



Overview

Outdoor festivals and celebrations add to the vitality and cultural diversity of the City. The City's annual grant and in-kind support nurtures the development and sustainability of high quality annual festivals and celebrations.



Leverage



Event organizers leverage their municipal support through senior government funding bodies and secure credibility with corporate and community sponsors.

- 17 FIG applications also seeking Canadian Heritage Grants
- FIG funding helps leverage roughly 2 million in cash and in-kind corporate sponsorship



Policy

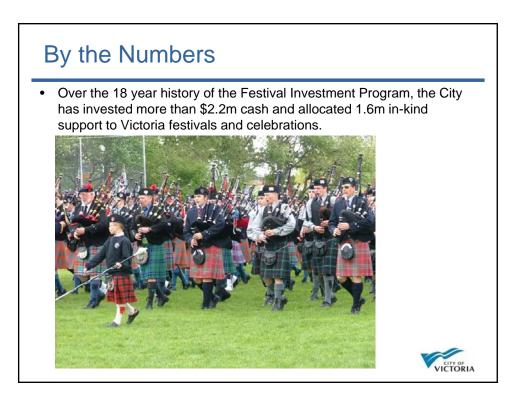
All applications were reviewed based on the Council approved 2011 FIG policy which includes:

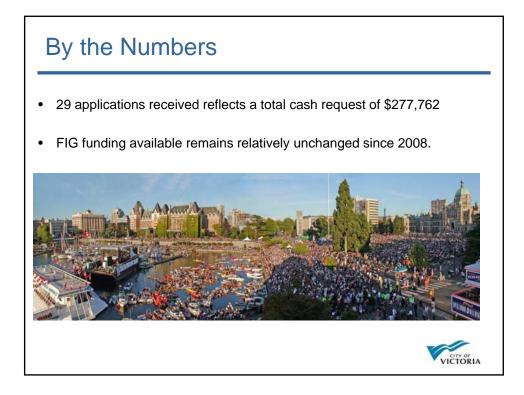


- program criteria, including a free component
- the artistic and cultural merit of the event
- economic impact
- community support and impact

VICTORIA

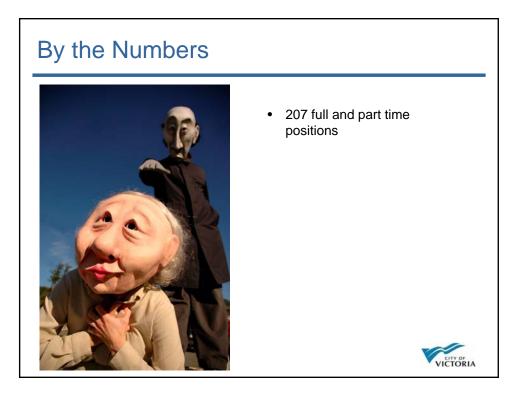
• organizational effectiveness.







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