 2021 following efforts invested by volunteer groups interested in sustaining awareness and promoting downtown Nanaimo. The organization is responsible for representing the 250 downtown businesses on issues of government advocacy, community safety and security, marketing promotions, events, beautification and branding.

The organization has 2 part-time contractors responsible for Community Engagement and Marketing & Promotions. Volunteers assist in program development, event planning, and other areas of specialization. The organization is governed by a Board of Directors whose primary role is governance.

Board members include: Fred Jeffrey - Chair (Lucid), David McQuinn (Coast Bastion), Elyse Norgaard (Anthem Properties), Gemma Martin (Gabriel's Cafe), Koreen Ellis - Treasurer (Nanaimo Business Services) Brian McCarthy (White Sails Brewing), Non-voting: Bill Corsan (City of Nanaimo), Chuck Loewen (Tourism Nanaimo), Aohan Cui (Nanaimo Hospitality Association).

A1.2 List events that your group has hosted in the last five years

DNBA has presented Corner Concerts in 2021 and 2022, and Corner Concerts molded into Picnic in the Plaza 2023,. DNBA put on as well Winterfest 2021, Winterfest 2022 and Winterfest 2023.

Winterfest 2021 consisted of a Gingerbread Village where Santa welcomed families and children could do arts and crafts and write a letter to Santa as well. We also held Corner Concerts during this time as well and had Storytelling and a puppet show performing as well.

Winterfest 2022 consisted of 4 weekends of Santa welcoming families, arts and crafts and storytelling and puppet shows.

Winterfest 2023 will be more of a multi-week late night shopping with ambiance of carolers, chestnut roasters, free hot chocolate and apple cider, a beer garden with picnic tables, Santa's Workshop, and a two day Christmas Market in VICC.

A2. Description of Event or Festival (up to 3 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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.

Respond to these questions:

A2.1 Where does your activity take place?

WinterFest 2024 is a unique community event with local entertainers, food trucks, Santa visits, activities for adults and children in downtown Nanaimo.

Mirroring 2023, Winterfest 2024 will be a multi-week late night shopping with ambiance of carolers, chestnut roasters, free hot chocolate and apple cider, a beer garden with picnic tables, Santa's Workshop, and a two day Christmas Market in VICC. The market will be hosted on a weekend rather than during the week.

Diana Krall Plaza will host a cafe food truck delivering hot chocolate and apple cider while listening to various local choirs from the community.

VICC will be animated by artisan vendors, and Santa's Workshop and kids activity center. City's Parks & Rec department are involved in planning, as well as Tourism Nanaimo who are supporting with ad buys throughout the region supported by Nanaimo Hospitality Association and their partners.

A2.2 Who is involved?

The DNBA is the mastermind of this event, with Roberta Bowman the Executive Director of the Association. The DNBA has an events committee comprised of the ED, Marketing Coordinator, board members, merchants and City staff and VICC. The event will comprise of what downtown Nanaimo has to offer our citizens, and visitors. Each year we look to grow the event even more.

A2.3 List and describe event or festival and major participants in the project.

Winterfest will have several components to it, as it will be a multi-day event leading up to the week before Christmas:

two day Christmas Market at VICC including, artisan vendors, Santa's workshop, Kids Activity Area - VICC / Merchants

Elf on the Shelf Scavenger Hunt - Merchants

Late night shopping - Merchants

Cafe food truck in DKP - Flyte handing out free hot chocolate and Apple Cider

Carollers in DKP (from various community choirs)

Story time with Santa - Santa in library / Literacy

Santa Visits - Library / Literacy

Santa Fly-in - Harbour Air

A3. Activity Timeline (up to 2 pages / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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

Planning for 2024 begins with this application, and then a de-brief of 2023 events among all the partners, sponsors and key participants.

Planning for details among future partners for the upcoming event in November 2023 would begin in early spring 2024.

Logistics, promotions and entertainment planning would begin in September.

Initial approaches to vendors would begin during Night Market.

Publicity would start in September, along with serious engagement with suppliers.

Final details are completing planning in October.

Launch of on-site work would be mid-November – after Remembrance Day.

Winterfest Market would be mid December. Winterfest commences from Dec 1 - 16, 2024.

A4. Community Impact (up to 1 page / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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

Creates a unique and enticing tourist attraction in Downtown Nanaimo to activate the area during the vital Xmas shopping season.

Demonstrates pride of place by merchants, businesses, residents and organizations -- in fact the whole community.

Generates collaborations through volunteer opportunities, sponsorships, alignment of marketing and reinforcement of good cheer downtown.

A5. Anticipated Attendees (attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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

# Participants 200	# Organizers 2	# Volunteers 9	# Spectators 3000
Age # under 19 2000	Age # over 19 1000	# out of town N/A	# overnight stays N/A

Additional comments

We hope that this event will bring the ambiance of the holiday season downtown and create an atmosphere where people will come downtown and enjoy shopping, and the spirit of the holiday season.

A6. Partnering & Sponsorship

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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)

we are not partnering with any one business but will be including and supported by downtown merchants as a whole to make this event a success.

A7. Marketing & Promotion

(attach additional sheets if necessary / single sided / no staples / font: Arial or Calibri / font size: 11pt)

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)

We will be reaching out to all of the mom facebook groups, and all social media platforms.

A detailed list of events and days will be printed in Nanaimo News Now, and Nanaimo Magazine.

Artisans will be sending out information to their contacts so clients will know where to find them.

Posters will be made as well

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 / font: Arial or Calibri / font size: 11pt)

Use the [Downtown Event Revitalization Fund Grant Budget Form](#) to list all revenues and expenses of your project. Include this with grant request. *Note: your budget must balance.* An excel version of this form can also be requested by contacting us directly.

What other sources of revenue are you pursuing?

- Other arts grants from private sector and foundations
- Corporate and community sponsorships
- In-kind contributions from media and other suppliers
- Vendor fees

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 Pending _____ 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?

We are trying to revitalize downtown, this is just one of many initiatives we are doing to help enliven downtown including, Picnic in the Plaza Series, coupon initiatives, collaborations with other stakeholders of downtown such as Old City Quarter, Victoria Crescent, Nanaimo Art Gallery, RBC, VIRL, and CCCU, not to mention all the merchants of downtown.

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.)

- up to 10 images (Jpeg files preferred)
- up to 5 sound clips, no more than 2 minutes in length (online links preferred)
- up to 5 minutes of video (online links preferred)
- up to 3 pages in writing samples, related publicity or marketing materials or participant biographies

Data limits apply to uploading materials. Files must be smaller than 100MB.

Final Report on Previous Year Funding

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

Grant Preparation Zoom Attendance

- Please note attendance of mandatory Grant Preparation Zoom meeting
Wednesday September 27, 2023 1pm-230pm

Date of meeting

Roberta Bowman

Name(s) of attendee(s)

Signature & Declaration

I hereby acknowledge that the information included with my application is complete, true and correct to the best of my knowledge, and that I have been authorized by the Board of Directors (if representing an organization or society) to make this declaration and to submit this application on behalf of the above-named organization.

By signing this document I formally agree that my organization will accept the terms and conditions of this Grant as outlined in the guidelines. I acknowledge that 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 if terms and conditions of funding are not met.

I hereby declare that if our organization is successful in obtaining a City of Nanaimo Downtown Event Revitalization Fund 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.

Roberta Bowman  Digitally signed by Roberta
Bowman
Date: 2023.09.07 21:09:43 -07'00'

Signature

Executive Director

Position

October 6, 2023

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.

2024 Winterfest Budget

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.

REVENUES	
PUBLIC FUNDING	
City of Nanaimo (this request)	\$ 26,250.00
Other (specify): FFE / NHA	\$ 15,000.00
EARNED REVENUE (specify):	
Vendors	\$ 7,500.00
FUNDRAISING (specify):	
Corporate and Community Sponsors	\$ 5,000.00
OTHER (specify):	
DNBA Funding	\$ 21,250.00
TOTAL REVENUES	\$ 75,000.00

EXPENSES	
FEES	
Artist Fees	\$ 10,000.00
Professional Fees	\$ 10,000.00
Other (specify):	\$ 2,000.00
PRODUCTION EXPENSES	
Rentals	\$ 15,000.00
Materials and Supplies (specify):	\$ 20,000.00
Insurance	\$ 1,000.00
Permits	\$ 1,000.00
Other (specify):	
Safety & Security	\$ 3,500.00
Marketing and PROMOTION	
Advertising	\$ 5,000.00
Print Materials	\$ 1,500.00
ADMINISTRATION (specify):	
	\$ 5,000.00
OTHER (specify):	
Miscellaneous	\$ 1,000.00
TOTAL EXPENSES	\$ 75,000.00

Surplus / Deficit	\$ -
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WINTERFEST IN DOWNTOWN NANAIMO 2022

Winterfest is a celebration of all things winter and Christmas.

This 3 day Christmas market in Diana Krall Plaza will be a magical place for kids to see Santa, for adults to explore local gift options and for families to make local holiday memories. The Gingerbread Village launches during winterfest weekend and lasts each weekend in December. We want to give lots of opportunities for families to come downtown to experience a special time together while supporting local businesses.

Winterfest Weekend with Gingerbread Village

NOVEMBER 25th from 4pm - 8pm
26th and 27th from 11am - 4pm

Gingerbread Village at Vancouver Island Conference Centre

DECEMBER 3rd and 4th, 10th and 11th, 17th and 18th from 11am - 4pm

Highlights

- Santa fly-in on Harbour Air at 10 am
- Complimentary Santa pictures, register for your space at www.downtownnanaimo.ca
- Live entertainment
- 50+ artisan vendors
- Kids activities
- Gingerbread Village

For all the details go to www.downtownnanaimo.ca





Rediscover
Downtown

Rediscover Downtown Nanaimo for the Holidays

**Sip, Shop & Savour downtown
this holiday season with your
favourite shops, services, pubs
and restaurants**

Visit Santa, then cross every wish off your holiday list at our very unique set of shops and services.

Santa's Arrival - November 26 via Harbour Air

Santa's Gingerbread Village: Nov. 26 - Dec. 19
Conference Centre - Gordon Street entrance

Saturdays: 11 am - 4 pm - Pictures with Santa

Sundays: 11 am - 4 pm - Pictures with Santa

Register for your free photos with Santa:
meetsanta-downtownnanaimo.eventbrite.ca

For details see downtownnanaimo.ca

Follow us on   

Image by Dirk Heydemann of HA photography



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follow us on   



For Immediate Release

Downtown Launches Christmas Collaboration

NANAIMO, November 16th, 2022– Holiday event coming to downtown Nanaimo.

Share the spirit this year in the heart of the Harbour City with Downtown Nanaimo and the Old City Quarter’s holiday celebrations with the Santa Fly-in, Gingerbread Village, Indigenous storytellers, choirs, free photos with Santa, late night shopping, and much more under the brand of “Winterfest”.

The neighbourhoods of downtown are coming together to attract families to a total downtown shopping, dining, and relaxation experience. Streets and stores will be decorated for the season as part of this free event providing a place where families can create some fun memories while supporting local businesses.

Shoppers are invited to participate in this year’s window display contest from November 21st until December 17th where they can vote online for their favourite shop’s seasonal decor. Cash prizes will be awarded to a lucky shopper who votes on the display, to the shop with the display and to a charity.

“We’ve gained a reputation for attracting ‘the real Santa’ from the North Pole and downtown merchants are proud to offer photos with him for free – bring your phone”, according to organizers of Gingerbread Village, opening November 26 when Harbour Air provides their annual Fly-In with Santa. Photos with Santa for kids and pets are also offered at Heritage Mews on weekends in December.

Art lovers are encouraged to make their way downtown for ARTWALK on December 3 & 4, an annual event that involves all of downtown. And if you’re a night-time shopper, get ready for the area’s late-night shopping event on December 9th.

Choirs and special events in the Old City Quarter, storytelling and puppet shows at the Museum and Library, and many more special attractions in Nanaimo’s heritage downtown shopping, dining and arts district are also offered.

Sponsored by the City of Nanaimo, Nanaimo Hospitality Association, Western Forest Products, DenMar Electric, and Coast Capital Savings.