



CHINATOWN VIBRANCY FUND

PROGRAM GUIDE

2025

City of Edmonton



PROGRAM GUIDE

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Introduction

The Chinatown Vibrancy Fund aims to support the implementation of the Chinatown Strategy by building community cohesion, empowering residents, and bringing visitors into the area through festivals, events, and cultural projects.

Approximately \$480,000 in funding will equitably distribute resources to those that have applied to the Chinatown Vibrancy Fund and are eligible as determined by the Chinatown Vibrancy Fund Advisory Committee. The City hopes to make funding announcements regarding project applications in early April of 2025. Some examples of the projects that could be considered include events, festivals, and cultural ceremonies hosted by multiple groups/organizations in the Chinatown community, murals, public art, workshops, marketing efforts, initiatives by and for residents (housed and unhoused), community gardens, business development and incentivization, and community outreach programs.

This document provides details about the Chinatown Vibrancy Fund and outlines how to apply for funding. Funding is limited and will be awarded based on availability of funds and on a one-time basis.

Who Can Apply

Businesses or organizations with an interest in Chinatown vibrancy are eligible to apply.

- Businesses must have a City of Edmonton Business licence, or be exempt from requiring one, before a funding agreement is finalized and funding is provided
- Business Associations must be active legal entities

Funding will not be used for ineligible costs, including:

- Operations funding for rent, mortgages, bills, debt servicing, or fees for memberships or professional associations
- Permit or licensing fees
- Other administration fees
- Other costs may be deemed ineligible at the discretion of the City

How Much Funding is Available

Approximately \$480,000 is available for the Chinatown Vibrancy Fund grant. There is no minimum or maximum amount for individual projects. The City will determine how much funding to provide to each project 'type'.



Eligibility

Proposed uses of funds must support the vibrancy of Chinatown, and the application must specify how the funds will help achieve that. In addition, applications and proposed uses of funds should align with at least one action outlined in [The Chinatown Strategy](#).

Examples of projects may include (but are not limited to) community-led initiatives that enhance social cohesion and cultural preservation such as events, festivals, and cultural activities that draw visitors back to Chinatown and programs that empower residents, housed and unhoused alike. Projects related solely to safety and security are not eligible.

Evaluation Checklist

Applications will be evaluated based on the following criteria:

- Advancing one or more Chinatown Strategy actions
- Building community capacity to support Chinatown's vibrancy
- Showing the impact created with funding invested (eg. number of visits per day/week/month)
- Including diverse agencies/organizations in planning or implementing the project
- Proposed initiative is within the boundary identified in the Chinatown Vibrancy Fund Eligibility Map
 - Businesses, community groups and nonprofits located outside of the boundary are eligible to host initiatives inside of the boundary.
- Applying an Equity lens (Gender Based Analysis Plus GBA+)
 - Gender Based Analysis + (GBA+) is a method that helps us assess inequality and identify who is being left behind when doing a project. The "plus" in GBA+ acknowledges that GBA goes beyond biological (sex) and socio-cultural (gender) differences. We all have multiple identity factors that intersect to make us who we are; GBA+ considers many other identity factors, like race, ethnicity, religion, age and mental or physical disability. It helps us understand who may be *EXCLUDED* from the project and it will help to identify unintentional consequences of inequality.
 - Please follow this link to learn more about [GBA+: What is it and Why?](#) - <https://youtu.be/p6w-d1mmjFU>
- Leveraging partner in-kind and/or monetary funding: (for example \$ invested/partner \$ = ratio)
- Enhancing the City's and community's reputation



Application Process and Timelines

1. Apply
Individuals and groups may apply for funding by completing and submitting a [Chinatown Vibrancy Fund Intake Form](#) between January 16 and February 28, 2025. Online applications are encouraged. If a paper copy is required, you can request it by emailing chinatown@edmonton.ca.
2. Review
Applications will be reviewed after the intake period has ended, and funds will be allocated by the City of Edmonton based on recommendations from the Chinatown Vibrancy Fund Advisory Committee.
3. Approval
All applicants will be notified of the funding decisions via email in early April. Organizations or individuals who are awarded funding will be required to sign a funding agreement outlining the terms and conditions of the funding.
4. Funding
Once a funding agreement is finalized, projects awarded funding shall receive one hundred percent (100 per cent) of the funding in one installment via cheque or electronic funds transfer within a reasonable time, unless the City determines funding should be distributed on a different schedule.
5. Reporting
Once a funding agreement has been entered into and the applicant has completed their project, they will be required to submit a final report. This template will be included in the funding agreement.

Timelines are subject to change as they are dependent upon program volumes and resource needs. If all funding is not allocated during the initial intake, a second intake window will be determined.

Grant Audit

The City may audit all financial and related records associated with the funding agreement and the use of the funding. This audit may include a review of all documentation associated with the project.



Application Checklist

The following questions must be answered while submitting a Chinatown Vibrancy Fund application:

- Project lead name
- Email address
- Phone number
- Confirmation of City of Edmonton business license (*if applicable*)
- Community group or non-profit organization
- Name of applicant
- Funding delivery options
- Provide the project name
- Provide the project description
- Provide the expected start date
- Provide the expected end date
- Provide an explanation of how this project contributes to the vibrancy of Chinatown
- Provide the expected number of visits per day/week/month generated by the project
- Provide the number of participating partners (*if applicable*)
- Select which Chinatown Strategy actions the project supports
- Provide a short description of how the project applies an equity lens (Gender Based Analysis Plus GBA+)
- Provide the total project costs
- Provide an itemized list of all project costs (budget template provided)
- Provide the total funding amount requested
- Provide the amount of funding (if any) the project is receiving from other funding sources

Chinatown Vibrancy Fund Advisory Committee

The Chinatown Vibrancy Fund Advisory Committee (the Committee) includes City of Edmonton Administration and Chinatown partners. The Committee evaluates funding applications and provides recommendations on funding. The City will make the final determinations on funding.



Chinatown Vibrancy Fund Eligibility Map

CHINATOWN STUDY AREA BOUNDARY

Note: The Chinatown Action Plan study area boundary was adopted as the Chinatown Vibrancy Fund boundary.



Chinatown North
Business Improvement Area (BIA)



Cultural Chinatown South
Downtown Business Association and The Quarters Redevelopment Plan



Chinese Garden
Located in Louise McKinney Park

