



## Tourism Burnaby Community Activation Grant Guidelines

February 2024

### **1. Introduction:**

The Tourism Burnaby Community Grant Policy is established to provide financial support to community organizations for events and festivals that contribute to the vibrancy and cultural fabric of Burnaby.

Activation grants are awarded to defray a portion of costs for registered/charitable or incorporated non-profit societies, which align with the Tourism Burnaby's Vision and Mission.

Grant applications will be considered twice per year in April and October. Funding will be budgeted annually as one lump sum each year and will be allotted at the discretion of Tourism Burnaby.

### **2. Eligibility Criteria:**

In order to qualify for this grant:

The organization must be a non-profit or charity.

The event must take place in Burnaby.

The event must be open to the public.

The event must receive a minimum of 60% of their revenue from other sources.

Eligible use of funds includes, but is not limited to; Marketing, staffing, operational costs, Venue costs (in Burnaby). Examples of ineligible use of funds include, but are not limited to; covering past deficits or for events that have taken place in the past.

### **3. Application Process:**

Applications must be submitted by specified deadlines. Applications should be submitted by email with appropriate attachments to [info@tourismburnaby.com](mailto:info@tourismburnaby.com) with the subject: Tourism Burnaby Community Activation Grant.

A "Tourism Burnaby Community Activation Grants" application form must be submitted on or before the intake date of March 1<sup>st</sup> for events taking place between June and December or September 1<sup>st</sup> for events taking place between January and June of the following year. For 2024 only, the deadline for applications will be extended to April 1<sup>st</sup> to accommodate applications in the first year of this policy.

### **4. Funding Limits:**

The maximum funding for each grant is \$3,000; however, lesser amounts may also be awarded based on the merits and needs of the application and available funding. Please note that the total funds available for distribution are limited and allocated on an annual basis, ensuring a fair and impactful distribution of resources to support various initiatives.

### **5. Grant Approval**

All applications will be reviewed by Tourism Burnaby in a timely manner, and decisions will be made within 7 days of submission deadlines.

There is no appeal process should a grant be denied or partially funded. If a grant request is denied, applicants cannot re-apply for the same grant request until the following calendar year. Changing the grant request amount does not constitute a new application.

### **6. Sponsorship Recognition**

Successful grant applicants are required to acknowledge Tourism Burnaby's contribution to their activities and projects in all promotional material using the Explore Burnaby branding. An Explore Burnaby logo will be provided to successful grant applicants for acknowledgment purposes.

### **7. Post Event Reporting**

Grant recipients are required to report back the following information to Tourism Burnaby within 90 days of the festival or event:

- a) estimated attendance
- b) placements of "Explore Burnaby" logo (digital and printed) before and during the festival or event
- c) a minimum of three photos or videos with suitable usage rights for use across various platforms, including social media, print materials, and the official website, to promote and represent Tourism Burnaby's involvement in the event.
- d) an explanation of how the festival or event met its measure of success from the original application

### **8. Preference for Inclusivity and Cultural Representation:**

In the assessment of applications, preference will be given to organizations that demonstrate a strong commitment to Diversity, Equity, and Inclusion (DEI) principles, incorporate Indigenous content or themes, and foster inclusiveness in their initiatives.

These aspects strengthen the social fabric and cultural richness of Burnaby's tourism, aligning with Tourism Burnaby's dedication to creating a welcoming and diverse community. Applications should clearly illustrate how these elements are integrated into their projects or operations.

This policy aims to foster a collaborative environment where community initiatives can thrive and contribute to a dynamic and inclusive tourism sector in Burnaby.

### **9. Insurance:**

Recipients must maintain appropriate insurance coverage for their event or festival and provide proof of insurance before receiving grant funds.

### **10. Indemnification Agreement Clause:**

The grant recipient shall indemnify and hold harmless Tourism Burnaby, its officers, employees, and agents from and against all claims, damages, losses, and expenses, including but not limited to legal fees, arising out of or resulting from the activities funded by the grant, to the extent that such claims, damages, losses, or expenses are caused by the negligence, misconduct, or breach of the recipient. This indemnification shall survive the termination or expiration of the grant.