

TO: CHAIR AND MEMBERS
EXECUTIVE COMMITTEE OF COUNCIL

DATE: 2021 July 2

FROM: DIRECTOR - PARKS, RECREATION &
CULTURAL SERVICES

FILE: 02410-20

SUBJECT: FESTIVALS BURNABY PROGRAM - LARGE SCALE EVENT

PURPOSE: Grant Approval Request

RECOMMENDATION:

1. **THAT** the Festivals Burnaby Grant request from the UniverCity Community Association for their SFU StreetFest @ UniverCity 2021 on September 1 - 3, 2021 be received.

REPORT

Large Scale Event: Grant File # 21-L-001
Title of Event: SFU StreetFest @ UniverCity 2021
Application Received: 2021 Jun 15
Project Budget: \$55,350.00
Amount Requested: \$12,000.00
Previous Support: 2019 Large Scale Festivals Burnaby Grant \$8,000.00

1.0 INTRODUCTION

An application request for \$12,000 has been received from the UniverCity Community Association for the SFU StreetFest @ UniverCity 2021 on September 1 - 3, 2021 at University High Street, Burnaby Mountain. This annual community-building festival takes place on the High Street of the UniverCity community on Burnaby Mountain, adjacent to SFU. This festival was created to further engage SFU students and staff, local businesses, SFU services, the local Burnaby District Elementary School, University Highlands and the UniverCity residents. This is a free one-day street festival that highlights various activities with performances, vendors, food and activities.

Due to the COVID-19 pandemic, event organizers will comply with the health and safety regulations per current Public Health Orders.

The UniverCity Community Association (formerly SFU Community Association) was established in 2002 to address matters of mutual interest to the UniverCity community and help facilitate communication between UniverCity residents, the SFU Community Trust, Simon Fraser University, the City of Burnaby, and outside organizations. The Association's role is to initiate programs and projects that enhance and promote UniverCity as an attractive community to live and work.

2.0 POLICY SECTION

Goal

- A Connected Community
 - Social connection – Enhance social connections throughout Burnaby
 - Partnership – Work collaboratively with businesses, educational institutions, associations, other communities and governments
- An Inclusive Community
 - Celebrate diversity – Create more opportunities for the community to celebrate diversity
 - Create a sense of community – Provide opportunities that encourage and welcome all community members and create a sense of belonging
- A Dynamic Community
 - Economic opportunity – Foster an environment that attracts new and supports existing jobs, businesses and industries
 - Community development – Manage change by balancing economic development with environmental protection and maintaining a sense of belonging

3.0 RECOMMENDATION

The application has been completed in full. Festivals Burnaby funds would be allocated toward eligible project expenses related to programming, marketing/promotions and administration.



Dave Ellenwood
DIRECTOR - PARKS, RECREATION & CULTURAL SERVICES