

[View results](#)

Respondent

4 Anonymous

46:03

Time to complete

Section A - General Information

1. Project Name:

Music Plaza Renewal Initiative

2. Project Date(s) / Timeline:

September 1 2024 - August 31 2025

3. Project Website(s):

vcm.bc.ca

4. Venue(s):

900 Pandora Avenue Block, Harris Green Park, Alix Goolden Performance Hall, Wood Recital Hall, Metro Studio, Victoria Conservatory of Music

5. Organization Name:

Victoria Conservatory of Music

6. Address:

900 Johnson Street

7. City:

Victoria

8. Postal Code:

V8V 3N4

9. Contact Person:

Nathan Medd, CEO

10. Contact Phone:

250-386-5311

11. Contact Email:

ceo@vcm.bc.ca

12. Do you have another contact you wish to add?

Yes

No

13. Secondary Contact Person:

Jayne Hammond, Director of Development

14. Secondary Contact Phone:

250-419-4313

15. Secondary Contact Email:

development.director@vcm.bc.ca

16. Organization Type:

Federally Registered Charity

Registered Not-for-Profit Society in B.C.

Registered Community Service Co-op in B.C.

Songhees Nation Council or Xwsepsum Nation Council

17. Incorporation or Society Number:

S0006880

18. Date of Incorporation: (DD/MM/YYYY)

13/05/1964

19. Is your organization in "Good Standing" with BC Registry Services?

Yes

No

20. Is your organization in "Good Standing" with the City of Victoria as per the terms and conditions of all previous City of Victoria grant funding, including submission of final reports? Note: recipients of the MCIEG cannot apply for another City grant program in the same funding year.

Yes

No

Section B - Project Information

21. Provide an Event/Initiative Description (max 150 words) *

Victoria Conservatory of Music, partnered with Our Place and with design support from Cascadia Architects (Fort Common) and additional Harris Green stakeholders, is pleased to propose a major community initiative that will prepare the ground for future major events in Harris Green.

The Music Plaza Renewal Initiative brings together charities and owners on the south side of 900 block Pandora Ave, consulting with City staff and engaged participants, to develop an innovative design concept to reimagine the south side, including the access road, boulevard, and existing public music plaza (all community land), adjacent Alix Goolden Hall.

This novel, grassroots collaboration will result in a shared vision for increased park space at the geographic centre of Victoria, that aims to galvanize community and ultimately be adopted. The project also includes enhanced access to Goolden Hall through heritage-inspired gates. Currently confirming participation from additional owners, targeting a concept spanning the entire block.

22. Describe the benefits to the City and alignment with Council's Strategic Plan priorities (max 150 words) *

The implication of this community-driven initiative, if adopted, is that the size and length of Harris Green Park would increase, by adding the existing access road and music plaza of the 900 Pandora block – a large stretch of land in a fast-densifying area.

The Music Plaza Renewal supports a range of intentions in the City of Victoria's strategic plan, including:

PARKS, RECREATION, and GATHERING SPACES:

- Begin major capital projects that support parks, recreation, and public experiences
- Create more public gathering spaces with experiential features

COMMUNITY WELL-BEING AND SAFETY

- Beautify, support and enhance Victoria's downtown and urban villages

ECONOMIC HEALTH AND COMMUNITY VITALITY

- Activate streets, sidewalks, patios and public space, and support business initiatives and ideas

ARTS, CULTURE, MUSIC, SPORT and ENTERTAINMENT

- Invest in artistic, theatrical and music spaces, and/or use City-owned property to support the goals of the Create Victoria Arts and Culture Master Plan and the Victoria Music Strategy.

23. Detail the scope of the event/initiative – ie. projected attendance, market reach (local or provincial or national profile) and level of community support (max 150 words) *

The Music Plaza Renewal Initiative will take place in the highest-density population area in the CRD (CT 0010.03, 15,569 people/km², 2021 Census), impacting 3,700+ residents.

It is a community-led approach to enhancing Victoria's national profile through one of its highest-profile blocks: we envision it becoming recognized for respectful and inclusive urban design, anchored by a vibrant cultural centre.

The Victoria Conservatory, Our Place, and Cascadia Architects are mobilizing a grassroots coalition representing disparate missions in arts and culture, education, and social services, along with business community interests and downtown residents. Design workshops, open houses, community consultations and presentation booklets are in scope, as are two tangible near-term installations: a set of heritage-inspired gates over the curving curbs of Goolden Hall and the Metro Studio, featuring a design element from Songhees artist Brianna Bear, and, a new mural along the Conservatory's south face by senior Kwakwaka'wakw artist Francis Dick.

24. Describe the cultural and economic impact of your event/initiative. (max 200 words) *

This initiative will directly impact a neighbourhood whose recorded population increased by 11% between 2016 and 2021. Densification will intensify with new developments planned, including 926/930 Pandora Avenue (205 housing units), Harris Green Village (1500 units), and Victoria on track to exceed 111,000 residents by 2041.

The economic impact of a more vibrant 900 Pandora block would be immeasurable, directly impacting more than 16 immediate neighbouring businesses, and benefitting hundreds of others. If the aim of the Major Initiatives and Events grant is to drive downtown visitation, this initiative aims to create the conditions for major events to truly succeed. It should be noted that concerts were in fact being performed outdoors on Pandora's music plaza as recently as 2015.

A vibrant music plaza in Harris Green would also re-energize the downtown core at a time when more families are moving to the Western Communities; 65% of businesses and skilled workers agree that a thriving arts and culture scene is a driving factor when considering relocation (Nanos, 2016). And in terms of tourism, as a generality arts and culture tourists are found to spend twice as much per trip as a typical tourist (Ontario Arts and Culture Tourism Profile, 2013).

25. Cash Grant Amount Requested (max 50 per cent of total project cash expenditures to a maximum of \$250,000)

131000

26. Total Cash Expenditure (\$)

263231

27. City Services Support Requested:

- Police
- Fire
- Traffic Control
- Parks
- Street Cleaning
- Public Works
- Engineering
- None Required
- Other

Document Checklist

28. The following documents are required as part of a complete application:

- Completion and submission of this form
- Financial statement for the most recent fiscal year
- Project team information: 50 word biography of each person involved in leading the project

Initiative/Event Budget Information: Please complete revenue and expenditure budgets. Indicate which revenue is confirmed and reflect in-kind contributions for both your revenue and expenditure. In-kind should include any non-cash contributions. Note any in-kind donation included as revenue must also be accounted for as an expense. Applicants carrying budgetary surpluses must clearly explain their intended use of these funds. If a deficit exists, please demonstrate that a realistic deficit reduction/elimination plan is in place.

Additional project information – these documents can include information such as venue rental bookings/agreements, equipment rental list, artist bios, letters of support, quotes for services or purchased, etc. Please attach any additional information you feel necessary to support your request. (OPTIONAL)

Declaration

I certify that the information given in this application is correct. I agree to the following terms:

1. The grant application meets all the eligibility requirements of the Major Community Initiatives and Grants Guidelines (<https://www.victoria.ca/media/file/major-community-initiatives-events-grant-guidelines>)
2. The organization is not in arrears with the City.
3. The organization is not in bankruptcy or seeking creditor protection.
4. The Project will be carried out when and as described in the application. If there are significant changes to the Project or it is not completed, I am responsible to notify the City of Victoria of any changes and I am required to return the funds back to the City of Victoria.
5. The Project must exclude all uses of profanity, violence, pornography, public incitement or promotion of hatred, or any forms of discrimination as defined by the Canadian Human Rights Act.
6. The organization will assume all liability for activities associated with Project described above.
7. The organization will follow all applicable municipal policies and bylaws.
8. The organization will publicly acknowledge the grant awarded by the City.
9. The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity.
10. The organization will submit a final report within 30 days of completion of the project.
11. I provide the City of Victoria permission to share my name and details of this application to outside organizations for the purpose of determining funding from those organizations for the project.
12. I acknowledge that information contained in this application will become part of the public record and is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act.

29. Name of Board Chair or President:

Shelley Williams

30. Name of person preparing the form:

Jayne Hammond

31. I agree that the above information is complete and correct and authorized by the Board Chair or President.

Yes

No

View results

Respondent

1 Anonymous

28:49

Time to complete

Section A - General Information

1. Project Name:

Sonic Splash

2. Project Date(s) / Timeline:

Saturday August 2 – Monday August 4, 2025

3. Project Website(s):

<https://victoriasymphony.ca/>

4. Venue(s):

Inner Harbour and City owned property

5. Organization Name:

Victoria Symphony

6. Address:

620 View Street, Suite 610

7. City:

Victoria

8. Postal Code:

V8W 1J6

9. Contact Person:

Matthew White

10. Contact Phone:

250-385-9771

11. Contact Email:

matthew@victoriasymphony.ca

12. Do you have another contact you wish to add?

Yes

No

13. Secondary Contact Person:

Siobhan Barker

14. Secondary Contact Phone:

250-412-1978

15. Secondary Contact Email:

admin@victoriasymphony.ca

16. Organization Type:

Federally Registered Charity

Registered Not-for-Profit Society in B.C.

Registered Community Service Co-op in B.C.

Songhees Nation Council or Xwsepsum Nation Council

17. Incorporation or Society Number:

3383

18. Date of Incorporation: (DD/MM/YYYY)

12/05/1948

19. Is your organization in "Good Standing" with BC Registry Services?

Yes

No

20. Is your organization in "Good Standing" with the City of Victoria as per the terms and conditions of all previous City of Victoria grant funding, including submission of final reports? Note: recipients of the MCIEG cannot apply for another City grant program in the same funding year.

Yes

No

Section B - Project Information

21. Provide an Event/Initiative Description (max 150 words) *

The Victoria Symphony (VS) requests \$250,000 in support from the City of Victoria's (CoV) "Major Community Initiatives and Events Fund" to support the return of Symphony Splash as a rebranded, expanded, and programmatically diverse and inclusive three-day event in the inner harbour over the B.C. Day long weekend. Branded as "Sonic Splash", this re-imagined weekend will be anchored by the historic Symphony Splash on Sunday, August 3, 2025 in celebration of the 85th anniversary of the Victoria Symphony. Sonic Splash will also provide two additional days of programming on the barge, curated in collaboration with other major Victoria music presenters TBD on Saturday, August 2 and Monday, August 4. VS will coordinate this collaboration with the primary goals of assuring diversity in musical genres as well as identifying and committing to significant Indigenous artistic collaborators.

22. Describe the benefits to the City and alignment with Council's Strategic Plan priorities (max 150 words) *

1. Parks, Recreation and Gathering Spaces: These funds will support the use of public spaces to create a highly accessible, broadly appealing community event that will reach tens of thousands of people.
2. Community Well-being and Safety: Sonic Splash will enhance and support Victoria's downtown core and citizenry by providing freely accessible diverse entertainment for all.
3. Economic Activity and Community Vitality. Sonic Splash will: support small businesses and the visitor economy; activate streets, sidewalks, and public spaces; leverage partnerships between government, corporate sponsors and individual underwriters.
4. Truth and Reconciliation: VS will prioritize direct engagement with the Songhees Nation and Esquimalt Nation to identify appropriate ways of collaborating on this event.
5. Arts, Culture, Music, Sport, and Entertainment. This will be an opportunity to use City-owned property to support the goals of the Victoria Music Strategy.

23. Detail the scope of the event/initiative – ie. projected attendance, market reach (local or provincial or national profile) and level of community support (max 150 words) *

Projected attendance: Past iterations of Symphony Splash attracted between 20,000 and 40,000 people to the inner harbour for a one-day event. By expanding the event to three days there is obvious potential for dramatically increasing its attendance and economic impact. A conservative estimate would be to expect between 40,000-50,000 people over the three day festival. It could be more depending on the acts engaged.
Market Reach: Historically, Symphony Splash received national and international coverage as an event with a unique profile. We believe the expansion of the event after a 5 year hiatus will attract important attention from all levels of media as well as attract significant numbers of visitors from the US.
Level of Community Support: As demonstrated by the multiple letters of support attached and the support of a major corporate sponsor we are confident that the broader community will quickly rally behind an event of this scope.

24. Describe the cultural and economic impact of your event/initiative. (max 200 words) *

This major public art experience will:

- animate Victoria's most iconic public space (the Inner Harbour) for three days during peak tourist season with free, diverse, and accessible programming for tens of thousands of people per day
- create opportunities for inclusive and collaborative programming between Victoria-based arts partners.
- build awareness of what is possible when private sector, individual philanthropic supporters, and significant government funders work together. We have already identified a corporate funder at the 135K level that we are confident will lead to more corporate support if we have enough lead time to make the asks.
- celebrate the 85th anniversary of the Victoria Symphony
- provide the opportunity to engage and activate more than 500 volunteers over three days.
- ensure Indigenous Voices are shared and reflected in our artistic planning
- preserve Victoria's artistic legacy while welcoming new voices.
- contribute to the growing local music scene by positioning Victoria internationally as a "Music City".
- develop an enhanced understanding amongst tourism stakeholders of the value of arts and culture as part of the tourism attraction mix
- generate millions of dollars in economic activity. We will demonstrate the significant economic impact of this three-day event with a study coordinated by Destination Greater Victoria (see attached letter).

25. Cash Grant Amount Requested (max 50 per cent of total project cash expenditures to a maximum of \$250,000)

\$250,000

26. Total Cash Expenditure (\$)

756,844

27. City Services Support Requested:

- Police
- Fire
- Traffic Control
- Parks
- Street Cleaning
- Public Works
- Engineering
- None Required
- Other

Document Checklist

28. The following documents are required as part of a complete application:

- Completion and submission of this form
- Financial statement for the most recent fiscal year
- Project team information: 50 word biography of each person involved in leading the project
- Initiative/Event Budget Information: Please complete revenue and expenditure budgets. Indicate which revenue is confirmed and reflect in-kind contributions for both your revenue and expenditure. In-kind should include any non-cash contributions. Note any in-kind donation included as revenue must also be accounted for as an expense. Applicants carrying budgetary surpluses must clearly explain their intended use of these funds. If a deficit exists, please demonstrate that a realistic deficit reduction/elimination plan is in place.
- Additional project information – these documents can include information such as venue rental bookings/agreements, equipment rental list, artist bios, letters of support, quotes for services or purchased, etc. Please attach any additional information you feel necessary to support your request. (OPTIONAL)

Declaration

I certify that the information given in this application is correct. I agree to the following terms:

1. The grant application meets all the eligibility requirements of the Major Community Initiatives and Grants Guidelines (<https://www.victoria.ca/media/file/major-community-initiatives-events-grant-guidelines>)
2. The organization is not in arrears with the City.
3. The organization is not in bankruptcy or seeking creditor protection.
4. The Project will be carried out when and as described in the application. If there are significant changes to the Project or it is not completed, I am responsible to notify the City of Victoria of any changes and I am required to return the funds back to the City of Victoria.
5. The Project must exclude all uses of profanity, violence, pornography, public incitement or promotion of hatred, or any forms of discrimination as defined by the Canadian Human Rights Act.
6. The organization will assume all liability for activities associated with Project described above.
7. The organization will follow all applicable municipal policies and bylaws.
8. The organization will publicly acknowledge the grant awarded by the City.
9. The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity.
10. The organization will submit a final report within 30 days of completion of the project.
11. I provide the City of Victoria permission to share my name and details of this application to outside organizations for the purpose of determining funding from those organizations for the project.
12. I acknowledge that information contained in this application will become part of the public record and is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act.

29. Name of Board Chair or President:

Tom Siemens

30. Name of person preparing the form:

Matthew White

31. I agree that the above information is complete and correct and authorized by the Board Chair or President.

Yes

No

[View results](#)

Respondent
2 Anonymous

1218:35
Time to complete

Section A - General Information

1. Project Name:

2025 Under-17 World Hockey Challenge

2. Project Date(s) / Timeline:

October 31, 2025 - November 8, 2025

3. Project Website(s):

<https://www.hockeycanada.ca/en-ca/national-championships/men/world-u17/2024>

4. Venue(s):

Save-On-Foods Memorial Centre

5. Organization Name:

Victoria Hockey Legacy Society (Partnership with the Victoria Royals and GSL)

6. Address:

1925 Blanshard St

7. City:

Victoria

8. Postal Code:

V8T 4J2

9. Contact Person:

Heidi Barlow Lee, Joey Poljanowski, John Wilson

10. Contact Phone:

Heidi - 250-818-8508, Joey - 519-282-4546

11. Contact Email:

joseph.poljanowski@victoriaroyals.com; heidi@hblevents.ca

12. Do you have another contact you wish to add?

Yes

No

13. Organization Type:

Federally Registered Charity

Registered Not-for-Profit Society in B.C.

Registered Community Service Co-op in B.C.

Songhees Nation Council or Xwsepsum Nation Council

14. Incorporation or Society Number:

73096 8740 RC0001

15. Date of Incorporation: (DD/MM/YYYY)

February 28, 2023

16. Is your organization in "Good Standing" with BC Registry Services?

Yes

No

17. Is your organization in "Good Standing" with the City of Victoria as per the terms and conditions of all previous City of Victoria grant funding, including submission of final reports? Note: recipients of the MCIEG cannot apply for another City grant program in the same funding year.

Yes

No

Section B - Project Information

18. Provide an Event/Initiative Description (max 150 words) *

Hockey Canada's World Under-17 Hockey Challenge is the first and only actual best-on-best international hockey tournament (prior to the Olympics), showcasing the top players representing their respective countries from Canada, USA, Finland, Sweden, and Czechia. The tournament runs from October 31st-November 8th of 2025 and is attended by Major Junior, National Hockey League and International scouts. It is a round-robin formatted tournament and will take over Save-On-Foods Memorial Centre for the full 10 days. Other community rinks will be used for practices and exhibition games. The most significant piece to this event is the Legacy Plan. Per bid guidelines and in synergy with the Hockey Legacy Society, GSL and the Victoria Royals, the net profit of the tournament's proceeds will be distributed in a pre-determined "Legacy Plan" that will directly benefit minority (women's and indigenous) hockey initiatives and grassroots programs across Victoria.

19. Describe the benefits to the City and alignment with Council's Strategic Plan priorities (max 150 words) *

The Under-17 World Hockey Challenge significantly benefits Victoria by aligning with the City Council's strategic plan priorities. Firstly, it is the type of event that enhances the quality of life for residents by promoting community engagement and fostering a sense of pride and unity through hosting a notable international sporting event. The influx of visitors supports local businesses, driving economic health and vibrancy through increased tourism, hospitality, and retail activity (during a slower winter month). The economic impact of this tournament is an average of \$5-\$6M. Additionally, the event positions Victoria with the opportunity to be an innovative leader in climate action by showcasing the energy-efficient venue operations (food and beverage, waste disposal, etc.) at SOFMC as well as demonstrating Victoria's commitment to environmental stewardship in a non-traditional method (sporting event) through City initiatives such as eco-friendly transportation options and waste reduction programs. All of which can be broadcasted throughout the event to mass attendees. Overall, the tournament showcases Victoria's ability to host world-class events while prioritizing sustainability, economic growth, and community well-being.

20. Detail the scope of the event/initiative – ie. projected attendance, market reach (local or provincial or national profile) and level of community support (max 150 words) *

The Under-17 World Hockey Challenge is a major international sporting event. The tournament is annually projected to attract thousands of attendees, including local supporters, national fans, and international visitors. Total projected attendance for the sum of games is 447,000. The tournament boosts Victoria's profile, extending its market reach from local to national and international realms. The event draws attention from media outlets across Canada including TSN, Sportsnet, The Athletic, NHL.com, and many media outlets across Canada given the player representation from across the country. There is extensive coverage that enhances the city's visibility. Community support is robust for this event from almost one-hundred volunteers, local business support and residents actively participating and benefiting from the increased economic activity. Schools and youth programs are a significant piece via school games and community initiatives from the tournament's players. The event not only showcases emerging hockey talent but also highlights Victoria's capacity to host large-scale events and further embraces the City's commitment to supporting sports and tourism.

21. Describe the cultural and economic impact of your event/initiative. (max 200 words) *

Culturally, the event fosters a sense of community pride and unity by bringing residents together to support an international event through sport. The presence of local and international talented athletes encourages Victorian youth, promoting participation in sport and healthy lifestyles. The tournament facilitates cultural exchange, as it attracts players, families, and fans from various countries, providing appreciation of diverse cultures as well as Victoria's. Additionally, the event encourages volunteerism and community involvement, strengthening civic engagement. Economically, the tournament provides a substantial boost between \$5-6 million (based on previous tournaments). The influx of visitors drives demand for accommodations, dining, transportation, and entertainment, which of course benefits hotels, restaurants, and retail businesses in the month of November. This increased spending generates revenue, supports local and will even create temporary jobs. The tournament's success will highlight the City's capability to host large-scale events, attracting future sporting opportunities (Women's World Championships, CHL Memorial Cup, etc.). Lastly, the tournament's Legacy Plan ensures that the investment into this event further provides a cultural and economic impact following the tournaments completion.

22. Cash Grant Amount Requested (max 50 per cent of total project cash expenditures to a maximum of \$250,000)

\$250,000

23. Total Cash Expenditure (\$)

\$1,097,460

24. City Services Support Requested:

- Police
- Fire
- Traffic Control
- Parks
- Street Cleaning
- Public Works
- Engineering
- None Required
- Other

Document Checklist

25. The following documents are required as part of a complete application:

- Completion and submission of this form
- Financial statement for the most recent fiscal year
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- Initiative/Event Budget Information: Please complete revenue and expenditure budgets. Indicate which revenue is confirmed and reflect in-kind contributions for both your revenue and expenditure. In-kind should include any non-cash contributions. Note any in-kind donation included as revenue must also be accounted for as an expense. Applicants carrying budgetary surpluses must clearly explain their intended use of these funds. If a deficit exists, please demonstrate that a realistic deficit reduction/elimination plan is in place.
- Additional project information – these documents can include information such as venue rental bookings/agreements, equipment rental list, artist bios, letters of support, quotes for services or purchased, etc. Please attach any additional information you feel necessary to support your request. (OPTIONAL)

Declaration

I certify that the information given in this application is correct. I agree to the following terms:

1. The grant application meets all the eligibility requirements of the Major Community Initiatives and Grants Guidelines (<https://www.victoria.ca/media/file/major-community-initiatives-events-grant-guidelines>)
2. The organization is not in arrears with the City.
3. The organization is not in bankruptcy or seeking creditor protection.
4. The Project will be carried out when and as described in the application. If there are significant changes to the Project or it is not completed, I am responsible to notify the City of Victoria of any changes and I am required to return the funds back to the City of Victoria.
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8. The organization will publicly acknowledge the grant awarded by the City.
9. The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity.
10. The organization will submit a final report within 30 days of completion of the project.
11. I provide the City of Victoria permission to share my name and details of this application to outside organizations for the purpose of determining funding from those organizations for the project.
12. I acknowledge that information contained in this application will become part of the public record and is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act.

26. Name of Board Chair or President:

John Wilson

27. Name of person preparing the form:

Joey Poljanowski

28. I agree that the above information is complete and correct and authorized by the Board Chair or President.

Yes

No

[View results](#)

Respondent

5 Anonymous

07:34

Time to complete

Section A - General Information

1. Project Name:

716 Johnson Street

2. Project Date(s) / Timeline:

July 15, 2024 to December 31, 2024

3. Project Website(s):

otherguise.ca

4. Venue(s):

716 Johnson

5. Organization Name:

The Other Guise Theatre Society

6. Address:

1245 Queens Avenue

7. City:

Victoria

8. Postal Code:

V8T1N1

9. Contact Person:

Matthew Payne

10. Contact Phone:

250.857.3333

11. Contact Email:

matthewpayne@otherguise.ca

12. Do you have another contact you wish to add?

Yes

No

13. Organization Type:

Federally Registered Charity

Registered Not-for-Profit Society in B.C.

Registered Community Service Co-op in B.C.

Songhees Nation Council or Xwsepsum Nation Council

14. Incorporation or Society Number:

866729296 RR0001

15. Date of Incorporation: (DD/MM/YYYY)

May 18, 2000

16. Is your organization in "Good Standing" with BC Registry Services?

Yes

No

17. Is your organization in "Good Standing" with the City of Victoria as per the terms and conditions of all previous City of Victoria grant funding, including submission of final reports? Note: recipients of the MCIEG cannot apply for another City grant program in the same funding year.

Yes

No

Section B - Project Information

18. Provide an Event/Initiative Description (max 150 words) *

Our dynamic initiative is the acquisition of the property at 716 Johnson and renovation of the building into a performing arts hub with three stages, two rehearsal studios and office space.

With support from a private investor, Kate Kempton, Other Guise purchased the property December 2022. Other Guise is the only performing arts company to own our own space in downtown Victoria.

Due to health reasons, Kate has moved away from Victoria for treatment and, regrettably, must withdraw her financial support (\$1.5-million) from the project. Rather than trigger a sale, which Kate is entitled to do, she's given us until December 2024 to repay \$1.5-million. (\$250,000 has been repaid.)

Once successful, Other Guise will ultimately be in a better position, as we'll be able to make all decisions on the creation of an arts hub independently.

The project is data-driven and a potential game-changer for the arts in Victoria.

19. Describe the benefits to the City and alignment with Council's Strategic Plan priorities (max 150 words) *

Climate:

Fold Architecture & Sustainable Fox will assist us in creating the greenest theatre in Canada:

- Innovative leadership: bold climate actions
- Accelerate decarbonization of existing building
- Reduce transportation & waste emissions
- Set annual targets

Housing:

- Provides community services near housing developments

Transportation:

- Bike lock-up
- On major transit route

Gathering Spaces:

- Capital project providing experiences
- Adds gathering spaces
- Accelerates investment in community spaces

Well-being:

- Beautifies downtown
- Access/EDI at heart of project

Economy:

- Contributes to strength & resiliency
- Vitality in the core
- Activates parklet

Reconciliation

- Strengthens our existing partnerships with Lekwungen

Arts

- Performance & rehearsal venue
- Investment in space
- Supports programming of multiple groups
- Creates opportunities to support & simplify process for creating experiential activities

The project meets the assessment criteria due to its annual operations & longevity. Over time, this foundational capital project will outperform any one-time live event. It's the HQ from which future major community events will be planned.

20. Detail the scope of the event/initiative – ie. projected attendance, market reach (local or provincial or national profile) and level of community support (max 150 words) *

Attached documents demonstrate the scope and level of community support:

- Business plan (indicates project viability)
- Support letter from Culture Den (Indigenous-led)
- Support letter from Embrace Arts (Disabled artists-led)
- Biographies of key experts
- Select stakeholder comments including companies with an equity-seeking focus (Puente, Story, Tamarack, Spiderweb)
- Draft of Capital Campaign Document

A financial model through to 2030 has been developed with Scale Collaborative.

Three performance spaces: Black Box Theatre, Café stage, and Alley stage will see multiple shows happening nightly. These are performed by small and medium-sized companies from Victoria and companies on national international tours. Rehearsal spaces serve these artists and community groups. The café and lobby provide an eatery and gathering places for artists, audiences, and community.

The demand for performing arts spaces in Victoria is documented in the CRD Stage One Report, which you'll see in section 2 of the capital campaign document.

21. Describe the cultural and economic impact of your event/initiative. (max 200 words) *

Our vision of a performing arts hub that serves independent artists, small & medium-sized companies is strong, clear & data-driven.

Scale conducted multiple surveys: community engagement work expanding upon needs, challenges & barriers identified in Stage-One-Report. The "Performance-Producers" document demonstrates massive cultural impact. Threats identified in the "Venue Operators" summary are mitigated by 716 Johnson; opportunities are realized.

"The conclusion is that the City of Victoria desperately needs a space like 716 Johnson Street." -Scale

Scope of Work & Preliminary Feasibility Study from Fold Architecture demonstrate we are poised for a renovations phase.

Financial modeling demonstrates project viability.

Since the letter to council (January 29), we've added pending support from the Metcalf Foundation to bolster our efforts to refinance 716 & buy out our primary investor.

One space will not solve all the issues for the arts scene, but a golden opportunity to retain an artist-owned space is before us.

We seek immediate investment action from council. Help re-finance this project & de-risk our ability to raise capital.

Share our vision of a space that serves artists & audiences from a range of backgrounds. Together we'll develop an economically viable project with lasting effects on the cultural fabric of Victoria.

22. Cash Grant Amount Requested (max 50 per cent of total project cash expenditures to a maximum of \$250,000)

250000

23. Total Cash Expenditure (\$)

1600000

24. City Services Support Requested:

- Police
- Fire
- Traffic Control
- Parks
- Street Cleaning
- Public Works
- Engineering
- None Required
- Other

25. The following documents are required as part of a complete application:

- Completion and submission of this form
- Financial statement for the most recent fiscal year
- Project team information: 50 word biography of each person involved in leading the project

Initiative/Event Budget Information: Please complete revenue and expenditure budgets. Indicate which revenue is confirmed and reflect in-kind contributions for both your revenue and expenditure. In-kind should include any non-cash contributions. Note any in-kind donation included as revenue must also be accounted for as an expense. Applicants carrying budgetary surpluses must clearly explain their intended use of these funds. If a deficit exists, please demonstrate that a realistic deficit reduction/elimination plan is in place.

Additional project information – these documents can include information such as venue rental bookings/agreements, equipment rental list, artist bios, letters of support, quotes for services or purchased, etc. Please attach any additional information you feel necessary to support your request. (OPTIONAL)

Declaration

I certify that the information given in this application is correct. I agree to the following terms:

1. The grant application meets all the eligibility requirements of the Major Community Initiatives and Grants Guidelines (<https://www.victoria.ca/media/file/major-community-initiatives-events-grant-guidelines>)
2. The organization is not in arrears with the City.
3. The organization is not in bankruptcy or seeking creditor protection.
4. The Project will be carried out when and as described in the application. If there are significant changes to the Project or it is not completed, I am responsible to notify the City of Victoria of any changes and I am required to return the funds back to the City of Victoria.
5. The Project must exclude all uses of profanity, violence, pornography, public incitement or promotion of hatred, or any forms of discrimination as defined by the Canadian Human Rights Act.
6. The organization will assume all liability for activities associated with Project described above.
7. The organization will follow all applicable municipal policies and bylaws.
8. The organization will publicly acknowledge the grant awarded by the City.
9. The organization is in good standing with either: (1) the Province of BC as a registered Society or (2) the Canada Revenue Agency as a registered Charity.
10. The organization will submit a final report within 30 days of completion of the project.
11. I provide the City of Victoria permission to share my name and details of this application to outside organizations for the purpose of determining funding from those organizations for the project.
12. I acknowledge that information contained in this application will become part of the public record and is subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act.

26. Name of Board Chair or President:

Mark Dusseault

27. Name of person preparing the form:

Matthew Payne

28. I agree that the above information is complete and correct and authorized by the Board Chair or President.

Yes

No

View results

Respondent

6

Anonymous

28:11

Time to complete

Section A - General Information

1. Project Name:

Lights of Wonder 2025

2. Project Date(s) / Timeline:

Dec 1 - 31, 2025

3. Project Website(s):

www.lightsof wonder.ca

4. Venue(s):

Centennial Square

5. Organization Name:

Downtown Victoria Business Association

6. Address:

200-764 Yates Street

7. City:

Victoria

8. Postal Code:

V8W 1L4

9. Contact Person:

Jeff Bray

10. Contact Phone:

250-386-2239

11. Contact Email:

jeff@downtownvictoria.ca

12. Do you have another contact you wish to add?

Yes

No

13. Secondary Contact Person:

Alison Gair

14. Secondary Contact Phone:

2503862238

15. Secondary Contact Email:

alison@downtownvictoria.ca

16. Organization Type:

- Federally Registered Charity
- Registered Not-for-Profit Society in B.C.
- Registered Community Service Co-op in B.C.
- Songhees Nation Council or Xwsepsum Nation Council

17. Incorporation or Society Number:

S0048478

18. Date of Incorporation: (DD/MM/YYYY)

21122004

19. Is your organization in "Good Standing" with BC Registry Services?

- Yes
- No

20. Is your organization in "Good Standing" with the City of Victoria as per the terms and conditions of all previous City of Victoria grant funding, including submission of final reports? Note: recipients of the MCIEG cannot apply for another City grant program in the same funding year.

- Yes
- No

Section B - Project Information

21. Provide an Event/Initiative Description (max 150 words) *

Lights of Wonder is a free, family-friendly, accessible event that takes place throughout the month of December. It is a multidisciplinary experience featuring light sculptures and interactive light features for all to enjoy; these sculptures create a magical backdrop for people to meet and connect, take photos together, and reunite with friends and family over the holiday season. We showcase local performers with an emphasis on community groups and emerging artists and invite all of Victoria to enjoy a diverse range of artistic performances and cultural experiences. In 2024, we are adding a Ferris Wheel to provide a new perspective on Victoria. We also hope to host weekend 'theme nights' to celebrate the LGBT+, CFB Esquimalt, and other large segments of the community. We will expand these theme nights, and add an additional interactive element, in 2025.

22. Describe the benefits to the City and alignment with Council's Strategic Plan priorities (max 150 words) *

By providing a free and outdoor holiday experience, Lights of Wonder creates a community gathering space with interactive features and fun activations that all can enjoy. It works to provide excitement in Centennial Square and adds light, revitalizing the area during the dark winter months and encouraging a safe and busy Square. We work with Songhees Nation and many other cultural groups to allow everyone to experience the diversity of Victoria and of Victoria's artistic scene.

From an economic perspective, the event brings many people downtown during the shoulder season – we are targeting 110,000 visitors in 2025. These visitors are in an ideal position to patronize restaurants, cafes, entertainment venues, and local businesses for their holiday experiences. Additionally, most of the funds spent creating this event are spent with local businesses and contribute to the Victoria economy.

23. Detail the scope of the event/initiative – ie. projected attendance, market reach (local or provincial or national profile) and level of community support (max 150 words) *

In 2023, we saw approximately 84,000 people attend Lights of Wonder and in 2024 we believe 100,000 people will attend; for 2025 we intend to expand our performances and introduce new interactive elements and are targeting a total of 115,000 visitors. Most of these visitors were from the Greater Victoria area, and that will likely be the same in 2025. However, we do intend to advertise the event throughout Vancouver Island and expect it will draw in some out-of-town visitors.

As we have, amongst the downtown business community, people from all different walks of life and representing Victoria's diverse population, we are in a strong position to reach out to all different communities within Victoria and to invite all to participate. We see strong community support from the downtown business and residential communities alike and have enjoyed featuring performers and cultural activations from many different groups.

24. Describe the cultural and economic impact of your event/initiative. (max 200 words) *

In 2023, we were able to showcase 45 hours of live performances, as well as a wide range of cultural groups, and special activations. We held a Menorah lighting event, Songhees blessing, performances by Dragon and Lion dancers from the Chinese Canadian community, Lekwungen dancers, silent disco nights, drag story time, and hosted local choirs. The live performances featured established professional and emerging artists. We intend to reach a total of 50 hours of live performances in 2025 while supporting additional activations.

We spend at least 50% of our budget with local contractors and performers, who in turn contribute to the local economy. We encourage visitors to combine their trip with holiday shopping, a restaurant experience, or downtown entertainments.

In 2018, before this event took place for the first time, the average December hotel occupancy was 63.94% with a RevPAR of \$96.88. Due to the long, slow recovery of tourism from COVID, it is perhaps unsurprising that the hotel occupancy is still below that total at 56.64%; RevPAR, however, was significantly higher at \$115.38 in 2023. Barring unforeseen issues once again affecting global tourism, by 2025 we hope that the average hotel occupancy for December will be 61%.

25. Cash Grant Amount Requested (max 50 per cent of total project cash expenditures to a maximum of \$250,000)

\$200,000

26. Total Cash Expenditure (\$)

\$558,762

27. City Services Support Requested:

- Police
- Fire
- Traffic Control
- Parks
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- None Required
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Document Checklist

28. The following documents are required as part of a complete application:

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29. Name of Board Chair or President:

Bruce Hallsor

30. Name of person preparing the form:

Alison Gair

31. I agree that the above information is complete and correct and authorized by the Board Chair or President.

Yes

No