



1 Centennial Square  
Victoria, BC V8W 1P6

E [grants@victoria.ca](mailto:grants@victoria.ca)

# 2015 Strategic Plan Grant Application Form

## How to Apply:

1. Complete **Application Form** in its entirety and send to [grants@victoria.ca](mailto:grants@victoria.ca)
2. Assemble **Eligibility Documentation**

Attach the following *required* documentation to ensure eligibility and completion of the 2015 Grant Application Form.

Number under section 2 Society or Charity confirmation –  Provide society number  Annual Report and Financial Statements – organization's current filed documents with the Registrar of Companies the BC Society Act

## SECTION 1. CONTACT INFORMATION

Organization Name: James Bay Neighbourhood Association

Mailing Address: c/o 234 Menzies St V8V 2G7

Contact Person: Marg Gardiner Email: [marg.jbna@shaw.ca](mailto:marg.jbna@shaw.ca) Telephone: 250-360-0300

Telephone: 250-360-0300 Website: [jbna.org](http://jbna.org)

## SECTION 2. ORGANIZATION INFORMATION

Are you registered under the *Society Act*?  Yes Society Registration Number: S-0031280

Are you a registered Charity?  No

Organization mission/mandate

The mandate of the James Bay Neighbourhood Association (JBNA) is to enable the community to be actively involved in the preservation, rehabilitation, and planned development of James Bay, so as to preserve and enhance the quality of the environment and life therein.

Brief history and role in benefitting residents of Greater Victoria

JBNA has served the James Bay as the community land-use organization for James Bay since 1993. It contributes over a thousand hours of community service each year. JBNA is the only community organization that holds monthly open public informational meetings at which any resident from James Bay may speak on an issue.

As of July 1, JBNA will have the insurance necessary to carry out projects such as the one this application supports. JBNA has identified, through the residents' survey, correspondence, and General Meetings resident concerns with regards to land use including the use of public property, JBNA will now be in a position to broaden activities to highlight public realm and to further engage the community in land use and environmental matters. Regarding the City created/owned ramp at the north side of Fisherman's Wharf Park, which is the site for this project, **JBNA requested that this ramp be built** as it was not in the original Fisherman's Wharf Park concept plan approved by Council.

How many paid staff at organization? Full Time: 0 Part Time: 0

How many volunteer staff at organization? **6 on Board, 5 newly appointed volunteers on DRC and O&A Committees and other volunteers as needed** Total volunteer hours: **1000-2000/yr**

## SECTION 3. ORGANIZATION FINANCIAL INFORMATION

What is the organization's annual budget? **Unknown for 2015/16: 2014/15 = \$3,700,**

What other sources of funding do you receive and how is it used? **A few donations, upon occasion, collected at public meetings. Used to provide snacks a couple times each year.**

Source	Total Funding	Use
CoV	TBD	All JBNA activities, public meetings, administrative, web-site, advertising etc

Has the organization filed for bankruptcy or currently seeking credit protection?  No



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## SECTION 4. PROJECT OR PROGRAM INFORMATION

Project or program title: **Fisherman’s Park Mural: The Ramp**

Brief description of the project or program and why the grant is needed.

The ramp at the north end of Fisherman’s Wharf Park is well used but unsightly; it is a chunk of concrete with metal railings. A mural, in these with Fisherman’s Wharf would enhance the experience of Fisherman’s Wharf Park for residents and visitors. See photos on the last page.

The project would involve the following:

- ~ inviting JB children (through schools and home-schooling groups) to participate in a MURAL visioning at the park, with children contributing their ideas of items/pictures to be included on the Mural. Tent to be sent up and children provided with colouring materials such as sidewalk chalk, paper, other coloring materials etc. The event budget would be about \$600 for advertising (JB Beacon) materials and snacks.
  - ~ assembling concepts and creating paper template of mural (under supervision of art consultant)
  - ~ base-coat painting of the wall, and painting of the mural by volunteer “older” children and adults
  - ~ top-coating with sealant of the mural.
  - ~ volunteers paint and supplies as estimated through discussions with Industrial Plastics and Paints = \$550.
- Total costs for project \$1,150 plus administrative/contingency of \$100 = \$1,250 plus 200-300 volunteer hours.

Does this project or program impact public space?  Yes

Please select the Strategic Plan Objective that the project or program aligns with or supports (for further explanation of objectives, please read the full text of the Strategic Plan found at <http://www.victoria.ca/EN/main/city/corporate-strategic-plan.html>). Check off as many as is appropriate.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Innovate and Lead                                  | <input checked="" type="checkbox"/> Enhance and Steward Public Spaces, Green Spaces and Food Systems |
| <input checked="" type="checkbox"/> Engage and Empower the Community                   | <input checked="" type="checkbox"/> Nurture Our Arts, Culture and Learning Capital                   |
| <input checked="" type="checkbox"/> Strive for Excellence in Land Use                  | <input checked="" type="checkbox"/> Demonstrate Regional Leadership                                  |
| <input checked="" type="checkbox"/> Facilitate Social Inclusion and Community Wellness |  |

Explain in detail how this project or program will meet and support the City of Victoria’s Strategic Plan Objectives.

The project would serve the community well by permitting residents to be part of the creation of the park – making it even more of a community amenity than it has become. It will transform a plain concrete wall that is a visual focus as one approached the park from the north side, providing a visual break between the hard-top pavement area and the park. The theme or design of the mural would be reflective of the area, meaning the park, sea and nature.

The mural will engage and empower residents before, during, and after its creation. It will facilitate inclusion by inviting school-age children in James Bay to participate. The public space will be enhanced with artful colour.

This would be the first special project grant to JBNA funded by the City.

With the new grant program, the JBNA Board has identified 3 projects: This is the first, which would serve to engage residents in a different way, leading to the more significant projects to follow. In the fall, JBNA will submit an application for a Douglas Street charrette/place-making event which would focus on specific intersections on Douglas facing Beacon Hill Park; in the fall of 2016, JBNA intends to submit an application for a charrette/place-making event which would focus on Five Corners shortly after the completion of phase 1 of Capital Park.

How many will benefit from the project or program? **Thousands** Percentage of Greater Victoria Residents? **20-50% & Visitors**

Who is your target audience? **All residents and visitors to Fisherman’s Wharf Park and Fisherman’s Wharf**



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## SECTION 5. PROJECT OR PROGRAM FINANCIAL INFORMATION

*Breakdown of all expenses for this project.*

**Promotion/Invitation:**

JB Beacon: \$100	Posters: \$50	\$ 150
Paper, colouring materials, chalk etc		\$ 125
Event snacks: Ice cream, cookies, fruit		\$ 325
Paint Estimate from Industrial Plastics for 300 sqft:		
Base coat \$70	10x1litre = \$200 sealant \$50 + taxes	\$ 350
Brushes, rollers etc		\$ 100
Drop-sheets, cleaner, etc		\$ 100

Total costs for project \$1,150 plus administrative/contingency of \$100 = \$1,250 plus 200-300 volunteer hours.

What is the project or program: Total Cost \$ 1,250 Amount Requested \$ 850

Administrative costs are capped at a maximum of 18% of total budget. Indicate the percentage of administrative costs: 9 %

How much is the organization contributing to this project or program? \$100 & any extraordinary costs plus management etc

Please indicate the funding sources for this application:

- City Consultation

Organization Name	Contact Person	Phone Number	Amount
CoV Transportation	Nick Armstrong	narmstrong@victoria.ca	NIL

- In-Kind contributions

Art Consultant	Contact Person	Phone Number	Amount
Ret'd: formerly Coordinator BC Art Collection, Cultural Services Branch, Gov't of BC	Don Lindsay	250-385-5883	Nil

- Corporate Waived fees and charges

Organization Name	Contact Person	Phone Number	Amount
Jackson's Ice Cream	Avio Jackson	250-858-0052 onebigcone@yahoo.ca	up to \$200 of ice cream cones
Thrifty Foods	Ed Helms	enelms@thriftyfoods.com	\$100 worth of food treats plus serving

- Other

Organization Name	Contact Person	Phone Number	Amount
JBNA in kind organizational time and coordination of events	Marg Gardiner Britta Gundersen-Bryden	<a href="mailto:marg.jbna@shaw.ca">marg.jbna@shaw.ca</a> bgbryden@gmail.com	in-kind in-kind

**Grand Total of Other Funding Sources \$ \$300 donations**

Partial funding may be available. Will the project occur without full funding by the grant? X No

If you do not receive full funding, what is the impact to the organization and project or program. Please provide an explanation below.

The project will not proceed.



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## SECTION 6. PROJECT OR PROGRAM TIMELINE

Project or program dates From: **September, 2015** To: **Oct 2015 or April 2016 weather dependent**

Project or program location: **Ramp at Fisherman's Wharf Park** *(North west side)*

Project or program timeline and major milestones.

Date	Milestone
	NOTE: Timeline is weather dependent and will be adjusted as needed.
September 2015	Scope program and invite participation (schools and home-schooling groups)
September/October	Visioning Event
October	Create mural template
October (or when dry weather period permits)	Creation of mural
recognition: CoV funding	Newsletters, Meetings, Letter to JB Beacon

## SECTION 7. PROJECT OR PROGRAM VOLUNTEERING

How many volunteers will work on this project or program? 20 - 120 Total volunteer hours required: 200 - 300

Can the project or program occur without volunteer support?  No

## SECTION 8. PUBLIC ACKNOWLEDGEMENT

All grant recipients are required to publicly acknowledge the grant. How does your organization plan on publicly acknowledging the City's funding support?

- Website
- Social Media
- Other JBNA happenings in the JB Beacon
- Newsletter to 250 households
- Annual Report

## SECTION 9. DECLARATION

I am an authorized signing officer of the organization and I certify that the information given in this application is correct. I agree to the following terms:

- The organization will be in compliance with all applicable municipal policies and bylaws
- The organization will publicly acknowledge the grant awarded by the City
- 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
- The organization is not in arrears with the City
- The organization is not in bankruptcy or seeking creditor protection
- The grant application meets all the eligibility requirements of the City's Grant Policy

Signature:

Position: **President, JBNA**

Name: **Marg Gardiner**

Date: **June 24, 2015**

