



COMMUNITY GRANT APPLICATION

SECTION A: APPLICANT INFORMATION

1. ORGANIZATION NAME British Columbia Institute of Technology (BCIT) - EVolution'22 - Festival of Learning		
2. ORGANIZATION STREET ADDRESS 3700 Willingdon Avenue, Burnaby, BC, V5G 3H2		
3. WEBSITE (IF APPLICABLE) https://www.bcit.ca - Event site (pending publication November 10th) https://www.bcit.ca/evolution22		
4. GRANT APPLICATION MAIN CONTACT PERSON		
NAME Bryan Fair	PHONE (604) 731-1593	EMAIL bryan_fair@bcit.ca
5. ALTERNATIVE CONTACT PERSON		
NAME Sarah Bainbridge	PHONE (604) 848-5668	EMAIL sarah_bainbridge@bcit.ca

6. APPLICANT TYPE		
<input type="radio"/> LOCAL REGISTERED NON-PROFIT SOCIETY	SOCIETY NO	DATE OF INCORPORATION
<input checked="" type="radio"/> REGISTERED CHARITY	CHARITABLE NO 118818681 RR 0001	
<input type="radio"/> NATIONAL/INTERNATIONAL NON-PROFIT OPERATING LOCALLY	SOCIETY NO	DATE OF INCORPORATION
<input type="radio"/> SPORT OR RECREATION ORGANIZATION		
<input type="radio"/> OTHER	SPECIFY Post-secondary Institute - Special Focus Community Event	

SECTION B: GRANT INFORMATION

1. ARE YOU? <input checked="" type="radio"/> New Applicant <input type="radio"/> Returning Applicant	
2. SELECT THE KIND OF COMMUNITY GRANT YOU ARE APPLYING FOR: <input type="radio"/> General Grant (Operating) <input checked="" type="radio"/> General Grant (Programming) <input type="radio"/> Recreational Sport Grant <input type="radio"/> Fee Waiver	
3. AMOUNT YOU ARE REQUESTING: \$ 15,000.00 <input type="checkbox"/> In-Kind (check if applicable)	
4. TOTAL COST OF THE PROJECT/EVENT/PROGRAM ETC. \$ 312,100.00	
5. IF YOU ARE A RETURNING APPLICANT AND ARE REQUESTING AN INCREASE OVER YOUR LAST YEAR GRANT AMOUNT AWARDED. PLEASE PROVIDE A RATIONALE FOR THE INCREASE. Not applicable.	

6. IF YOU ARE APPLYING FOR A GENERAL OPERATING GRANT, DESCRIBE HOW THIS GRANT WILL BE USED TO OFFSET COSTS INCURRED TO OPERATE THE ORGANIZATION. PLEASE DETAIL THE NATURE OF OPERATING EXPENSES (SALARY, LEASE, UTILITIES, ETC.) AND SPECIFY THE TIME PERIOD DURING WHICH THE GRANT WILL BE USED.

Not applicable.

7. IF APPLYING FOR AN **OPERATING GRANT**: DESCRIBE HOW THE ORGANIZATION BENEFITS RESIDENTS OF BURNABY AND APPROXIMATELY HOW MANY BURNABY RESIDENTS BENEFIT FROM THE ORGANIZATIONS INITIATIVES ON AN ANNUAL BASIS?

IF APPLYING FOR A **PROGRAM GRANT**: DESCRIBE HOW THIS PROJECT/EVENT/PROGRAM WILL BENEFIT RESIDENTS OF BURNABY (WHO WILL BENEFIT). HOW MANY BURNABY RESIDENTS WILL BE INVOLVED WITH OR BENEFIT FROM THE PROGRAM?"

Program Grant: To be held on June 12, 2022 at the BCIT Burnaby Campus, EVolution'22 will be an open-house-style event addressing all aspects of Electric Vehicles, environmental sustainability, and alternative modes of transportation. The event will be heavily advertised through street signage, broadcast media, and social media drawing an estimated 10,000 attendees. We estimate 4,000+ from Burnaby alone due to proximity. We will outreach to approx. 200 potential participating organizations, sponsors, and event partners with a Burnaby-first preference. We will accommodate approx. 125 through displays, attractions, and expert presenters. Participation Priorities: 1) Alignment to the themes of the event, 2) local organizations (BBY, Van, BC), and 3) a complementary balance of participant types that advance the EV theme of the event. The event will be an inclusive and accessible fun family day with 22 interactive attractions to engage and educate the general public.

Applicants for **General Operating Grants** are not required to complete sections **C, D, and E** (marked with an asterisk *)

SECTION C: THE PROJECT/EVENT/PROGRAM*

1. NAME OF THE PROJECT/EVENT/PROGRAM

BCIT - EVolution'22 - Festival of Learning

2. PROJECT/EVENT/PROGRAM LOCATION (PHYSICAL STREET ADDRESS OR EVENT LOCATION)

3700 Willingdon Avenue, Burnaby, BC, V5G 3H2

3. PROJECT/EVENT/PROGRAM START DATE

2022-06-12

4. PROJECT/EVENT/PROGRAM END DATE

2022-06-12

SECTION D: PURPOSE OF BENEFIT*

1. DESCRIBE THE PURPOSE OR GOAL OF THE PROJECT/EVENT/PROGRAM

The primary objectives of the event include:

- 1) To educate the public on all aspects of electric vehicles, alternative forms of transportation, environmental sustainability, and energy.
- 2) To showcase all forms of EVs and ZEVs, and products and services supporting alternative forms of transportation, environmental sustainability, and energy.
- 3) To feature associated BCIT programming, expertise, and student work while situating BCIT as leader in innovative change.
- 4) To promote industry networking and build the partnerships needed to support the growth and health of the local EV sector.

2. DESCRIBE THE PROJECT/EVENT/PROGRAM AND THE ACTIVITIES

Sunday June 12, 2022

- 1) 8:30-10:00 - Leadership brunch - Industry leaders and sponsor networking and facilitated discussion activity focused on industry challenges, innovation, and change.
- 2) Main Stage: - 10:00-11:00 - Opening Ceremony: Welcomes from local indigenous leaders, City of Burnaby, lead sponsor, and BCIT. - 11:00-4:30 - Ten industry expert presentations with Q&A on a full range of associated topics of specific interest to the public.
- 3) Festival Area: 21 interactive attractions, 6 student-run ongoing workshops and tours, 10 contest events, and up to 125 display/info booths, test drive areas, and competition events.

3. DESCRIBE HOW THE PROJECT/EVENT/PROGRAM ALIGNS WITH ONE OR MORE OF THE FOLLOWING ([OFFICIAL COMMUNITY PLAN](#), [SOCIAL SUSTAINABILITY STRATEGY](#), [ECONOMIC DEVELOPMENT STRATEGY](#), [ENVIRONMENTAL SUSTAINABILITY STRATEGY](#)):

As a nationally recognized leader in sustainability, both in practice and through our flexible programming and Applied Research, BCIT is committed to rebuilding a healthy ecosystem where all people can thrive. EVolution'22 is about awareness building through networking, learning, and family fun. Attendees will learn about how innovation responds to, and supports, our evolving EV economy, and the reality behind the misinformation that surrounds our move to alternative fuel transportation. As with BCIT in general, EVolution'22 will demonstrate industry, community, education, and governments coming together to address problems and how we can build a more sustainable future through collaborative partnerships.

4. IDENTIFY YOUR COMMUNITY PARTNERS OR STAKEHOLDERS – YOU MAY ALSO INCLUDE LETTERS OF SUPPORT FOR YOUR PROJECT/EVENT/PROGRAM FROM THESE GROUPS AS PART OF THE APPLICATION.

Confirmed Strategic Partners: 1) Vancouver E-Prix, the Formula E World Championship, 2) Vancouver Electric Vehicle Association, 3) Plug-In-BC, 4) Tourism Burnaby

Confirmed Sponsors and Participants: 1) BC Ministry of Energy, Mines, and Low Carbon Initiatives, 2) Hive Electric, 3) BCAA

Attraction Hosts: 1) RAD Power Bikes, 2) Urban Machina, 3) Vancouver Electric Vehicle Association

In active discussion with: BC Hydro, Ballard Power, New Car Dealers Association, E-Motive, ICBC, Hyundai Canada, Toyota Canada, Petro-Canada (EV Charging network), Lego.

We can provide 20+ additional letters of support upon request (grant submission timing issue).

5. IF THE AMOUNT REQUESTED FROM THE CITY OF BURNABY IS NOT FULLY GRANTED, WHAT WOULD YOU DO TO MAKE UP THE DIFFERENCE AND/OR HOW WOULD YOU PROCEED DIFFERENTLY?

This is a break-even event for BCIT with sponsorship tied to specific aspects and attractions of the event to best address the needs of each sponsor. BCIT is covering approximately \$75K of general in-kind human, equipment, and technical resources (outside of the budget). This grant will provide operating funds to launch our sponsorship and participant outreach program. We view this grant as a strategic partnership opportunity to provide a tie-in with the City of Burnaby that also enables city departments to showcase their aligned initiatives during our event. If we are not successful in securing these funds, we will delay our outreach while sourcing alternative funds from other potential partners.

SECTION E: EVENT OUTCOMES*

1. HOW WILL YOU KNOW IF YOUR PROJECT/EVENT/PROGRAM REACHED ITS GOALS? (FOR EXAMPLE, A GOAL OF ENGAGING YOUTH IN ENVIRONMENTAL ACTIVITIES MIGHT INCLUDE REACHING A SET TARGET OF YOUTH PARTICIPANTS)

Our KPIs are: 1) break-even budget management, 2) 100 participating organizations, 3) 5,000 attendees (we are expecting 10,000)

In addition: 4) degree of advanced and day-of broadcast media coverage, 5) general increased public awareness and knowledge of alternative transportation, environmental and energy sustainability, EV buying and ownership, 6) feedback from our participants and partners that the event has had a positive impact on their organizations, either in business contacts, sales, or increased awareness.

2. WHAT DATA AND FEEDBACK DO YOU COLLECT FROM YOUR AUDIENCE/PARTICIPANTS? HOW DO YOU EVALUATE YOUR PROGRAMS AND SERVICES?

Attendees:

- Demographic survey/contest data/parking counts/crowd density counts.
- Active engagement with attendees by 40 EV ambassadors actively working the crowds and attraction participation numbers.

Participants:

- Engagement tracking (numbers) throughout the day.
- Post event follow-up discussions and debriefs.

Applicants for **Recreational Sport Grants** are not required to complete sections **F**, and **H** (marked by two asterisks **).

SECTION F: LONG TERM VIABILITY**

ATTENTION: The grant program is intended to support new organizations and encourage organizational self sufficiency, while creating a framework of financial sustainability rather than using City resources as an indefinite funding source. It is requested that your organization develop a diverse funding income base and seek alternative methods for self-sufficiency to ensure your organization's long-term operational sustainability.

1. WHAT ARE YOUR SOURCES OF REVENUE? WHAT PERCENTAGE OF TOTAL REVENUE DO THEY EACH REPRESENT?					
SOURCE OF REVENUE	% OF TOTAL REVENUE PREVIOUS YEAR		% OF TOTAL REVENUE CURRENT YEAR		
EARNED REVENUE (ALL TICKET SALES, REGISTRATION FEES, MEMBERSHIPS, ETC...)	0		30		
GRANTS (ALL FEDERAL, PROVINCIAL, MUNICIPAL, FOUNDATION AND GAMING GRANTS)	0		5		
DONATIONS AND SPONSORSHIPS (CASH)	0		50		
DONATIONS AND SPONSORSHIPS (IN-KIND)	0		15		
ALL DONATIONS (CASH/IN-KIND) PROVIDED BY THE CITY OF BURNABY	0		0		

2. WHAT OTHER SOURCES OF FUNDING ARE YOU CURRENTLY PURSUING? DOES THE ORGANIZATION HAVE A PLAN FOR DIVERSIFICATION AND INCREASE OF REVENUE OVER THE LONGER TERM? IF YES, PLEASE PROVIDE A COPY OF THE PLAN OR DESCRIBE THE PRIMARY OBJECTIVES AND STRATEGIES.

We have general sponsorship opportunities across three levels, "800, 240, and 120 Volts," in keeping with our event's EV theme. We are working with the Provincial Government and a few select high-profile corporations to see support. Because this is a break-even event, we are setting participation fees at a minimal to cover the cost of us provide space, site logistics, and event promotion. Smaller organizations have the opportunity of sponsoring attractions such as the Kids CARnival, the VR EV Racing experience, or the Car in a Box competition. This is the first year for this event and, as such, our initial outreach is more of a challenge and where we need your financial assistance. With a successful event behind us, and the development of a database of industry contacts, subsequent events will be easier to plan and fund. We also anticipate significant growth in related industries and an ongoing demand for this as an annual event.

3. PLEASE IDENTIFY THE CASH VALUE (\$) OF ALL CITY OF BURNABY CONTRIBUTIONS YOUR ORGANIZATION/PROGRAM/EVENT HAS RECEIVED FROM THE CITY OF BURNABY OVER THE PAST THREE (3) YEARS. ADDITIONALLY, PLEASE INDICATE ANY OTHER CITY OF BURNABY GRANT OPPORTUNITIES YOU WILL BE PURSUING IN THE CURRENT YEAR. FAILURE TO IDENTIFY CITY OF BURNABY CONTRIBUTIONS MAY AFFECT YOUR ELIGIBILITY FOR GRANTS IN THE PRESENT YEAR AND IN THE FUTURE.

	3 YEARS AGO	2 YEARS AGO	1 YEAR AGO	CURRENT YEAR	
				AWARDED	REQUESTED
GRANT - CASH	\$ 0.00	\$ 0.00	\$ 0.00		\$ 15,000.00
GRANT - IN-KIND	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
PERMISSIVE TAX EXEMPTION	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
LEASE GRANT	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00
OTHER	\$ 0.00	\$ 0.00	\$ 0.00		\$ 0.00

4. DESCRIBE THE TOP 3 GOALS FOR THE ORGANIZATION IN THE CURRENT YEAR.

GOAL 1

Build public awareness and knowledge as to the needs, options, and benefits of EVs, ZEVs, and alternative modes of sustainable transportation.

DESCRIPTION

There is a buzz in the public domain regarding Electric Vehicles. But, we live in a time of evolution and change resulting in as much confusion and misinformation as established fact. This event is an all-inclusive non-biased opportunity for the public to engage with the full spectrum of industry experts to learn and apply that new knowledge to their needs. Be it more sustainable public transportation, the truth about the environmental impact of EVs, or just having the chance to see and do, everyone who participates in EVoluiton'22 will walk away with something new and exiting to think about, and to share with others.

GOAL 2

Support the growing EV industry, environmental sustainability, economic growth, and innovation by facilitating industry networking and collaboration while providing local innovators, new business initiatives, and change-makers with high-profile public outreach opportunities.

DESCRIPTION

Even the transportation industry power-houses are walking on new ground in the EV world. Innovation is driving change faster than industry can keep up. This is a multi-faceted landscape with far more sectors than would have been common a few decades ago. Language such as sustainability, carbon footprint, and environmental sustainability now go hand-in-hand with traditional transport terms. Diverse industry stakeholders require collaboration and sharing of ideas so that all the divergent cultures can start speaking the same language. Small local start-ups are more on a level playing field with the large corporations than ever before, but they need doors opened and networking opportunities to thrive. Primarily, this grant will assist us in reaching small Burnaby-based businesses who, otherwise, struggle to disseminate their message. This event won't address this need on its own, but EVolution'22 will be one local step towards national and global success.

GOAL 3

To reinforce BCIT's reputation as a leader in sustainable energy, EV technologies, applied research and industry partnerships.

DESCRIPTION

BCIT enjoys a unique and valued position in the life of British Columbia and, more and more, Canadians. Our 60 years history as leaders in applied learning and industry partnerships enables us to meet workforce needs for job-ready graduates, who not only "hit the ground running", but who are prepared to become tomorrow's leaders. BCIT has always been on the front-lines of empowering change-makers as new ideas, technologies and markets emerge. Electric Vehicles are just one example of our multi-faceted capacity to support a changing society. EVolution'22 will be a high-profile demonstration of this commitment and, through the involvement of local organizations, we will be able to showcase how all the pieces of this evolving puzzle fit - from education and skills development, to manufacturing, to public access and beyond.

5. PLEASE COMPLETE THE FOLLOWING

	PREVIOUS YEAR	CURRENT YEAR
NUMBER OF VOLUNTEERS (INCLUDING BOARD)	0	130
VOLUNTEER HOURS PER YEAR	0	870
NUMBER OF VOTING MEMBERS	0	0

6. HOW DOES YOUR ORGANIZATION WORK TO ENSURE THAT PROGRAMS AND SERVICES ARE ACCESSIBLE AND INCLUSIVE FOR ANYONE WHO HAS AN INTEREST REGARDLESS OF AGE, ABILITY, ORIENTATION, ETHNIC/CULTURAL BACKGROUND, SOCIO-ECONOMIC STATUS? PLEASE SHARE EXAMPLES AND SUCCESS STORIES OF INCLUSIVITY AND DIVERSITY WITHIN YOUR ORGANIZATION AND PROGRAMMING.

This is part of BCIT's DNA.

The BCIT community is made up of individuals from every ability, background, experience, identity, and cultural background, each contributing uniquely to the richness and diversity of the BCIT community as a whole. BCIT policies, our Respect, Diversity and Inclusion office, Indigenous Services, and our Accessibility Office all support this commitment and help us to ensure we meet these objectives in everything we do. The participation requirements for EVolution'22 includes a standard of adherence to these principles and a method to ensure all participating displays and attractions meet these standards.

SECTION G: INSURANCE AND ACKNOWLEDGEMENT*

1. DOES YOUR ORGANIZATION HAVE GENERAL LIABILITY INSURANCE?



Yes



No

2. IF YES, WHAT COVERAGE?

Full coverage as mandated by the Provincial Government for Public Post-secondary Institutions through the BC College and Institute Act and the BCIT Act. Our coverage is available for review.

3. IF AWARDED A GRANT, HOW WILL YOUR ORGANIZATION ACKNOWLEDGE THE CONTRIBUTION FROM THE CITY OF BURNABY?

We have a range of sponsorships with associated benefits. This \$15K grant would fall within the 120 Volt sponsorship level with the following benefits:

1) Pre-event promotion in our participant outreach package (time sensitive), featured page to tell your story on our website, recognition in our press releases, print advertising, and social media outreach. 2) Recognition on event way-finding signage and strategic branding signage throughout the event site, 3) Invitation for two to attend our Leadership brunch networking session. 4) Recognition in our EVolution'22 Passport and contact list.

In addition, specific to the City of Burnaby regardless of sponsorship: 5) City welcome message and use of logo during our event opening on our main stage, 6) booth space to showcase the City of Burnaby's work in associated areas (optional at your choice).

SECTION H: OPERATING BUDGET FOR ORGANIZATION or PROJECT/EVENT/PROGRAM**

1. PLEASE IDENTIFY IF YOU ARE PROVIDING INFORMATION FOR THE ENTIRE ORGANIZATION OR A SPECIFIC PROJECT/EVENT/PROGRAM

☐ Organization ☒ Project/Event/Program

2. FOR THE FISCAL YEAR

Funding in 2021/2022 fiscal with the event running in 2022/2023 fiscal

3. MONTH FISCAL YEAR BEGINS

April

REVENUES	PRIOR YEAR ACTUAL	CURRENT YEAR BUDGET	CURRENT YEAR CONFIRMED? Y/N	BRIEF DESCRIPTIONS/COMMENTS (TYPE OF GRANT AND FUNDING PERIOD)
FEDERAL GOVERNMENT (SPECIFY)				
1				
2				
3				
PROVINCIAL GOVERNMENT (SPECIFY)				
1 Ministry of Energy	0	50000	N	800 Volt Event sponsorship
2				
3				
LOCAL GOVERNMENT (SPECIFY)				
1 BBY Community Grant	0	15000	N	120 Volt Sponsorship or Grant
2				
3				
SPONSORSHIP (SPECIFY)				
1 General Sponsorship	0	85000	N	Event Sponsorship
2 Attraction Sponsorship	0	69500	N	To fund specific attractions
3				
EARNED REVENUE				
1 Supplier Fees	0	92600	N	Break-even fees for display space
2				
3				
FUNDRAISING (NET REVENUE)				
INDIVIDUAL DONATIONS				
IN-KIND SOURCES				
INVESTMENT INCOME				
OTHER SOURCES (SPECIFY)				
1				
2				
3				
TOTAL REVENUE	0	312100		

EXPENDITURES	PRIOR YEAR ACTUAL	CURRENT YEAR BUDGET	BRIEF DESCRIPTIONS/ COMMENTS (TYPE OF GRANT AND FUNDING PERIOD)
TOTAL COMPENSATION EXPENSE	0	78525	
OFFICE SUPPLIES & EXPENSES	0	0	
PROGRAM & EVENT SUPPLIES	0	148940	
ADVERTISING & PROMOTION	0	80885	
TRAVEL & VEHICLES EXPENSES	0	0	
INTEREST AND BANK CHARGES	0	0	
LICENCES, MEMBERSHIPS, & DUES	0	0	
OCCUPANCY COSTS	0	0	
PROFESSIONAL & CONSULTING FEES	0	0	
CAPITAL PURCHASES & IMPROVEMENTS	0	0	
AMORTIZATION OF CAPITALIZED ASSETS		0	
DONATION, GRANTS, & SCHOLARSHIP EXPENSE AS PART OF CHARITABLE ACTIVITIES	0	0	
EDUCATION AND TRAINING FOR STAFF & VOLUNTEERS	0	3750	
CITY SERVICES EXPENSES (SPECIFY)	0	0	
1			
2			
3			
OTHER EXPENSES (SPECIFY)	0		
1			
2			
3			
4			
5			
TOTAL EXPENDITURES	0	312100	
CURRENT SURPLUS (DEFICIT)	0	0	