

**TO:** CHAIR AND MEMBERS  
EXECUTIVE COMMITTEE OF COUNCIL

**DATE:** 2016 Apr 11

**FROM:** DIRECTOR PARKS, RECREATION &  
CULTURAL SERVICES

**SUBJECT:** **FESTIVALS BURNABY PROGRAM - SMALL SCALE EVENT**  
**16-S-007 HEIGHTS MERCHANTS ASSOCIATION BIA**

**PURPOSE:** Grant Approval Request

---

**RECOMMENDATION:**

1. **THAT** the Festivals Burnaby Grant request from the Heights Merchants Association for Hats off Day 2016 on 2016 June 04 be received.

**REPORT**

Festivals and Special Events: Small Scale Event

Grant File 16-S-007: Heights Merchants Association

Application Received:	2016 March 15
Project Budget:	\$42,850
Project Request:	\$10,000

Previous Support:	2015 Small Scale Festivals Burnaby Grant \$8,000
	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 \$8,000 has been received from the Heights Merchants Association for Hats off Day 2016 on 2016 June 04 to be held on Hastings Street between Boundary and Gamma. Hats off Day is the City's largest parade and street festival featuring music, entertainment, performers, kids activities, a vintage car show, multicultural food and more much more. Begun in 1984, the event has been voted Best Festival in Burnaby by readers of the community papers every year since 2005.

To: Executive Committee of Council  
From: Director Parks, Recreation & Cultural Services  
Re: Festivals Burnaby Program - Small Scale Event  
2016 Apr 21 ..... Page 2

The Heights Merchants Association (HMA) is a Business Improvement Area (BIA) consisting of more than 350 merchants and over 150 property owners. It is the mandate of the HMA to work on behalf of its members to create and promote the economic development of the Heights commercial district in cooperation with the community.

While actively promoting the Heights, the HMA is also involved in improving its physical attractiveness, organizing events, attracting shoppers and businesses to the area, solving problems and advocating on behalf of its members.

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 blue ink, appearing to read 'D Ellenwood', is positioned above the printed name and title.

Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:gp  
16-S-007 Heights Merchants Association BIA