
TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2020 May 20

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 02410-20

SUBJECT: FESTIVALS BURNABY PROGRAM - LARGE SCALE EVENT

PURPOSE: Grant Approval Request

RECOMMENDATIONS:

1. **THAT** the Festivals Burnaby Grant request from the Nikkei National Museum & Cultural Centre for their 20th Anniversary Event & Nikkei Matsuri Family Festival on 2020 September 3 - 7 be received.
2. **THAT** any Festival Grant assistance that is provided in response to this request be provided only when the Provincial Health Order restricting public assembly is lifted to the extent that the type of gathering described in the event application can take place in person.

REPORT

Large Scale Event:	Grant File # 20-L-002
Title of Event:	20 th Anniversary Event & Nikkei Matsuri Family Festival
Application Received:	2020 March 20
Project Budget:	\$146,900.00
Amount Requested:	\$25,000.00
Previous Support:	2019 Large Scale Festivals Burnaby Grant \$15,000.00 2018 Large Scale Festivals Burnaby Grant \$11,000.00 2017 Large Scale Festivals Burnaby Grant \$11,000.00 2016 Large Scale Festivals Burnaby Grant \$11,000.00 2015 Large Scale Festivals Burnaby Grant \$10,000.00 2014 Large Scale Festivals Burnaby Grant \$18,000.00

1.0 INTRODUCTION

An application request for \$25,000.00 has been received from the Nikkei National Museum & Cultural Centre (NNMCC) for their 8th Annual Nikkei Matsuri Family Festival on 2020 September 3 – 7 at the Nikkei Place. This festival is a celebration of Japanese culture that enables all of the diverse cultures in the City of Burnaby. This is also NNMCC's 20th Anniversary celebration at Nikkei Place. The festival has grown to be one of the

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largest festivals in Metro Vancouver with projected attendance of an estimated 14,000 visitors.

Due to the COVID-19 pandemic, event organizers are working to address rapid changes of the situation with alternative options to comply with health and safety regulations. They plan to stretch the event over a 5-day period with extended hours to spread out the number of visitors, reconfigure layout and access restrictions if necessary, and move activities online, ranging from partial to full.

The event will showcase 5 days of family events, Japanese entertainment, ethnic foods and family oriented games.

Since September 2000, Nikkei National Museum & Cultural Centre has been open to the public and welcomes 100,000 people every year. The centre offers many cultural, educational and recreational programs for Burnaby residents.

2.0 POLICY SECTION

Goal

- A Connected Community
 - Social connection – Enhance social connections throughout Burnaby

- An Inclusive Community
 - Celebrate diversity – Create more opportunities for the community to celebrate diversity
 - Serve a diverse community – Ensure City services fully meet the needs of our dynamic community
 - Create a sense of community – Provide opportunities that encourage and welcome all community members and create a sense of belonging

3.0 RECOMMENDATION

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. It is recommended that the Festivals Burnaby Grant request from the Nikkei National Museum & Cultural Centre for the 8th Annual Nikkei Matsuri Family Festival on 2020 September 3 – 7 at the Nikkei Place be received.



Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES