

EXECUTIVE COMMITTEE OF COUNCIL

TO: MAYOR AND COUNCILLORS

SUBJECT: FESTIVALS BURNABY GRANT APPLICATION (23-L-013)

RECOMMENDATION:

THAT the following Large Scale Event Festivals Burnaby Grant be approved:

- 23-L-013 – The North America Artist Association \$8,000 for their 7th Burnaby Spring Festival Gala on January 6, 2024.

REPORT

The Executive Committee of Council, at its meeting held on December 6, 2023, received and adopted the attached report providing information regarding a Festivals Burnaby Grant application received and seeking Council approval of a grant.

On behalf of the Executive
Committee of Council,

Councillor S. Dhaliwal
Chair

Councillor R. Lee
Vice Chair

TO: EXECUTIVE COMMITTEE OF COUNCIL (ECC)
FROM: GENERAL MANAGER PARKS, RECREATION AND CULTURE
SUBJECT: **FESTIVALS BURNABY GRANT APPLICATION**
PURPOSE: To provide Committee with information regarding a Festivals Burnaby Grant application received and to seek Council approval of a grant.

RECOMMENDATION

THAT the following Large Scale Event Festivals Burnaby Grant be approved:

- 23-L-013 – The North America Artist Association \$_____ for their 7th Burnaby Spring Festival Gala on January 6, 2024.

1.0 POLICY SECTION

The provision of Festivals Burnaby Grants is aligned with the following Council-adopted policies, plans and strategies: *Burnaby Economic Development Strategy* (2007); *Social Sustainability Strategy* (2011), the Benefits Based Approach (2023) and the *Corporate Strategic Plan* (2017) that identifies the importance of a sense of belonging, inclusion and high quality of life.

2.0 BACKGROUND

Festivals and special events make our community vibrant, strengthen our sense of pride and belonging and draw both local audiences and visitors. They are an important part of Burnaby's cultural resources framework. The City's annual Festivals Burnaby Grants budget for 2023 is \$250,000. The grant funds are vital to support cultural groups as they plan special events and recover from the COVID-19 pandemic.

The application has been completed in full, reviewed by staff, and the applicants have shown evidence that they have capacity to deliver the event. Festivals Burnaby Grants would be allocated toward eligible project expenses related to programming, venue and equipment, marketing/promotions and administration.

A Festivals Burnaby Grant application for Large Scale Events is being presented for consideration of the Committee to recommend approval by Council. The eligible request in this report is \$14,850. The balance available in this year's Festivals Burnaby Grants budget is \$60,200.

3.0 GENERAL INFORMATION

Large Scale Event Grants:

1.1. North America Artist Association

Large Scale Event:	Grant File # 23-L-013	
Title of Event:	7 th Burnaby Spring Festival Gala	
Application Received:	October 15, 2023	
Project Budget:	\$45,000	
Eligible Amount Requested:	\$14,850	
Previous Support:	2019 Small Scale Festivals Burnaby Grant	\$5,000
	(new applicant in 2019)	

An application request for \$14,850 eligible amount has been received from the North America Artist Association for the 7th Burnaby Spring Festival Gala to be held on January 6, 2024 at the Michael J. Fox Theatre. The event is expected to attract approximately 500 people.

The multicultural art event will be held in celebration of the Chinese Lunar New Year. It will showcase diverse artistic performances, including music, dance and acrobatics and provides a platform for emerging and established artists to showcase their talent. The one-day event aims to foster a sense of community and appreciation of multiculturalism in Burnaby and hopes to attract a diverse audience made up of local residents of all ages, art lovers and commercial enterprises.

Grant funds will support artists/performers fees, venue/equipment rental and publicity/promotion. Other revenues are pending from corporate funding and low cost ticket sales for the event.

The North America Artist Association was established in 2016 as a non-profit with a mission to unite and promote diversified artistic exchanges and development among North American artistic elites of all ethnicities. It has held the Burnaby Spring Festival Gala for six consecutive years in celebration of Chinese New Year.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

All individuals and organizations receiving funding from the Festivals Burnaby Grants Program must acknowledge the support in all promotional materials with the Festivals Burnaby Grants Program logo.

5.0 FINANCIAL CONSIDERATIONS

The City’s annual Festivals Grants budget for 2023 is \$250,000 and is funded through the Gaming Reserve. The following table provides a financial summary of the grant program to date. There is sufficient funding available, should all eligible requests included in this report be approved by Committee and Council.

2023 Approved Annual Grants Budget:	\$250,000
Amount awarded year-to-date:	\$189,800
Balance Available:	\$60,200
Eligible Request in this Report:	\$14,850
Balance Available for Remainder of 2023:	\$45,350

The second intake for small and large scale applications is October 15, 2023 for festivals and special events taking place in January through June 2024. As this application is time sensitive with the festival scheduled for early January 2024, we are bringing this forward for consideration within the 2023 budget. The other applications will be presented in the new year as they will take place later in the spring and within the 2024 allocated budget.

Respectfully submitted,

Mary Morrison-Clark, General Manager Parks, Recreation and Culture

ATTACHMENTS

- Attachment 1 – Application and Proposal
- Attachment 2 – Budget

Confidentiality Notice: Attachment 1 and 2 are not publicly available as per section 21 of the Freedom of Information and Protection of Privacy Act.

REPORT CONTRIBUTORS

This report was prepared by Yvonne Chui, Arts Services Manager, and reviewed by Ratan Grewal, Director Budgets and Reporting and Emmaline Hill, Director Culture.



FESTIVALS AND SPECIAL EVENTS GRANT APPLICATION
Festivals and Special Events: Large Scale

Read the grant guidelines before beginning this application form. Please respond to all questions and attach additional pages as required.

I. APPLICANT DETAILS

Name of Registered Non-Profit Society or Group: North America Artist Association

Name for Cheque Issue (if different than above)

Society Number: 50066224 Charity: 74603 53 28 BC001

Mailing Address: 78 20 Edmonds St, City: Burnaby

Province: BC Postal Code: V3M 1B8

Organization Contact Name: Brian Zhang

Position in Organization: Board Chair

Home Phone: Business Phone: 604-3396088

Cell Phone: 604-3396088 Email: zzyca@hotmail.com

Website (if applicable): https://www.naartist.org/

Secondary Contact Name: Apeng Huo

Position in Organization: Director

Home Phone: Business Phone: 604-6536789

Cell Phone: 604-6536789 Email: vanphoenixdance@gmail.com

II. PROJECT SUMMARY

Title of project you are requesting funding for: 2024 Burnaby Spring Festival Gala

Project Summary: [radio button] existing [radio button] new

Project summary: (Describe the project - maximum 50 words)

The Burnaby Spring Festival Gala has been successfully held by NAAA for six years. The GALA is a well-known performance show in Burnaby, which includes singing, dancing, music, acrobatics and other artistic performances. This multicultural art event promotes the development of multiculturalism and is a must-have activity for the people of Burnaby to celebrate the Lunar New Year.



FESTIVALS AND SPECIAL EVENTS GRANT APPLICATION
Festivals and Special Events: Large Scale

II. PROJECT SUMMARY (continued)

Grant Amount Requested:

Event Dates From: To:
mm/dd/yy *mm/dd/yy*

Event Time:

Event Location:

Estimated Attendance:

Are you making this application as a sponsor for another group or organization? yes no

If yes, please provide the following information about this group or organization:

Name of Organization:

Mailing Address: City:

Province: Postal Code:

Organization Contact Name:

Position in Organization:

Home Phone: Business Phone:

Cell Phone: Email:

III. PROJECT PROPOSAL

Please attach a description of the project touching on the following key points (maximum 6 pages):

- why is funding needed?
- who is your target audience?
- have you formed any partnerships for this event?
- outline the goals to be achieved through this event, the artistic merit of the activity, and the artistic impact of the activity
- provide a project plan for the event and information about your organization's ability to carry out and complete the project
- what are the criteria you will use to evaluate your event's results and how will you measure success?

IV. PROJECT BUDGET

List all **revenue** and **expenses** related to the proposed project on the **Budget Form**. Refer to the **Budget Guidelines** for specific budget information.



FESTIVALS AND SPECIAL EVENTS GRANT APPLICATION
Festival and Special Events - Large Scale

V. ORGANIZATIONAL DESCRIPTION

What is your organization's mission/mandate?
(maximum 50 words)

Our mission is to unite and promote diversified artistic exchanges and development among North American artistic elites of all races.

What is your organization's annual operating budget?

\$50,000-60,000

Please provide a brief history of your organization and describe its role in Burnaby
(maximum 50 words)

The North America Artist Association was established in 2016 as a non-profit social group and has successfully held the Burnaby Spring Festival Gala for six consecutive years. The Gala is a grand celebration of the Chinese New Year.

Please provide or attach, a list of your current Board of Directors (if you are a registered non-profit society).

Brian Zhang, Johnson Shen, Apeng Huo, Jack Li,

How many voting/non-voting members do you have in your society/organization?

50/500

How many paid staff does your organization employ?

Full Time

0

Part Time

0

Please provide or attach, a list of paid staff names and job titles.

N/A

How many active volunteers (board and non-board) do you have?

400 volunteers

How many volunteer hours are contributed on an annual basis?

60000 hours

Provide a BRIEF summary of your organization's typical annual programming and activities.

Every January, the Burnaby Spring Festival Gala is held; a charity dinner is held every Christmas; and a Calligraphy/Painting Art Exhibition for every 3 months.

Do you anticipate any financial hurdles/barriers to complete this project? Please describe.
(maximum 50 words)

Our organization is funded by donations and we urgently need financial support to cover the costs of performance venues, equipment, props, advertising, transportation, and performers.

How do you typically recognize support for your organization? What can the City of Burnaby expect as far as recognition?

We recognize support through prominent branding and public acknowledgments. City of Burnaby logos, public statements and VIP privileges will be prominently featured. We will build strong partnerships by providing regular updates and ensuring compliance with city policies.

How will your organization ensure your festival/event is accessible and inclusive?

The event is open to all Burnaby residents and racial groups. We aim to create an inclusive space where everyone can participate and enjoy events.



FESTIVALS AND SPECIAL EVENTS GRANT APPLICATION

Festivals and Special Events - Large Scale Events

VI. SUPPORT MATERIAL

- Resumes for participating artists (maximum - 3 pages each)
- Other material to support application (i.e. past programs; press and/or collateral materials)
- Most recent Year End Financial Report

VII. DECLARATION

Part A

I, the understated, certify that the statements and information contained in this application are accurate and complete.

Part B

I, the undersigned, understand that if this application is successful, the applicant will receive a cheque for the amount approved. By cashing the cheque, the applicant agrees to:

- provide the City of Burnaby with a revised budget if the approved grant amount is less than the requested amount,
- spend the money as proposed in the budget,
- consult with the City of Burnaby about any major changes to the project that become necessary including significant budget revisions,
- acknowledge the support of the City of Burnaby when possible and appropriate, and
- provide the City of Burnaby with a final report, including a financial report that explains how the grant was spent.

signature of person preparing grant

BRIAN ZHANG

name

BOARD CHAIR

position with organization

OCT. 23, 2023

date

signature of board chair or president

ZHENMIN SHEN

name

OCT. 23, 2023

date

Print Form

Project Proposal: 2024 Burnaby Spring Festival Gala

Why do you need funds?

The North American Artists Association seeks government funding to support the 2024 Burnaby Spring Festival Gala, a large-scale annual arts, culture and community celebration held at the Michael J Fox Theater in Burnaby for the sixth consecutive year. Funding is vital to cover the costs associated with event planning, marketing and performances to ensure the evening goes off without a hitch. These expenses include venue rental, artist fees, marketing materials, equipment rental, logistics and publicity for the Burnaby Hospital Foundation. Additionally, funding will allow us to improve the artistic standards of the evening and attract a wider audience.

Target audience:

The main target audiences of the 2024 Burnaby Spring Festival Gala include Burnaby's commercial enterprises, social groups, local residents of all ages, and art lovers. Our goal is to create an inclusive and diverse environment that welcomes everyone, not just the Chinese celebrating traditional festivals, but also artists, performers and audiences from other ethnic groups.

Partners:

The success of the 2024 Burnaby Spring Festival Gala relies on the joint efforts of our organization and partnerships with local businesses, government agencies and community organizations. These partnerships play a key role in ensuring the viability and impact of the event.

- **business partner:**

We have secured commitments from several local businesses including banks, insurance companies, schools, restaurants to sponsor and participate in the festival. Local businesses will have the opportunity to interact with city government, arts groups and live audiences, increasing their visibility and contributing to the city's economic growth.

- **Government Partners:**

We had fruitful discussions with the mayor and city councillors, hoping to use this event to deepen the understanding and interaction between the government and the people, and to establish a government that is friendly to the people.

- **Community Partners:**

Working with community organizations is an integral part of our strategy. We have partnerships with local Burnaby schools and cultural organizations. These partnerships ensure that the Burnaby Spring Festival Gala is an inclusive event that reaches a diverse population and promotes cross-cultural understanding and social cohesion.

Our ability to cultivate and sustain these partnerships underscores our commitment to making the 2024 Burnaby Spring Festival Gala a truly community-driven event. These collaborative efforts enhance the impact, impact and long-term sustainability of the campaign.

Goal and artistic value:

Target:

- Develop a sense of community and appreciation of multiculturalism in Burnaby.

- Showcasing diverse art forms including music, dance and painting.
- Provide a platform for emerging and established artists to showcase their talent.
- Promote cultural exchange and understanding among multi-ethnic groups.

art value:

The Burnaby Spring Festival Gala offers a rich arts experience, including a selection of well-known artists from Burnaby and the Greater Vancouver. This event showcases the cultural diversity of our community and the rich artistic talents of our residents.

Project planning and organizational skills:

Project Plan:

- Planning Phase: Securing a venue, planning artists and setting event dates.
- Production Phase: Coordinate equipment and props, attract sponsors and promote the event.
- Event Phase: Host an evening party to ensure a satisfying experience for the audience and to promote interaction between the city government, artists and the public.
- Post-campaign phase: Evaluate the impact of the campaign, gather feedback and develop plans for the following year.

Organizational skills:

Artists Guild of North America, with its experienced team and successful history of hosting cultural events, is well-positioned to execute and complete this project. Our organization is dedicated to promoting arts and

culture in Burnaby and has developed strong partnerships with local businesses, artists and government entities. We have a proven track record of executing large-scale events efficiently and effectively.

Evaluation criteria and measuring success:

Evaluation standard:

- Attendance and Multiethnic Audiences: Measure attendance and audience diversity to ensure multicultural inclusion.
- Artistic quality: Evaluate audience recognition through surveys and feedback.
- Community Impact: Evaluate the impact of the event on Burnaby businesses and communities, such as economic benefits and brand awareness.
- Artist Feedback: Gather feedback from participating artists to gauge their experience and satisfaction.
- Media coverage and social media engagement: Analyze media and social media coverage to determine campaign reach and public interest.

Measuring Success:

The success of the 2024 Burnaby Spring Festival Gala will be measured by meeting or exceeding attendance goals, receiving positive feedback from attendees and artists, and having a lasting positive impact on the development of the Burnaby community. We will consider this event a success if it helps enrich the cultural life of our community and promotes a greater appreciation of traditional Chinese culture and art among diverse ethnic audiences.