

## 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 designed to enhance a variety of events downtown by supporting the creation of new events, relocating events to the downtown area, or expanding existing events. 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.

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## 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 feature and celebrate Indigenous culture and/or artists.

### Economic impact

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

### Event plan/program

- The event has creative, fun or innovative elements.
- Preference will be given to events that take place during the shoulder and winter months (October 1 – April 30).
- Preference will be given to brand new events downtown.
- Preference will be given to event organizers with a demonstrated record of success.

### Financial need

- The event demonstrates the need for financial support.
- The event plan clearly demonstrates how the grant will enhance the event.
- Events must have other funding sources to qualify.

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## 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:

- **March 9, 2025** for events occurring May 1 – August 31, 2025.
- **June 29, 2025** for events occurring September 1 – December 31, 2025.
- **November 2, 2025** for events occurring January 1 – April 30, 2026.

For events occurring before April 30, 2025, please submit the application at least three weeks prior to the event date.

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.).

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## WE OFFER THREE GRANT LEVELS:

**Small** (up to \$1,000)

**Medium** (\$1,001 – \$5,000)

**Large** (\$5,001 – \$10,000)

If you have any questions, please email [events@downtownwinnipegbiz.com](mailto:events@downtownwinnipegbiz.com)