
TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL **DATE:** 2019 MARCH 05

FROM: DIRECTOR PARKS, RECREATION &
CULTURAL SERVICES **FILE NO:** 02410-20

SUBJECT: FESTIVALS BURNABY PROGRAM - LARGE SCALE EVENT
19-L-006 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 2019 to be held on 2019 June 01 be received.

REPORT

Festivals and Special Events: Large Scale Event

Grant File 19-L-006 : Heights Merchants Association BIA

Application Received: 2019 March 15
Project Budget: \$49,970
Project Request: \$17,000

Previous Support:

2018 Large Scale Festivals Burnaby Grant	\$8,000
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

An application request for \$17,000 has been received from the Height Merchants Association BIA for Hats Off Day 2019 on 2019 June 01 at Hastings Street-Boundary to Gamma. This event is the largest parade and street festival in Burnaby. The festival

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features music, entertainment, performers, kid's activities, 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.

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.



 Dave Ellenwood
DIRECTOR PARKS, RECREATION & CULTURAL SERVICES

SJH:km
2019-L-006 HEIGHTS MERCHANTS ASSOCIATION BIA