



PRESTON STREET DIY EVENT GRANT PROGRAM

The goal of this grant program is to increase activity on Preston Street. Programming, entertainment, sales and events all attract patrons to the street and new customers to the businesses. These grants should be viewed as “seed money” for the event, and “in-kind” promotional support through the website, social media channels, newsletter, and calendar will also be provided. As well, the BIA will assist with obtaining permits from the City, insurance riders, etc.

The Grant program enables the BIA to tap into the ideas, knowledge and energy of the membership to create new and interesting things to do on Preston Street. It is designed to encourage collaboration between our businesses. Grant recipients can tailor events to their own specialties or industries and focus on attracting their own target market.

Our 2017 Marketing Campaign is built around the theme “Meet me on Preston”, and it is our hope that this funding will create incentive for the businesses to get together with other businesses to create events in your block. This program provides seed money to give our Members the ability to team up with businesses in their industry, block or demographic to create reasons for people to “Meet me on Preston”.

There are a number of reasons why this grant program has been developed:

1. To assist those businesses who are outside of the main programming area to benefit from BIA Membership.
2. To broaden the scope of ideas for programming and events in Little Italy.
3. To bring new ideas that attract new demographic groups to the area.
4. To increase the number of events offered in Little Italy to ensure that there is always something going on here.
5. To increase customer traffic to the area.
6. To keep Preston Street active in the social media sphere.

THE RULES

1. The event must have a minimum of three businesses with three different owners participating.
2. The Event Organizer(s) must present their concept to the Board for approval. The Board meets the first Tuesday of the month, at 9:00 am. Please call the office to be put on the agenda.
3. The Preston BIA DIY Event application must be submitted to the BIA office when requesting a presentation to the Board.
4. Event organizers must provide promotional information to the BIA one month prior to the event, to enable the BIA to promote it through the Calendar, Website, Social media, and Newsletter.
5. While the Board will work with applicants to ensure their events meet the goals of the program, the Board of Directors of the Preston Street BIA has final right of approval on awarding these grants, and the amount of the grants.



APPLICATION FOR PRESTON STREET DIY EVENT GRANT

PRESTON BIA

Preston Street BIA
118A Preston Street
Ottawa, ON K1R 7P2
Tel: 613-231-2815
Email: info@prestonstreet.com

***** Please note that the funds from the Preston DIY Grant cannot be used toward an event occurring during Italian Week Father's Day Weekend*****

EVENT AND ORGANIZATION INFORMATION

Organizing party:

Address:

Name of event:

Type of event (outreach, sale, festival, fundraising, tasting, etc.):

Is this an annual event?

Estimated number of participants (customers, guests, diners, etc.):

Event location:

Explain:

Will there be any sound amplification?

Number of partnering businesses and/or non-profit organizations (Guidelines are that a minimum of three businesses participate). More businesses may be submitted by the organizing party at a later date. Name each:

Business/Organization**Contact information**

Event date(s): Starting:

Ending:

Set up date: Starting:

Tear-down:

Hours of operation:

Please describe the event and its purpose. Attach a separate sheet if required.

CONTACT INFORMATION

Provide contacts with whom we may communicate for City approvals if required.

	Main Contact	Secondary Contact	Contact during event
<i>Name</i>			
<i>Telephone</i>			
<i>Email</i>			

ACTIVITIES

Please check off all the relevant items:

I will have sponsorship and marketing signage: ☐

Please provide details of proposed publicity:

Pamphlet distribution during event: ☐

Please provide details and/or sample:

FUNDING SCOPE REQUEST

In addition to a feature on the BIA website, mentions on social media (Facebook, Twitter, and Instagram), does the organizing party request additional support?

Please explain:

Please read the following carefully:

AGREEMENT TO WAIVE, INDEMNIFY AND HOLD HARMLESS

In consideration of the granting of a Special Events Permit, the undersigned applicant agrees to save harmless and indemnify the City of Ottawa, the Preston Street Business Improvement Area, and its elected representatives, officers, employees and agents from and against any and all claims, demands, suits, actions, causes of action and/or proceedings that may be brought against or made upon the City and/or its elected representatives, officers, employees or agents by any person or persons arising out of matters in any way related to any act, failure to act or otherwise of the applicant and/or its employees, officers, servants, volunteers and agents in respect of, or pertaining to, the special event described in this application or anything pertaining to the Special Events Permit should one be granted. In addition, the undersigned applicant hereby releases, waives and forever discharges the City and its elected representatives, officers, employees and agents from all liability to itself and its heirs, executors, administrators and assigns for all loss or damage and any claims or demands for such loss or damage on account of injury to person or damage to property for which the City may be responsible in respect of the conduct of the said event.

SIGNED, SEALED AND DELIVERED at the City of Ottawa, in the Province of Ontario, this ____ day of _____, 201__.

Authorized signature of Applicant / Witness

Applicant

Witness