

ISSUES & ANALYSIS

A brief analysis of the applications as follows.

Eligibility:

- All of the applications meet the Council approved eligibility criteria.
- The MCIEG Criteria states a preference for “one time, new and unique initiatives or events”. The Victoria Symphony proposal includes elements consistent with past Symphony Splash events, however, the programming scope is increased to a two-day extravaganza with increased production scope in a return to the Inner Harbour. The Downtown Victoria Business Association’s Lights of Wonder proposal is an annual event. However, they are proposing a new \$40K expenditure on a ferris wheel and one additional day of programming.

2024 MCIEG Funding Requests:

- Music Plaza Renewal Initiative (Victoria Conservatory of Music) \$131,000 request inclusive of new City services support required.
- Refinancing Acquisition of 716 Johnson Street (The Other Guise Theatre Society) – \$250,000 request inclusive of new City services support required.

2025 MCIEG Funding Requests:

- 2025 Sonic Symphony Splash (Victoria Symphony) \$250,000 request inclusive of new City services support required.
- 2025 U17 World Hockey Challenge (Victoria Hockey Legacy Society) \$250,000 request inclusive of new City services support required.
- Lights of Wonder 2025 (DVBA) \$200,000 request inclusive of new City services support required.

Accessibility Impact Statement

Funding will provide necessary support to increase opportunities for people with disabilities participate in City supported special events and initiatives (Accessibility Framework) and may reduce financial barriers to non-profit organizers.

2023 – 2026 Strategic Plan

Arts, Culture, Music, Sport and Entertainment:

- Support arts programming, including public programming, live music and public art.
- Support and simplify processes for creating murals, events, festivals and experiential activities.
- Enhance supports and amenities for recreational, youth and professional sports in the city.

Impacts to Financial Plan

There are no impacts to the 2024 Financial Plan. However, the total funding for the 2025 applications is \$700,000, which exceeds the amount of \$559,170 from the 2025 Financial Plan. To support all three applications for 2025, Council could consider carrying over the remaining 2024 funds of \$178,170.

Official Community Plan Consistency Statement

The recommendation aligns with the following objectives in the Official Community Plan:

Section 14: Economy

14 (f) That the function of the Urban Core as the primary regional centre of employment, learning, arts, culture, entertainment, recreation, and specialty retail is maintained and enhanced with high quality facilities, services, and events

Section 16: Arts and Culture

16.6 Encourage broad access to arts and culture facilities, events, and activities for people of all ages, incomes, backgrounds, and lifestyles.

16.7 Encourage education, training and informal learning opportunities in the arts, design, and culture.

16.20 Establish and maintain partnerships with professional artists and arts and cultural organizations to program the use of public space.

16.21 Continue to permit festivals, celebrations, and special events in public spaces, such as streets, parking lots, plazas, civic squares, and other open space.

16.22 Increase the use of parks for festivals, celebrations, and special events.

16.23 Continue to support and enable local, non-profit groups to host festivals, celebrations and special events through services, incentives, and regulations.

CONCLUSIONS

The Major Community Initiatives and Events Grant applications received will add community and economic vitality.

Respectfully submitted,

Jocelyn Jenkyns
City Manager

List of Attachments

Appendix A: Major Community Initiatives & Events Grant Applications (5)