

EXECUTIVE COMMITTEE OF COUNCIL

TO: MAYOR AND COUNCILLORS

SUBJECT: FESTIVAL BURNABY GRANTS – JUNE 2024

RECOMMENDATION:

THAT the disbursements of the Festival Burnaby Grants totaling \$15,000 for June 2024, as outlined in **Attachment 2** of the report titled “Festivals Burnaby Grants – June 2024”, dated June 5, 2024, be approved

REPORT

The Executive Committee of Council, at its meeting held on June 5, 2024, received and adopted the attached report seeking approval for Festivals Burnaby Grant Program June recommendation.

On behalf of the Executive
Committee of Council,

Councillor S. Dhaliwal
Chair

Councillor P. Calendino
Vice Chair

TO: EXECUTIVE COMMITTEE OF COUNCIL (ECC)
FROM: GENERAL MANAGER PARKS, RECREATION AND CULTURE
SUBJECT: **FESTIVALS BURNABY GRANTS – JUNE 2024**
PURPOSE: To seek approval for Festivals Burnaby Grant Program June recommendation.

RECOMMENDATION

THAT the disbursements of the Festival Burnaby Grants totaling \$15,000 for June 2024, as outlined in **Attachment 2** of the report titled “Festivals Burnaby Grants – June 2024”, dated June 5, 2024, be approved.

1.0 POLICY SECTION

The provision of Festivals Burnaby Grants is aligned with the following Council-adopted policies, plans and strategies: *Burnaby Economic Development Strategy* (2007); *Social Sustainability Strategy* (2011), *Healthy Community Policy* (1991), *Corporate Strategic Plan* (2017) and the *Benefits Based Approach* (2023) that identifies the importance of a sense of belonging, inclusion and high quality of life.

2.0 BACKGROUND

Since 2011 the Festivals Burnaby Grants have supported special events that enhance community well-being, pride and sense of belonging through cultural expression and diverse celebrations in public spaces. Eligible applicants are local or regional non-profit or charitable organizations producing festivals that take place in Burnaby. Applications for Medium and Large festivals are accepted through intake processes that occur annually in the spring and fall. Small scale and new events are accepted year-round, a minimum of 3 months before the event date.

In 2024 new Council-approved program guidelines and criteria are in place. A high-level evaluation and any recommended adjustments will be brought forward later this year.

This report reflects the small and new applications received after the spring intake and evaluated using the Council approved new program guidelines and criteria.

3.0 GENERAL INFORMATION

An adjudication panel made up of staff from Culture, Finance, Public Affairs, and Engineering (Transportation) reviewed application documents and supported the proposed recommendations from the staff program facilitator. Flexibility and support from staff were extended to applicants navigating the transition to the new program. Four eligible applications were received in time for this report, summarized in **Attachment 1**. One applicant, EAA Ethiopian Affairs in BC and its Orange BC Run was declined as the proposed special event did not fit the criteria.

Adjudication Panel Feedback:

Applications were evaluated using a scorecard reflecting the program criteria:

- community participation, benefit and overall impact;
- community collaboration, partnerships and engagement;
- alignment with the City's Strategic Priorities and Plans;
- capacity to implement the project; and
- the need for financial assistance.

The panel made funding recommendations totaling \$15,000. Similar to the spring intake, the panel recognized that future applications will improve as applicants receive feedback on submissions and become accustomed to the new program guidelines and criteria. Overall, the panel's feedback was positive. Funding recommendations reflect alignment to the program criteria and historical funding, and the need to hold back some funds for intakes later in 2024. High level comments from the panel are as follows:

- **Alegria Soy Cultural & Community Society** (Grant File #24-SN-003) requested \$4,000 for the new and small Fiesta Mundial (World Party). The panel noted the strong neighbourhood led approach and community collaboration and partnership support from the David Suzuki Foundation for this special event, as well as good alignment with the grant criteria. The panel recommended \$4,000.
- **Ethiopian Community Association of British Columbia** (Grant File #24-SN-004) requested \$4,000 for its recurring small Ethiopian Community Summer Festival. The panel noted the good alignment with the grant criteria, strong community participation and partnerships and serving an underserved population. The panel recommended \$4,000.
- **Multicultural Drum Festival Society** (Grant File #24-SN-006) requested \$4,000 for its recurring Multicultural Drum Festival. The panel noted the good alignment with the grant criteria and strong community participation, partnerships, and financial resources. As the Society had volunteer turnover and missed the spring deadline, some flexibility was provided to consider their request. The panel recommended \$4,000.
- **African Canadian Soccer & Cultural Association** (Grant File #24-SN-007) requested \$4,000 for its annual African Sport and Culture Festival. Feedback to the organization will include the importance of stronger alignment with the

definition of a festival; focus on cultural aspects of the event rather than the soccer tournament; and support for working towards industry standard fees for participating artists and providing more details on community partnerships in their application. The panel recommended \$3,000.

Specific details for each applicant are outlined in **Attachment 2**.

4.0 COMMUNICATION AND COMMUNITY ENGAGEMENT

Successful applicants of the Festivals Burnaby Grant program must acknowledge the City's financial assistance on all the program's communications and promotional materials, including brochures, posters, advertisements, websites, news releases, signs, etc.

Feedback, additional resources and information sessions will be offered to existing and new applicants to assist them with the program's criteria and tips for grant writing.

5.0 FINANCIAL CONSIDERATIONS

The City's annual Festivals Grant allocation is \$250,000 for 2024, which contributes towards eligible expenses for special event organizers including programming, marketing and promotions, and venue and equipment rental. These festivals make our community vibrant, strengthen our sense of pride and belonging and draw both local audiences and visitors.

At the May 2024 Executive Committee meeting, \$125,000 was approved for eligible applicants and their upcoming festivals. If the recommendations in this report are approved, \$83,000 will remain for the final intake of medium and large festivals on September 10, as well as for small and new festival applications that are accepted throughout the year. This amount should be sufficient for remaining festivals occurring in 2025, based on historical trends.

2024 Festivals Burnaby Budget:	\$250,000
Amount awarded year-to-date:	\$152,000
Balance Available:	\$98,000
Eligible Requests in this Report:	\$16,000
Panel Recommendation	\$15,000

Balance Available if Recommendation Approved:	\$83,000
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Respectfully submitted,

Mary Morrison-Clark, General Manager Parks, Recreation and Culture

ATTACHMENTS

Attachment 1 – Applications Summary June 2024

Attachment 2 – Grant Summary Chart June 2024

REPORT CONTRIBUTORS

This report was prepared by Yvonne Chui, Arts Service Manager, and reviewed by Emmaline Hill, Director Culture.