



**Council Member Motion**  
**For the Committee of the Whole Meeting of April 17, 2025**

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**To:** Committee of the Whole **Date:** April 7, 2025  
**From:** Mayor Alto and Councillor Caradonna  
**Subject:** Additional Funding for the 125th Anniversary of the Victoria Day Parade and Allocation of Remaining MCIEG Funds

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**BACKGROUND**

This report seeks Council's approval to provide an additional \$25,000 in funding from the 2025 Major Community Initiatives & Events Grant (MCIEG) program to support the 125th anniversary of the Victoria Day Parade. The report also recommends that staff be directed to allocate the remaining 2025 MCIEG funds toward enhancing existing programming during the fall shoulder season from October 1 to December 31, 2025.

The Victoria Festival Society, event organizers of the annual Victoria Day Parade (VDP), applied for and received funding through the 2025 Festival Program Grant (formerly known as the Festival Investment Grant). 2025 marks the 125th anniversary of the parade, and organizers had planned an expanded program to celebrate this milestone. Organizers anticipated additional funding forthcoming from the B.C. Fairs, Festivals and Events Fund (BCFFE); however, the BCFFE program was not renewed for 2025.

The MCIEG application process has closed, and \$168,520 remains unallocated for 2025. As a longstanding event in the City of Victoria with significant cultural and historical importance, the Victoria Day Parade is a fitting recipient for extraordinary one-time funding support. An additional \$25,000 from the MCIEG will help offset the shortfall resulting from the loss of BCFFE funding and support the success of the expanded 125th anniversary celebrations.

If Council approves the \$25,000 funding request, the MCIEG program will have a remaining balance of \$143,520 for 2025. Given the application window for the MCIEG has closed, the remaining funds could be used to enhance existing programming during the quieter fall and winter months, thereby supporting downtown vibrancy and community engagement.

**RATIONALE FOR SAME DAY COUNCIL CONSIDERATION**

The Victoria Day Parade is scheduled for May 19, 2025—just over one month away. Timely confirmation of additional funding is critical to allow organizers to proceed with expanded programming and event planning.

**RECOMMENDATION**

That Council:

1. Approve one-time funding of \$25,000 from the 2025 Major Community Initiatives & Events Grant program to support the 125th anniversary of the Victoria Day Parade.
2. Direct staff to allocate the remaining 2025 MCIEG program funds to enhance existing programming such as OUR DWTN or other events between October 1 and December 31, 2025.

Respectfully submitted,



Mayor Alto.



Councillor Caradonna