

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2015 May 15

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES

**SUBJECT: FESTIVALS BURNABY PROGRAM - SMALL SCALE EVENT
15-S-011 ETHIOPIAN COMMUNITY ASSOCIATION OF BC**

PURPOSE: Grant Approval Request

RECOMMENDATION:

1. **THAT** The Festivals Burnaby grant request from the Ethiopian Community Association of BC for the Ethiopian Community Festival 2015 August 28 be received.

REPORT

Festivals and Special Events: Small Scale Event

Grant File 15-S-011: Ethiopian Community Association of BC

Application Received: 2014 November 28

Project Budget: \$28,450

Project Request: \$ 8,500

Previous Support: 2014 Small Scale Festivals Burnaby Grant, \$3,000
2013 Neighbourhood Festivals Burnaby Grant, \$3,000
2012 Neighbourhood Festivals Burnaby Grant, \$3,000
2011 Small Scale Festivals Burnaby Grant, \$4,500

An application request for \$8,500 has been received from the Ethiopian Community Association of BC for the Ethiopian Community Festival 2015 August 28 at Kensington Park, a new location for 2015. This annual event includes an Ethiopian coffee ceremony, Ethiopian cultural dance, live entertainment, a market place, cultural displays, food vendors and sampling, and a children's activity tent.

The Ethiopian Community Association of BC supports landed immigrants and new Canadians with information, advice, and guidance to facilitate the integration of Ethio-Canadians in British

To: *Executive Committee of Council*
From: *Director Parks, Recreation & Cultural Services*
Re: *Festivals Burnaby Program - Small Scale Event*
2015 May 15..... Page 2

Columbia and to foster the retention and development of their cultural heritage within the framework of multiculturalism.

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 a large initial "D" and a stylized "E".

Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:gp

Copied to: City Manager

Ethiopian Community Association of BC
Adey Abeba Ethiopian Festival
Budget Projections for the Period June 1, 2015 to August 31, 2015

1.0: Festival Income		
Income		
Local Government Funding	City of Burnaby	8,500
Sponsorship	Local Restaurants & Business (15 @ Average 300)	4,500
Tombola Sales	(200 tickets @ 10)	2,000
Vendor Fees	Average (20 organizations @ 200)	4,000
Merchandise	50 T-shirts @ \$15	750
Sales Merchandises day	(800 beers @ 5 per bottle) and (100 water @2)	4,200
Others	Van city	500
Total Cash Income		24,450
In-Kind contribution	Volunteers time and others (20 volunteers @ 10 hours @ \$20.00 /hr	4,000
TOTAL FESTIVAL INCOME		28,450
2.0: FESTIVAL EXPENDITURES		
PRODUCTION COSTS		
BCIT Rental		2,165
Equipment Hire	Tents	4,000
Light and Sound		1,100
Costume		1,500
Insurance		385
Materials		1,000
Others		150
Subtotal		10,300
ARTIST & ADMIN COSTS		
Artist Fees	Entertainers	3,600
Security		2,200
Others		100
Subtotal		5,900
MARKETING COSTS		
Brochures and Tickets		300
Posters		800
Advertising		100
Others		100
Subtotal		1,300

MERCHANDISE COSTS		
Beer and Water	500 beers @ \$2.00 and \$25.00 water	2,475
Licenses	BC Liquor license	100
T-Shirts	\$10 per T-shirt (200@ 10)	2,000
Tombola Costs	Laptop, Camera and others	2,250
Others		125
Subtotal		6,950
Total Cash Expenditure		24,450
Total In-Kind Contribution		4,000
TOTAL FESTIVAL EXPENDITURES		28,450

FESTIVAL PROFIT AND LOSS (Income Expenditures)	Net Cash Position	-
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