

**EXECUTIVE COMMITTEE OF COUNCIL**

**TO:** MAYOR AND COUNCILLORS

**SUBJECT: UPDATES TO FESTIVALS BURNABY GRANT PROGRAM**

**RECOMMENDATION:**

**THAT** the updates to the criteria and guidelines for the Festivals Burnaby Grant Program, as outlined in the report from the General Manager Parks, Recreation and Culture, titled “Updates to Festivals Burnaby Grant Program”, dated December 6, 2023, be approved.

**REPORT**

The Executive Committee of Council, at its meeting held on December 6, 2023, received and adopted the attached report seeking Council approval for proposed updates to the Festivals Burnaby Grant Criteria and Guidelines.

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:** **UPDATES TO FESTIVALS BURNABY GRANT PROGRAM**  
**PURPOSE:** To seek Council approval for proposed updates to the Festivals Burnaby Grant Criteria and Guidelines.

## RECOMMENDATION

**THAT** the updates to the criteria and guidelines for the Festivals Burnaby Grant Program, as outlined in the report from the General Manager Parks, Recreation and Culture, titled “Updates to Festivals Burnaby Grant Program”, dated December 6, 2023, be approved.

### 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)*, *Healthy Community Policy (1991)*, *Corporate Strategic Plan (2017)* and the *Benefits Based Approach (2023)* that identifies the importance of a sense of belonging, inclusion and high quality of life.

### 2.0 BACKGROUND

The Festivals Burnaby Grant Program was created in 2011 to enhance community well-being and support diverse celebrations by activating public spaces and building resident pride and sense of belonging. Eligible applicants are non-profit organizations that produce festivals occurring in Burnaby.

This report proposes updates to clarify program administration; criteria and guidelines (**Attachment 1**). While the proposed changes are the first step in updating the program, there may be future opportunity to align further with the Community Grant Policy and build additional capacity for community event organizers. Concurrent with this report, staff are developing new processes to support enhanced customer service for event organizers and complementary recommendations for City-produced signature events.

### 3.0 GENERAL INFORMATION

#### Proposed Updates to the Program

The Culture Division of Parks, Recreation and Culture oversees the Festivals Burnaby Grant application process with support from Legislative Services Division and Finance.

The Summary of Proposed Festivals Burnaby Program Updates (**Attachment 2**) provides further details.

*Adjudication Process:*

1. A Review Panel of staff from departments that support festivals will evaluate the application and make recommendations to ECC;
2. The panelists will apply a scorecard with clear criteria and weighting to provide consistency and transparency in the evaluation process. The criteria will include:
  - a) Community Participation, Benefit and Overall Impact (including economic, timing, media exposure and event scope);
  - b) Community Collaboration, Partnerships and Engagement;
  - c) Alignment with the City’s Strategic Priorities and Plans;
  - d) Financial resources and support from other sources to implement the project and the need for financial assistance.

*Administrative:*

1. Streamline to using one application form instead of three. Returning applicants can use a simplified form with updated budgets and financial statements if they remain in good standing and there are no significant changes to their festival;
2. Renaming the festival categories for clarity, which represents their size, audiences and complexity:  
Neighbourhood to **Small Scale and New**;  
Small Scale to **Medium Scale**;  
No change to Large Scale.
3. Change the bi-annual intake deadlines for small and large scale festivals to February 15 and September 10 to allow for a minimum of three months to process applications before the earliest event date in the intake. Timely grant approval decisions will support eligible community organizers with their festival planning and marketing.

**Criteria, Assessment and Guidelines:**

Proposed changes/additions to the eligibility include:

- a) Simplify the definition of community organized festivals and separate eligibility components in the criteria to support objective evaluation of applicants. The new definition would not impact the eligibility of existing community applicants.

New definition: A recurring, publicly accessible special event with multiple components organized around a cultural focus having city-wide or regional appeal;

- b) Articulate missing eligibility criteria (section VI) to include additional conditions based on best practice such as being in good financial standing with the City of Burnaby (e.g. taxes, utilities, final report); not in any litigation or claims against the City; experience producing a festival for new small and large scale applicants or partnering up with an experienced organizer to be eligible. It supports the applicant demonstrating financial resources, expertise and stability to carry out the project;
- c) Document exclusions for ineligible activities (section 10) based on current and past practices and standards from similar municipalities. The list of exclusions includes one-time events; demonstrations, marches and rallies; trade shows, trade fairs and craft fairs; conferences and professional development and other activities that focus on one thing with limited audiences and community benefit. Other grant funding streams may exist within the City, service clubs and foundations, provincial or federal sources and other jurisdictions for the excluded activities and keep the program’s focus on festivals. Details are in the Summary of Proposed Festivals Grant Program Updates (Attachment 2).

**4.0 COMMUNICATIONS AND COMMUNITY ENGAGEMENT**

Once approved, the City’s website will be updated with the new criteria and guidelines and updated application and budget forms. In addition, all Festivals Burnaby grant recipients over the past twelve months will be advised of the changes and encouraged to reach out to staff for assistance. These recipients remain eligible under the proposed program updates.

In future, there will be opportunities for engagement with community organizers, partners and City departments to review and develop changes to enhance accessibility, capacity building, marketing and support for community organized festivals that enhances vibrancy and making life better. In addition, the current review of a streamlined customer experience (“One Stop Events Shop”) supported by information

and guidelines about holding a special event in Burnaby including, rental and facilities, booking spaces, resources, permits, insurance needs, grant information and a coordinated approach that optimizes time and other resources for efficiency may have impact on further program changes next year.

**5.0 FINANCIAL CONSIDERATIONS**

The City’s annual Festivals Grants budget is funded through the Gaming Reserve and proposed to remain the same at \$250,000. The budget will be monitored and any future proposed changes, cash and in-kind support (such as RCMP, Fire, Transportation, PRC etc.), will be brought forward during annual budget deliberations.

Respectfully submitted,

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

**ATTACHMENTS**

- Attachment 1 - Criteria and Guidelines
- Attachment 2 - Summary of Proposed Festivals Grant Program Updates 2023

**REPORT CONTRIBUTORS**

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



## **PROGRAM CRITERIA AND GUIDELINES**

The Festivals Burnaby Grant provides funding to eligible organizations in Burnaby to support existing community events and festivals or to initiate new ones. These could be neighbourhood initiatives, events within specific areas of the city and or citywide or regional events.

Community events and festivals should evoke a celebratory feeling, be innovative and entertaining and encourage the following: celebration of community spirit, achievement and congregation; a representation of the City's diversity; awareness of local and visiting talent, expression, and uniqueness, and the appreciation of arts and culture, heritage and community pride.

While encouraging the sustaining of existing events and the development of new ones, this program will not support the following: strictly sports/athletic tournaments; events whose main purpose is fundraising; strictly commercial events/enterprises, events occurring outside of Burnaby; school fairs/events (except centennial celebrations); retroactive projects; capital expenditures; society/association base operating expenses; individuals or political/religious activities.

The Festivals Burnaby Grant Program is not intended to provide continuing support to organizations indefinitely. Applicants are encouraged to develop a diverse funding/income base and seek self-sufficiency as evidence of a sustainable activity. The program is intended to encourage the development of event capacity, organization efficiency and best practices.

Please read these guidelines carefully to ensure that your festival/event fits with the criteria. If after reading the guidelines you are still uncertain if it is eligible, please contact Grant Program Administrator at 604-294-7106 for clarity and assistance.

Completed grant and support materials can be delivered to:

Shadbolt Centre for the Arts  
6450 Deer Lake Avenue  
Burnaby, BC V5G 2J3  
[festivalsburnaby@burnaby.ca](mailto:festivalsburnaby@burnaby.ca)



## I. APPLICATION DEADLINES

### Neighbourhood Events

Applications are received throughout the year with the exception of July and August.

### Festivals and Special Events: Small Scale

March 15, 3:00pm (for events taking place Jul - Dec this year)

October 15, 3:00pm (for events taking place Jan – Jun next year)

### Festivals and Special Events: Large Scale

March 15<sup>th</sup>, 3:00pm (for events taking place Jul - Dec this year)

October 15<sup>th</sup>, 3:00pm (for events taking place Jan - Jun next year)

You must submit your application at least three months prior to your festival/event date, for all grant types. Only application forms completed in full (including support material where applicable) are accepted. No exceptions are made for late applications. Please note that if the deadline falls on a weekend or statutory holiday, applications and any support material may be delivered or postmarked on the next business day.

Only one grant per year will be allocated to the same organization.

## II. APPLICATION PROCEDURES

All applicants must submit:

1. Completed Grant Application for the appropriate grant type.
2. All necessary attachments as indicated in the Grant Application
  - Please access and complete the online application form, budget form and final report. Documents available at [www.burnaby.ca/festivalsburnaby](http://www.burnaby.ca/festivalsburnaby)
  - Please ensure that you complete the entire application form and attach all relevant documents.
  - Please ensure that applications have been signed by both the person completing the application on behalf of the organization and the Board President or Chair.
  - Please ensure that you print and save a copy of your completed application form and a copy of the Festivals Burnaby Guidelines and Final Report documents for your records.
3. Final Report and actual expenditures must be received within 90 days of the event.

## III. GRANT AMOUNT FOR ALL GRANT TYPES

Maximum funding levels vary depending on the grant type. Applicants are reminded that all grants are awarded on a year-by-year basis and are not to be seen as an automatic ongoing source of funding.

### **Neighbourhood Events**

Project Budget: Up to \$10,000

Maximum level of support: 40% of expenses up to \$4,000

Events that are locally created that express a sense of place and help to build community. These events are open to the public with typically free admission.

### **Festivals and Special Events: Small Scale**

Project Budget: Up to \$30,000

Maximum level of support: 40% of expenses up to \$12,000

Events organized around a specific theme, animated through arts and cultural activities and open to the community for broad access and participation.

### **Festival and Special Events: Large Scale**

Project Budget: Over \$30,000

Maximum level of support: 33% of expenses up to \$25,000

An organized event, often recurring annually, which incorporates an intensive level of planned activity, a multi-faceted program of arts and cultural activities within a defined period of time, and demonstrates established or potential audience support from a broad range of the community and/or tourists.

## **IV. USE OF GRANT FUNDS**

**Programming:** fees\* for artists, speakers, and key creative or community contributors; productions staff fees, exhibition costs, venue or equipment rental, design, display decoration and documentation (up to 50% of request).

**Administration:** planning, co-ordination, event or project management, fundraising, audience surveys or other data collection, and office expenses (up to 25% of request).

**Publicity and marketing:** development and implementation of publicity and marketing strategies, and advertising or promotional expenses (up to 25% of request).

\*Industry-standard fees for key personnel, including speaker's fees, are encouraged. The payment of artist fees is also encouraged. Refer to these groups of guidelines:

- American Federation of Musicians/Canada: [www.afmcanada.org](http://www.afmcanada.org)
- Canadian Actors Equity Association: [www.caea.com](http://www.caea.com)
- Canadian League of Composers: [www.clc-lcc.ca](http://www.clc-lcc.ca)
- Canadian Alliance of Dance Artists/BC Chapter: [www.cadabc.org](http://www.cadabc.org)
- Professional Writers Association of Canada: [www.pwac.ca](http://www.pwac.ca)
- Canadian Artists Representation/CARFAC: [www.carfac.ca](http://www.carfac.ca)



## V. ELIGIBILITY CRITERIA

**Please read the following section carefully.** Organizations applying for Festival Burnaby Grants must meet the following eligibility criteria:

1. Applicant groups should be based in Burnaby. Non-resident groups may be considered for projects that directly benefit Burnaby residents.
2. Projects must occur within the City of Burnaby municipal boundaries and directly benefit residents and businesses. For a map of city boundaries, see [www.burnaby.ca](http://www.burnaby.ca) and follow the QuickLink to “Burnaby Map”.
3. Projects must be completed within a 12-month period from the application deadline of either March 15 or October 15 depending on the grant type. For Neighbourhood Events, applicant’s activities must be completed within a 12-month period from the grant submission date.
4. Eligible applicants should be a registered Not-for-Profit Society incorporated under The Society Act and must be in continuous operation for at least one complete year.
5. Applicants that are not registered societies may apply in partnership with an incorporated non-profit group that is willing to act as a sponsor organization. In such cases, the applicant must include a letter of commitment from the sponsor organization, outlining terms and conditions of the partnership and indicating that the sponsor has reviewed the completed application form. The letter must be signed by authorized officers of the sponsor organization.
6. Community groups that are not incorporated as non-profit societies may be deemed eligible to apply for Neighbourhood Events either individually or in partnership with another community group. Eligibility is determined on a case-by-case basis. Groups that may be considered include:
  - a. First Nations groups
  - b. Community associations
  - c. Community health services societies
  - d. Multi-cultural community groups
  - e. Community service/volunteer organizations
  - f. Local area improvement/merchants associations
  - g. Ad-hoc groups of local citizens brought together to deliver a community celebration
7. Eligible applicants must have an organizational focus in the arts, culture, heritage, recreation or community services.
8. Applicants must demonstrate that they have engaged and qualified staff, volunteers, or contractors to deliver the project and that the proposed activities support the mandate and mission of their organization.

9. Applicants from organizations that have received another grant from the City (grants administered through the Executive Committee of Council, etc.) in the same calendar year must demonstrate that the proposed project is different from the other project or activity for which the grant was received.

**10. Funds can NOT be used for:**

- a. Organizations that have not submitted satisfactory final reports from previous cycles of Festivals Burnaby Grant funding;
- b. Projects that take place outside the City of Burnaby boundaries (see [www.burnaby.ca](http://www.burnaby.ca) and follow the QuickLink to “Burnaby Map” for city information);
- c. More than 40% of the eligible project’s budget for the Neighbourhood Events and Festivals and the Special Events: Small Scale;
- d. More than 33% of the eligible project’s budget for the Festivals and Special Events: Large Scale category;
- e. Organizational operating costs or deficit management;
- f. Capital improvements or expenditures (i.e.: structural costs or renovations, and equipment);
- g. Programs that support definable political, religious or spiritual viewpoints and/or seek to attract only a special interest audience or to recruit new members;
- h. Strictly sports and athletic tournaments and school fairs/events (with the exception of centennial celebrations);
- i. Events whose main purpose is fundraising;
- j. Purpose of assisting an industrial, commercial or business undertaking (Section 182 Local Government Act);
- k. Retroactive projects or events;
- l. Supporting individuals (the Festivals Burnaby cannot provide grants to individuals in accordance with City policy).

**VI. ASSESSMENT CRITERIA**

Your application will be assessed on the following criteria:

1. The clarity of project objectives, outputs, deliverables/outcomes, and distinctiveness;
2. The demonstrated ability of the applicant to carry out the project;



3. Partnerships and opportunity for community involvement (i.e.: volunteers, participants);
4. Demonstrated proof of additional project or event funding and financial partners.

## **VII. REVIEW PROCESS AND PAYMENT**

1. Applications are reviewed by Grant Program Administrator to ensure applications are complete and accurate.
2. All applications are advanced to Executive Committee for review and recommendation, and then to Council for approval.
3. After Council has reviewed and considered the recommendations, the recommendations are adopted. All decisions are final following ratification.
4. All applicants will be notified of Council's decision by the Office of the City Clerk.
5. Applicants that are successful through the process will receive a Cheque following notification:
  - i. Neighbourhood Events – 100% of the approved amount
  - ii. Festivals and Special Events: Small Scale 70% of the grant amount, with the remaining 30% paid out upon the completion and submission of an approved final report to 100% of the approved amount if the approved amount is \$4,000 or less.
  - iii. Festivals and Special Events: Large Scale – 70% of the grant amount, with the remaining 30% paid out upon the completion and submission of an approved final report.
6. The review process is approximately eight weeks in length.
7. Additional grant requests received at a later time for the same event will be denied.

## **VIII. CONDITIONS OF FUNDING**

1. Successful applicants must acknowledge the support of the Festivals Burnaby Grant Program material for the festival or special event (i.e.: literature, banners and on-site signs). Please see [Festivals Burnaby Logo](#) for details.
2. Funds must be used for the purpose for which they were requested.
3. Upon completion of the project, the applicant must submit a final report. Please refer to the Final Reporting section below. No Grant application will be considered from organizations that received funding in the past but did not submit a final report.
4. If the festival or event does not occur, the applicant must notify the City as soon as possible and return all unused funds to the City of Burnaby.

## **IX. NOTIFICATION**

Applicants will be notified within 60 days of the grant deadline. Neighbourhood Event applicants will be notified within 60 days of receipt of their application.



## **X. FINAL REPORTING**

A final report must be submitted by all grant recipients upon completion of the festival or event. This must be received no later than 90 days after the event occurs. Please complete the Final Report form available at:

<https://www.burnaby.ca/Assets/things+to+do/be+involved/grants/Festival+Burnaby+Final+Report.pdf>

## SUMMARY OF PROPOSED FESTIVALS BURNABY PROGRAM UPDATES

Current	Proposed	Rationale
<i>Adjudication Process:</i>		
1. ECC reviews application packages and make recommendations.	Review Panel of internal staff will evaluate applications and make recommendations to ECC through staff report.	Aligns with revised Community Granting Policy Oct. 2023 and per direction from ECC.
2. No formal evaluation tools.	Panelists will evaluate using a scorecard and weighting that applies consistent criteria: * Community Participation, Benefit and Overall Impact (including economic, timing, media exposure and event scope) - 40% * Community Collaboration, Partnerships and Engagement - 25% * Alignment with the City's Strategic Priorities and Plans - 20% * Financial resources and support from other sources to implement the project and need for financial assistance - 15%	Provides consistency and transparency in the evaluation process.
<i>Administrative:</i>		
1. Three application forms.	All applicants will use the same application form, but returning applicants in good standing can resubmit their existing form with updated budget and financial statement.	Streamline process for organizations seeking support.
2. Category names for Neighbourhood scale and small scale category.	Change Neighbourhood to <b>Small Scale and New</b>  Small Scale to <b>Medium Scale</b>	Renaming for clarity and to better represent their size, audiences and complexity. Supports new applicants to see their point of entry to the program.

<p>3. Deadlines for bi-annual intakes for small and large scale festivals are March 15 and October 15.</p>	<p>February 15 and September 10</p>	<p>Provides a minimum of three months to process applications before the earliest event date in the intake. Timely grant approval decisions will support eligible community organizers with their festival planning and marketing.</p>
<p><i>Criteria, Assessment and Guidelines:</i></p>		
<p>Eligibility</p>		
<p>a) Definition of festivals:</p> <p>Community festivals should be developed in the spirit of celebration, innovation and entertainment so the audience experiences:</p> <ul style="list-style-type: none"> <li>• a celebration of community spirit and achievement</li> <li>• the joy of coming together for a common cause or interest</li> <li>• diversity in the community</li> <li>• the uniqueness and artistic expression of local and visiting talent</li> <li>• pride in their community's arts and culture, heritage and community</li> </ul>	<p>A reoccurring, publicly accessible special event with multiple components organized around a cultural focus having city-wide or regional appeal.</p>	<p>Simplified definition that, alongside additional eligibility and prioritization criteria, supports objective evaluation of applicants.</p>
<p>b) Missing eligibility criteria in Section VI</p>		
	<p>Medium and large events should have been produced or implemented at minimum one year</p>	<p>Supports the applicant demonstrating financial resources, expertise and stability to carry out the</p>

	before applying to the grant program. Any new festivals can be considered under the small scale and new category regardless of budget amount but the maximum level of support would remain the same (40% and up to \$4,000).	project. Alternatively, applicants can co-partner with an experienced community special events organizer to be eligible for medium and large grant categories.
c) Ineligible activities are not consistently documented in program guidelines, section 10		Clarify criteria and non-eligible activities
	C1) One time special events.	
	C2) Demonstrations, marches ,and rallies.	
	C3) Trade shows, trade fairs and craft fairs.	
	C4) Conferences, workshops, training and professional development.	
	C5) Block parties, picnics, garden shows, street markets, carnivals, contests, competitions, juried exhibitions, performances featuring a single artist and/or activity or organized runs, walks, active living events.	These activities focus on one thing mainly with limited audiences and community benefit.
	C6) Festivals that take place predominately at indoor venues with the exception of seasons with inclement weather.	Aligns with the program goal of activating outdoor public spaces, definition of festivals and making great places for residents and visitors.