



PURPOSE/PREAMBLE

Host It Downtown (Host It) is an event-funding program designed to boost entertainment in the downtown area by reducing the inherent risk involved in developing new events and to provide incentive to create or relocate events to the downtown area. Vibrancy and activity on a year-round basis is the goal of the program thereby solidifying downtown Winnipeg as the prime destination to host and attend events in the region.

Complementing the Downtown Winnipeg BIZ's (the BIZ) existing portfolio of events, Host It relies on the creativity of event organizers of all backgrounds and provides them with a toolset for success including funding, services and guidance.

POLICY STATEMENT

Under the recommendation of the BIZ Management Board, the Host It selection committee has the sole responsibility for assessing applications. Successful applicants will be provided with a combination of funding, event infrastructure, and promotional assistance and guidance from the BIZ.

THE GOALS & OBJECTIVES

- Encourage event organizers/organizations to host outdoor events in downtown Winnipeg by:
 - Creating and hosting new events in downtown Winnipeg or;
 - Relocating existing events to downtown Winnipeg
 - Expand current events in downtown Winnipeg
- Attract people downtown for festivals and events
- Create vibrant outdoor public and private spaces
- Showcase downtown as a desirable location to host events
- Generate revenue for BIZ Members through increased traffic and direct connections with a larger portfolio of events
- Package and promote event support services available through the BIZ
- Share and reduce financial risk associated with new events with event organizers

GRANT REQUIREMENTS

1. Event must be located within the Downtown Winnipeg BIZ zone
2. Event must be new or moving/expanding into the Downtown Winnipeg BIZ zone
3. Event must be held completely or mostly outdoors
4. Placemaking Pop-ups must be held in/around one or more of the two pre-determined locations:
 - Kennedy at Graham
 - Hargrave at Portage
5. See specific location details at downtownwinnipegbiz.ca

PREFERENCE WILL BE GIVEN TO EVENTS THAT DEMONSTRATE THE FOLLOWING CRITERIA:

PLACEMAKING POP-UPS FUND

Placemaking activities bring people together to create more livable, walkable, workable, and loveable environments that are accessible, inclusive and welcoming for all. This year separate Host It Downtown funding has been allocated to Placemaking Pop-ups. These events focus on programming at two specific downtown locations throughout the summer months – site plans available at downtownwinnipegbiz.com:

- NE corner of Kennedy Street and Graham Avenue and/or;
- NE corner of Hargrave Street at Portage Avenue

These pop-up events can be anything; big or small, contained to the specific location (eg. extended sidewalk patio) or to the surrounding areas (streets, alleys, businesses, etc.). They can provide unique spaces and opportunities for events and a unique showcase for organizations. They could also be great satellite sites and/or marketing opportunities for events that aren't located in the downtown.

Applications for Placemaking Pop-ups are accepted immediately and continuously until all funding is assigned or until the end of summer – whichever comes first.

Preference will be given to events:

- Held while downtown venues host large events (Winnipeg Jets, concerts, theatre, etc) and/or connected to events that are happening downtown
- Held during lunch hours/mid-day, evenings or weekends
- That offer opportunities for BIZ Members to get involved (eg: restaurants, retail)

GENERAL HOST IT FUND

Dates and times

- Event timelines/date priorities– in order of value:
 - June/July/August for Pop-up Placemaking projects
 - Winter date(s)
 - Weekend (s)
 - Evening (s)
 - Shoulder season(s)

PUBLIC ENGAGEMENT

Demonstrates that a wide variety of the general public will be drawn to the event from around the city and/or province.

- Event is family-friendly
- Event is free for the general public to attend.
- Marketing strategy is sufficient to ensure attendance.

PREFERENCE WILL BE GIVEN TO EVENTS THAT DEMONSTRATE THE FOLLOWING CRITERIA (CONTINUED):

EVENT SUSTAINABILITY

- Grant funds will be instrumental in ensuring the event's success.
- Event will be sustained once funds are applied.
- Event will occur again – eg annually, monthly.

STRONG CONNECTION TO BIZ MEMBERS

- Event will engage BIZ Members
- Event will have a positive impact on BIZ Members
- Event demonstrates economic connectivity/partnerships with BIZ Members - downtown restaurants, retail, hotel and other businesses

VALUE FOR INVESTMENT

- Budget and related activities are realistic for the event as described.
- Costs are reasonable and realistic for proposed activities at prevailing market rates.
- Event leverages other funding, including but not limited to in-kind contribution, revenue from sales, partners, other.
- Funding partners/sponsors have been identified and confirmed with a letter of commitment.

CAPACITY OF APPLICANT

- Organization has the capacity to carry out the project activities given event experience, resources and/or abilities. This could include hired and/or volunteer resources.
- Organization has the financial stability to ensure the proposal can be successfully implemented.

ENVIRONMENTAL IMPACT

- Organizers show a commitment to minimize the environmental impact of the event

FUNDING PROCESS, TIMELINE AND ELIGIBLE EXPENDITURES

- Placemaking Pop-up applications are solicited and considered immediately and on an ongoing basis and are curated by the Downtown Winnipeg BIZ Host It Coordinator
- Application deadline for General Host It funds is May 21, 2018.
 - Applications may be accepted throughout the year, provided there is un-awarded funding available
- A grant agreement detailing the terms and conditions will be signed by both parties
- Placemaking Pop-up and General Host It funds will be dispersed as follows:
 - 50% upon awarding of funding
 - The total amount of losses, up to the balance of the remaining 50%, will be paid upon delivery of the final report with financial statements that have been signed off by a CPA/CGA. ie Events cannot make a profit as the result of Host It funding.
- If the event is not executed, funds will be owed back to the Downtown Winnipeg BIZ immediately
- There is no penalty if the event does not meet target numbers
- All normal event expenditures (capital or operating) will be eligible
- A maximum of 7% of the final budget towards administration /management/coordination is allowed and at the discretion of the committee
- Applicants may receive less than the total requested at the discretion of the Committee
- Applications may be rejected if they do not meet standards of preparedness, don't fill out the application form completely, do not fit with the vision of the stakeholders or if they conflict with known BIZ Member services or initiatives
- Applications are open to city, provincial, national and international events
- Event budget and extensive details about the event must be provided in the application
- All sponsorships and funds from outside resources must be declared
 - The total of all sponsorships, grants, donations and loans, including the requested funding from the Host It fund must not exceed 100% of the budgeted expenses
- For existing events relocating downtown, historical details of the event must be provided; including a final budget.
- Wherever possible, applicants are encouraged to include alternate locations or venues for the events
 - At the discretion of the Committee, funding could be conditional on the use of an alternate location
- Event organizers are required to post the Host It logo on their event's advertising
- Events that have received funding in a prior year of the program may still be eligible at the discretion of the committee.
- Events in the following categories are eligible to apply: art, culture, entertainment, sports, other (as agreed to by the Downtown Winnipeg BIZ Host It Committee)

APPLICATION PROCESS

All applications must be submitted online at downtownwinnipegbiz.com – no other form of application will be considered. Applications must include:

1. Completed online application form
2. Detailed event description
3. Detailed budget showing revenue and expenses
4. Site plans

General applications and all accompanying materials must be received before May 21, 2018