

*Supporting community events is a vital part of the Lindsay Downtown BIA's mission to create a lively, welcoming, and vibrant downtown core. By endorsing local organizations, businesses, and/or individuals that want to create, organize and host events, the LDBIA helps attract visitors, increase foot traffic, and foster a sense of community. These events not only enhance the character and appeal of downtown Lindsay but also provide tangible benefits to local businesses through increased visibility and patronage. Through this program, the LDBIA aims to encourage a diverse range of activities that celebrate our downtown's unique spirit while strengthening its economic and social vibrancy.*

## WHAT IS THE EVENTS GRANT PROGRAM?

This program provides community organizations, local businesses, and individuals the opportunity to use Lindsay's vibrant downtown as an event 'venue'. The Lindsay Downtown BIA (LDBIA) can offer up to \$2,000 in financial support, along with potential assistance with administration, planning, and promotion.

## WHEN WOULD THE EVENT TAKE PLACE?

Proposed events must take place in the current designated calendar year.

## WHERE CAN THE EVENT TAKE PLACE?

Events must take place in the geographical area of Lindsay Downtown.

(East of Victoria Avenue, West of Lindsay Street, North of Russell Street, South of Peel Street).

Events taking place on municipal property (roads, sidewalks, parking lots) must complete the appropriate municipal applications and permits where required; and events taking place on private property within in the downtown must have approval from the property owner.

## WHY IS THE PROGRAM BENEFICIAL TO THE LDBIA?

The Lindsay Downtown BIA, whose mandate is to 'make the downtown a good place to do business', recognizes the benefit to having events take place in our downtown, and is eager to support those who wish to coordinate events here. This adds to the vibrancy of our downtown, and can be a direct benefit to our businesses.

## HOW DOES THE PROGRAM WORK?

Proposed events will be considered and approved by the LDBIA's Marketing Committee on the criteria of community inclusivity, overall benefit to the downtown, and that the types of events are varied and do not overlap with the planned events and activations coordinated by the LDBIA.

## OTHER INFORMATION

### **TYPES OF ELIGIBLE COSTS**

- Advertising (Print & Digital)
- Event Supplies & Rentals
- Entertainment & Activations

### **INELIGIBLE COSTS**

- Payroll (or any type of remuneration for the time spent coordinating the event)
- Direct insurance costs

### **OTHER SUPPORTS POTENTIALLY OFFERED BY THE LDBIA**

- Information and assistance with necessary licensing & permits
- Assistance with the creation of event graphics and advertising
- Promotion on the LDBIA's marketing and social media channels
- Possible coordination of usage of the LDBIA's insurance, if applicable and appropriate

*Funds will be issued by the LDBIA's Executive Director in coordination with the designated contact listed above only. Payments will be made on a case-by-case basis, either as an advance of partial funds, or as a reimbursement following proof of purchase or payment. The method and schedule of payment will be determined after the approval of the application.*

**DESCRIPTION OF THE EVENT:****PROPOSED EVENT DATE(S):****PURPOSE OF THE EVENT, AND HOW IT WILL BENEFIT BOTH THE COMMUNITY, AND THE DOWNTOWN SPECIFICALLY:****PROVIDE THE TEXT OF A SAMPLE 'SOCIAL MEDIA POST' OF HOW YOU WOULD ADVERTISE YOUR EVENT TO THE PUBLIC:****POTENTIAL ELIGIBLE COSTS:**

| Item | Approx \$ |
|------|-----------|
|      |           |
|      |           |
|      |           |
|      |           |
|      |           |
|      |           |

| Item                                   | Approx \$ |
|--|-----------|
|  |           |
|  |           |
|  |           |
|  |           |
|  |           |
|  |           |
| <b>TOTAL POTENTIAL ELIGIBLE COSTS:</b> |           |

**CONTACT INFORMATION**

Name of Main Organizer, Business or Organization:

Name of Main Contact (If Different):

Email Address:

Phone #:

Date of Application: