



UPTOWN BUSINESS ASSOCIATION OF NEW WESTMINSTER
is excited to announce the
UPTOWN ACTIVATION GRANT
for organizers to enhance the vibrancy of the Uptown's public spaces

Active public spaces help create vibrant retail districts. The Uptown Activation Grant is designed to encourage inclusive and publicly accessible programming in the Uptown area to activate the neighborhood. It provides funds up to a value of \$3,000 per activation.

Examples of activations eligible for grants include:

- ✓ Dance demonstrations and lessons
- ✓ Games or Sports
- ✓ Scavenger hunts
- ✓ Art projects
- ✓ Live music
- ✓ Artisan Markets
- ✓ Hobby or Skill demonstrations
- ✓ Community group performances

This list is non-exhaustive. Other activations may be eligible if they meet the purpose of the grant.

ELIGIBILITY

You may be an Uptown Business Association (UBA) member, community organization, New Westminster resident, or other organizers that are part of the greater community.

Proposed activations must have a noticeable positive impact on the neighborhood and be inclusive of the public with programming that does not require paid or ticketed participation.

PROJECT CRITERIA

Applications will be assessed on:

- **Impact:** The activation will be positive, community-based, inclusive and barrier-free. It will contribute to the appeal and ambiance of the space. Creative ideas are encouraged!
- **Project viability:** The applicant has the ability to deliver the activation as described.

- Grant Application: Completeness of the grant application, including details and expenses.
- Marketing and Promotion: The ability of the applicant to promote the project on social media and to engage with the community.
- Compliance with City regulations: The applicant receives required permits and is mindful of bylaw requirements in planning and implementation.
- Project timing: The project must be carried out within an agreed timeframe.

GRANTING

Grants up to a maximum amount of \$3,000 per activation are available depending on the project and expenses proposed. Applicants are encouraged but not required to seek additional sources of funding.

- Grant amounts will be approved in advance and will not cover cost overruns.
- Expenses can include operational expenses, permit fees, rentals, insurance, and other costs
- Funds for activations can be made available before the host date if the Organizer requests but will be subject to reimbursement if the terms of the agreement are not met.

APPLICATION PROCESS

Applications for the Uptown Activation Grant will be accepted on a rolling basis until the funding allocation is exhausted.

Step 1: Submit your application

- Provide sufficient detail with your grant application including descriptions of your activation and budget
- UBA will contact organizers with a reply to their submission. They may require more information and have questions in order to consider the application.
- Applications will be reviewed on a first-come first-served basis.
- Organizers must also apply for a City permit

Step 2: Accept the offer of funding

- Funding is contingent on the Organizer receiving a permit from the City for their activation. Conditional approval will be offered until proof of permit is provided to UBA
- Upon review and conditional project approval, a Letter of Agreement detailing the terms, conditions and the amount of funding approval will be issued to the successful applicant.
- To accept the offer of funding, the applicant must sign and return the Letter of Agreement for countersigning within 2 weeks of receipt. If the organizer does not formally accept the funding offer within 14 days of the date the UBA sends the offer, the offer will be rescinded and the funding will be made available to another applicant.

- Funds may be issued after the permit is in hand, the agreement is completed on both sides, and an invoice for the grant funds is presented to UBA.

Step 3: Host Activation

- Organizers deliver the activation as planned
- Organizers promote the work on their social media channels. UBA will amplify the message

Step 4: Provide feedback

We would like to hear from you so we can make improvements to the program. Organizers may provide feedback through answering a survey, and/or providing data about the day of your activation.

Application Terms

- While we thank all applicants for their interest, submitting an application for a grant does not guarantee approval.
- Any information you choose to share with us is confidential and will be used purely for the purpose of assessing your application.
- The Uptown Business Association reserves the right to accept or reject applications in its sole discretion.
- Applications must meet the program objectives.
- The total number and value of the grant is subject to the total funding available.

Uptown Business Association of New Westminster is committed to supporting the entrepreneurial spirit and innovation of the diverse community of member businesses in our area. We encourage applications from business owners and operators who self-identify as a member of an underrepresented or historically marginalized group of people. These include, but are not limited to, First Nations, Indigenous individuals, persons of colour, LGBTQIA2S+, youth, newcomers, and persons with disabilities.

QUESTIONS?

If you have additional questions about this program, please contact Barbara Fairbrother at info@myuptown.ca, or Donna Bisaro at donna@upg.ca