

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2015 March 30

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

SUBJECT: **FESTIVALS BURNABY PROGRAM – SMALL SCALE EVENT
15-S-010 HEIGHTS MERCHANTS ASSOCIATION BIA**

PURPOSE: Grant Approval Request

RECOMMENDATION:

1. **THAT** the Festivals Burnaby grant request from the Heights Merchants Association BIA for Hats off Day on 2015 June 06 be received.

REPORT

Festivals and Special Events: Small Scale Event

Grant File 15-S-010: Heights Merchants Association BIA

Application Received: 2015 March 15

Project Budget: \$40,300

Project Request: \$10,000

Previous Support: 2014 Small Scale Festivals Burnaby Grant \$8,000
2013 Small Scale Festivals Burnaby Grant \$8,000
2012 Small Scale Festivals Burnaby Grant \$6,000
2011 Small Scale Festivals Burnaby Grant \$6,000

An application request for \$10,000 has been received from the Heights Merchants Association BIA for Hats off Day on 2015 June 6 along Hastings Street between Boundary and Gamma. Voted as the Best Burnaby Festival since 2005 by readers of the community papers, Hats off Day is a parade and an 11-block street festival featuring music, entertainment, performers, kid's activities, a vintage car show, multi-ethnic food and more.

To: *Executive Committee of Council*
From: *Director Parks, Recreation & Cultural Services*
Re: *Festivals Burnaby Program – Small Scale Event*
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As a way to both inspire and showcase the Heights merchants and community the Hats off Day Organizing Committee has embraced a “Hollywood” theme for 2015. This glamorous theme provides all sorts of creative possibilities and the opportunity to create many Hollywood surprises from one end of the festival to the other.

The Heights Merchants Association BIA promotes and creates economic development of the Heights Commercial district. The Hats off Day event is the highlight of their year and the single biggest project that the association coordinates on an annual basis.

The application has been completed in full and the applicant has shown evidence that they have the capacity to coordinate the event. Festivals Burnaby funds would be allocated toward eligible project expenses related to programming, marketing/promotions and administration.

A handwritten signature in black ink, appearing to read "D Ellenwood". The signature is fluid and cursive, with the first letter "D" being large and prominent.

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:gp

Copied to: City Manager