



**2024**

CITY OF VICTORIA | Business and Community Relations

# Major Community Initiatives and Events Grant

Committee of the Whole | June 13, 2024



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## PURPOSE

- To seek Council's approval for the new Major Community Initiatives and Events Grant Program.

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## CONTEXT

- The new Major Community Initiatives and Events Grant Program will provide funding to support one-time, new, and unique major community celebrations, major destination event hosting, event sponsorships and community initiatives which are currently not eligible for other City grant programs.
- The total funding available is \$559,170.

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## BACKGROUND

- During the budget deliberations in early 2024, Council initiated a new Major Community Initiatives and Event fund to support major initiatives that are bold, transformative and move the city forward towards strategic direction laid out in Council's 2023-2026 Strategic Plan.
- Staff reviewed programs from across Canada and propose a one-year pilot program, with maximum flexibility for Council to make decisions on how to distribute funding for community requests.

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## ISSUES and ANALYSIS

Based on other similar grant programs researched across Canada, staff recommend the following criteria to be eligible for funding up to 50% of total project operating or capital expenses up to a maximum of \$250,000 cash and/or City services combined per request:

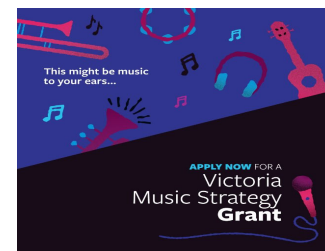
- be a one time, new, and unique initiative or event,
- must have broad appeal and benefit the community,
- attracts people to Victoria from outside the region,
- prioritize events that occur in the shoulder season,
- have an estimated economic impact greater than \$1,000,000,
- direct cash expenditures greater than \$500,000 with diverse revenue streams,
- led by entities with a proven track record of delivering large scale projects, and
- gated and ticketed events can be considered eligible provided a significant public free component is included.

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## CITY ARTS & CULTURE GRANT PROGRAMS



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## PAST MAJOR EVENTS



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## OPTIONS

- **Option 1 (Recommended)** Approve the new Major Community Initiatives and Events Grant Program Guidelines as outlined in Appendix A.
- **Option 2:** Direct staff to allocate \$250,000 into the Cultural Infrastructure Grant program and create a new stream for Major Events under the Festival Investment Grant program, with the remaining funds.
- **Option 3:** Remove Community Initiatives and rename the grant Major Event fund.
- **Option 4:** Council to provide alternative direction to staff.

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## RECOMMENDATION

That Council approve the new Major Community Initiatives and Events Grant Program Guidelines as outlined in Appendix A.

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