

To: Chief Administrative Officer
From: General Manager Parks, Recreation and Cultural Services
Re: Festivals Burnaby Grant – Small Scale:
Grant File # 22-S-004

2022 Oct 24.....Page 2

(2007); *Social Sustainability Strategy* (2011), and the *Corporate Strategic Plan* (2017) that identifies the importance of a sense of belonging, inclusion and high quality of life.

3.0 BACKGROUND

The Korean Cultural Heritage Society (KCHS) is a non-profit organization with over 100 volunteers that serves to promote multiculturalism and celebrate the Korean culture and heritage. Since 2002, the Society's main project has been the annual Korean Cultural Heritage Festival, which has grown to be one of the largest multicultural festivals in Metro Vancouver. The festival serves as an effective vehicle to unite community and promote businesses and organizations that aim to reach the Korean Canadian demographic. The 20th edition of the Festival is being held in-person for the first time since the start of the pandemic. The scope and scale are different from previous years as the Society rebuilds resources, partners and audiences, in addition to a change in venue.

The application request was submitted in September, outside of the grant intake parameters. As per the Festivals Burnaby project grant guidelines, the intakes are twice a year, March 15 (covers special events taking place July through December this year) and October 15 (covers special events taking place January through June 2023). The application deadlines are in place to protect the transparency of the process and treat all community organizations fairly.

Through the Festivals Grant application intake process, the Executive Committee of Council has approved \$76,344 in funding to eight organizations. Due to the cancellation of the Committee meetings in the interim during the election process, this request is submitted directly to Council for consideration and subsequent approval of the recommendation or provide an alternative amount.

4.0 RECOMMENDATION

The application has been completed in full and the applicant has shown evidence that they have capacity to coordinate the event. Festivals Burnaby funds would be allocated toward eligible project expenses related to programming, marketing/promotions, and venue/equipment rental. While this request falls outside the grant intake deadlines, staff recommend Council review this as a one-time late application considering the long standing efforts of the Society and the need to support cultural groups as they plan events and recover from the COVID-19 pandemic.



Mary Morrison-Clark
GENERAL MANAGER PARKS, RECREATION AND CULTURAL SERVICES

DN:yc:tc