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**TO:** CHAIR AND MEMBERS  
FINANCIAL MANAGEMENT COMMITTEE  
OF COUNCIL

**DATE:** 2018 MARCH 19

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

**FILE NO:** 02410-20

**SUBJECT: FESTIVALS BURNABY PROGRAM - LARGE SCALE EVENT  
18-L-003 HEIGHTS MERCHANTS ASSOCIATION BIA**

**PURPOSE:** Grant Approval Request

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**RECOMMENDATION:**

1. **THAT** the Festivals Burnaby Grant request from the Heights Merchants Association BIA for Hats Off Day 2018 to be held on 2018 June 02 be received.

**REPORT**

Festivals and Special Events: Large Scale Event

Grant File 18-L-003 : Heights Merchants Association BIA

Application Received: 2018 March 15  
Project Budget: \$51,670  
Project Request: \$15,000

Previous Support:

2017 Large Scale Festivals Burnaby Grant	\$8,000
2016 Small Scale Festivals Burnaby Grant	\$8,000
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

To: Financial Management Committee of Council  
From: Director Parks, Recreation & Cultural Services  
Re: Festivals Burnaby Program -Large Scale Event  
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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.

An application request for \$15,000 has been received from the Height Merchants Association BIA for Hats Off Day 2018 on 2018 June 02 at Hastings Street-Boundary to Gamma. This event is the largest parade and street festival in Burnaby. The festival features music, entertainment, performers, kid's activities, a vintage car show, multi-cultural food and more. The festival began in 1984 and has grown to be a Burnaby favourite. The festival has been voted Best Festival in Burnaby by readers of the community papers, every year since 2005.

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.



Dave Ellenwood  
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

DE:sj  
18-L-003 Heights Merchants Association BIA