

HOST IT DOWNTOWN EVENT GRANT GUIDELINES:

The Downtown Winnipeg BIZ supports a downtown full of people, which drives economic activity. One of the ways people are drawn to spend time downtown is through unique and engaging events. Events attract people to the city's core and add vibrancy to the neighbourhood.

The Host It Downtown event grant is available to support new events, to relocate an event to downtown or to expand an existing event. Complementing the existing portfolio of events put on by Downtown Winnipeg BIZ, Host It Downtown

aims to increase downtown visitation, offer unique experiences not found anywhere else and support the diversity of the community.

In order to be eligible, the event must take place within the **Downtown Winnipeg Business Improvement Zone**. Non-profit organizations, Downtown Winnipeg BIZ member businesses, businesses outside of the Downtown Winnipeg BIZ, and individuals may be eligible to apply if their event meets the criteria. Events must be open to the public and must have more than one funding source.

CRITERIA:

Attendance

- The event will draw more people downtown.
- The event has effective marketing/communication plans to draw people to attend.
- The event draws multiple demographics.

Cultural representation

- The event is inclusive and representative of the diverse communities downtown.
- Preference will be given to events that include and/or represent Indigenous peoples.

Economic impact

- The event drives economic activity for downtown businesses.
- Preference will be given to applicants who are Downtown BIZ members.

Event plan/program

- The event has creative, fun or innovative elements.
- The event can be either new or existing, but existing events must include a new element or experience.
- The event has potential to be recurring.
- Preference will be given to events that support local and/or Indigenous artists.
- Preference will be given to brand new events to downtown.
- Preference will be given to events that are free to attend.
- Preference will be given to event organizers with a demonstrated record of success.

Financial need

- Event demonstrates the need for financial support.
- Event has other funding sources.

EVENTS THAT ARE NOT ELIGIBLE FOR FUNDING:

- Events that take place outside the Downtown Winnipeg Business Improvement Zone
- Online/digital events
- Private events that are not open to the public such as meetings
- Wedding socials or other personal fundraisers
- Conventions, professional conferences and trade shows
- Regularly scheduled sporting events such as games
- Regularly scheduled theatre shows
- Regularly scheduled live music and DJ sets in a standard venue, bar, club
- Political or cause based demonstrations, rallies or marches

APPLICATION DEADLINES:

- January 31, 2024 for events occurring March 1 – May 31, 2024
- April 30, 2024 for events occurring June 1 – August 31, 2024
- July 31, 2024 for events occurring September 1 – December 31, 2024

All applications require a high-level event plan (no more than two pages – dates, times, locations, programming details, etc.) and event budget (including all revenue projections, other funding sources, donations, anticipated expenses, etc.).

WE OFFER THREE GRANT LEVELS:

Small (up to \$1,000)

Available for individuals, non-profits or businesses. No more than two applications or up to \$2,000 will be approved for one organization/person per year. A new application must be submitted for each event.

Attendance target: minimum 50-500

Medium (up to \$10,000)

Available for non-profits or businesses.

One grant per year per organization.

Attendance target: minimum 500-10,000

Large (up to \$20,000)

Available for non-profits or businesses.

One grant per year per organization.

Attendance target: minimum 5,000-25,000 (or higher)

If you have any questions, please email events@downtownwinnipegbiz.com