



Meet Me Downtown Grant Program Guide

Edmonton

The Downtown Vibrancy Strategy (Strategy) is built upon a commitment of collaboration and partnership with businesses and organizations (Organizations) with a vested interest in downtown Edmonton. This agile approach to supporting vibrancy in the heart of our city focuses on four pillars - Downtown as a Home, Economic Hub, Destination, Safe, Welcoming place - to achieve its goals. Strategy details are available at edmonton.ca/downtown.

Included in this Program Guide is the following:

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Overview

In support of the Strategy, the Meet Me Downtown Grant (Grant) provides up to \$10,000 in funding to businesses and organizations (Organizations) for events, festivals, and activities that are designed to increase the number of people patronizing individual or multiple businesses and visiting downtown.

Eligibility Criteria

Organizations must meet **ALL** of the following criteria in order to be eligible to apply for the Fund:

- Project must occur within, or have a direct impact on, downtown Edmonton, as defined by this [map](#)
- Must have a valid business license or a valid exemption
- Project costs must be eligible and incurred after May 9, 2023
- Project must be led by a legal entity or have a valid exemption

Additional information:

- There is no requirement to provide matching funding
- Organizations of all sizes are eligible to apply



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- The amount of funding your project is eligible for may depend on the duration of the project and the projected number of people it will attract

Eligible Costs

Eligible expenses include, but are not limited to, the following:

- Costs associated with events, festivals and activities designed to increase the number of people patronizing individual or multiple businesses and visiting downtown.
- Examples include, but are not limited to, the following:
 - Entertainer/Artist/Other Professional fees
 - Marketing and Advertising
 - Event/Festival permit and license fees
 - Equipment rentals

Ineligible businesses, organizations, festivals, events and activities include:

- Virtual events
- Social programs
- Capital expenditures (examples include, but are not limited to: new construction, expansion or replacement of an existing facility, major equipment purchases)
- Protests, rallies, demonstrations, and marches
- Political campaigning
- Primarily religious services or activities delivered by faith organizations. (Note: The event, festival or activity cannot prevent participation based upon culture, faith or partisan politics.)
- Performances, exhibitions or activities that promote or incite racism, hatred or violence

Ineligible expenses include, but are not limited to:

- Salaries and expenses of existing staff, office and administration fees, mortgages, bills, interest, debt servicing, utilities, rent, fees for memberships or professional associations equipment
- Expenses related to capital expenditures or social programs

Evaluation

The evaluation committee (Committee) evaluates applications for the Grant. Applications that are deemed to meet all the eligibility requirements will be awarded funding. The Committee includes City administration. Funding decisions made by the Committee are final and cannot be appealed. The City of Edmonton reserves the right to consider exceptions based on exceptional circumstances and make changes to the program at the Director, Downtown Vibrancy, and Safe City's judgement.



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The Director, Downtown Vibrancy and Safe City has the sole authority, in their sole and unfettered discretion, to determine the eligibility of applications for the Fund.

Application Process

Step 1: Apply

Apply using the online [Application Form](#). Applications will be accepted starting on May 9, 2023, and will no longer be accepted once all funding is allocated. Online applications are encouraged. If a paper copy is required, you can request it via an email to downtown@edmonton.ca.

Step 2: Review

Review of application will typically occur within 15 business days following submission. Applications are reviewed by the Program Manager for completeness and eligibility. Incomplete applications may not be evaluated. Those that do not meet the eligibility criteria, will not be evaluated or kept on file.

Step 3: Approval

Projects that have been reviewed will receive notification via email about the Committee's decision. Organizations awarded funding are required to sign a funding agreement outlining the terms and conditions of the funding.

Step 4: Distribution of Funds

Once a funding agreement is finalized, projects awarded funding shall receive one hundred percent (100%) of the funding in one installment via cheque or electronic funds transfer within a reasonable time, unless the Committee determines funding should be distributed on a different schedule.

Step 5: Reporting and Submission of required Documentation

A final report must be submitted as outlined in the funding agreement.

Definitions

Mega Event - These are “once in a generation” events that generate international interest and deliver considerable economic, social and reputational benefits to Edmonton, Alberta and Canada.



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These events typically require a bid process to attract. These large-scale, often multi-day events, may be hosted every 20 to 30 years in an existing indoor or outdoor space and may require some custom infrastructure. Attracting and bidding activities to bring this level of event to Edmonton would be strategically evaluated by a governance committee and approved by City Council as well as other orders of government.

Major Event - These events may come to Edmonton every three to 10 years and would attract an international and/or national audience. These events typically require a bid process to attract. They would be expected to deliver many economic, social and reputational benefits to Edmonton and Alberta. These large-scale events may be multi or single day and would likely be hosted in existing indoor or outdoor spaces. Similar to Mega events, attracting and bidding activities to bring these events to Edmonton would be strategically evaluated by a governance committee and approved by City Council.

Signature Festivals and Events - These are annual or biennial festivals, events and parades that have a national or international profile, are a tourism draw for Edmonton and Alberta, deliver significant social benefits to our citizens, and support the city's economy. Aligned closely with civic priorities, these events may be attracted by a bid process, or they may be locally-grown. The majority of these are high attendance, multi-day festivals and events that have been hosted in our community for many years, and are produced by professional event producers.

Foundational Festivals and Events - These are annual or biennial existing or emerging festivals, events and parades that hold a regional and/or provincial profile, increase tourism to our city, deliver social benefits to our citizens, and support Edmonton's economy. The majority of these events have a moderate level of attendance, are multi or single-day festivals and events, and are most often produced by professional event producers. This classification may include some national level sporting events.

Your name, contact information, and project information is collected in accordance with 33(c) of the Freedom of Information and Protection of Privacy (FOIP) Act. This information will be used to administer the Downtown Vibrancy Fund. If you have any questions about the collection and use of your personal information, contact the Program Manager at downtown@edmonton.ca, 9th Floor



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10111 104 Ave, Edmonton Alberta T5J 0J4. Please note that the name and location of buildings, building details, building designs, grant amounts, and total costs of projects may be released to various organizations, the media, and the public in connection with the Downtown Vibrancy Fund.