



Host It Downtown: Downtown Events Fund 2022 program guidelines

Executive Summary

As identified in the [Downtown Recovery Framework](#), events will be a key factor in bringing people and vibrancy back downtown as we recover from the pandemic. Events are an important asset to bring visitors downtown to have unique experiences they can't find anywhere else, to showcase downtown businesses, and to create positive perceptions of downtown Winnipeg.

Background

The Downtown Winnipeg BIZ Host It program is a granting program for events to host their event downtown, whether that's relocating an event downtown, creating an event for downtown or expanding a current event. The Host It fund is an innovative event funding program that ensures downtown Winnipeg is the prime destination for high quality entertainment and activities on a year-round basis. This funding program offers a safety net by removing some of the inherent risk involved for event organizers planning events to be held within the Downtown Winnipeg Business Improvement Zone.

Complementing the existing portfolio of events from Downtown Winnipeg BIZ, Host It Downtown relies on the creativity of the local and national community of event organizers, from expert and experienced to newcomer, and provides them with additional resources to succeed.

The Goals

- To help seed new and expanded public events that will fill downtown spaces with Winnipeggers and tourists once again.
- To attract more people downtown for festivals and events.
- To help event organizers/organizations to create new events in downtown Winnipeg and to encourage existing events from outside the downtown area to relocate downtown. Events in the following categories are eligible to apply: arts, culture, entertainment, sports, other (as agreed to by the Downtown Winnipeg BIZ Host It Committee).
- To create vibrant public and private spaces.
- To tie into DWB programs and projects and help achieve the goals set out in the Strategic Plan and in the Downtown Recovery Framework.
- To celebrate the downtown as the place to stage events for Winnipeggers and Manitobans (and beyond)
- Generate revenue for DWB Members through increased traffic and direct connections with a larger portfolio of events
- To coordinate the resources of stakeholders who are also interested in attracting events to the downtown, creating a single window to engage event organizers and market events strategically
- To stimulate business development with downtown suppliers and event organizers



- To align with and advance the values of Downtown Winnipeg BIZ: **Respect, Collaboration, Innovation and Excellence, Inclusion**

Funding Priorities

Priorities will be given to submissions that:

- Focus on the goals, values (above).
- Demonstrate organizational ability, capacity and/or experience.
- Draw people downtown from around the city and/or province.
- Focus on economic connectivity/partnerships with downtown restaurants, retail, hotel and other businesses.
- Have the ability to measure success of the event and public spending.
- Focus on sustainable and environmental practices or intent.
- Have potential to be reoccurring.
- Include innovative events and/or partnerships.
- Raise downtown business revenue, advance cultural understanding and reconciliation, and increase winter visitation.
- Contribute to post-pandemic recovery downtown, as outlined in the [Downtown Recovery Framework](#).
- Take place during the evenings, weekends, winter and shoulder season.

Applications will be evaluated based on the following criteria:

- *Attendance and Vibrancy:* Your event draws a good crowd downtown and adds vibrancy and excitement to the area.
- *Economic Benefits:* Your event creates tangible economic benefits and spinoffs for Downtown Winnipeg businesses and contributes to economic recovery downtown.
- *Value and Inclusivity:* Your event is inclusive of the various diverse communities living in Winnipeg and shares the values of the DWB outlined above.
- *Financials:* Your budget illustrates solid fiscal management, with multiple funding sources.
- *Marketing and Advertising:* Your event has a solid plan for communications, partnerships and has a high probability of success
- *Ability, Capacity and Experience:* Your event is well-organized and planned, with potential for reoccurring in the future.
- *Impact:* Your event is high impact as it related to the priorities identified on page 2 of this document.



Timeline & Schedule:

3 major intakes throughout the year with the ability to accept additional applications as they are received, provided there is funding still available

For events occurring between January and April 30, 2022, applications will be reviewed by the committee upon receipt.

For events occurring between May 1 and Aug. 31, 2022, applications are due by April 30th, 2022.

For events occurring between Sept. 1 and Dec. 31, 2022, applications due by August 31st, 2022.

For events occurring between Jan. 1 and April 30, 2023, applications due by Dec 31, 2022.

Funding Process & Eligible Expenditures

- A Grant Agreement detailing the terms and conditions will be signed by both parties
- Funds will be dispersed as follows:
 - 50% upon awarding of funding
 - Up to 50% upon delivery of the final report and financials that have been signed off by a CPA/CGA or Board Treasurer that show a loss
- Of total grant provided – 50% is a grant, remaining 50% is “gap” financing, only if event needs it to cover costs (i.e. if the event didn’t cost as much as anticipated, more funding was secured or revenue numbers were as high or higher than anticipated, the remaining amount would be adjusted accordingly based on the review of the final financials).
- If the event does not meet target numbers, there is no penalty.
- All normal event expenditures (capital or operating) will be eligible.
- Applicants receiving funds may receive less than the total requested at the discretion of the Committee.
- Applicants may be rejected by the Downtown Winnipeg BIZ if they do not meet standards of preparedness, if they don’t fill out the application form completely, if they do not fit with the vision of the stakeholders or if they conflict with known DWB Member services or initiatives.