

Memorandum

Date: February 25, 2025
Submitted by: Community Services Department – Cultural Services Division
Subject: Festival and Special Event Grant Application – Art Shuffle

The Festival and Special Event Assistance Program exists to support community-led festivals and special events through fee waivers, in-kind support and financial grants. The available funding for the program in 2025 is approximately \$25,600.

The Art Shuffle is a volunteer run event that takes place throughout Moody Centre and includes participation from a variety of local businesses and artists. The event has taken place four times previously between 2018 and 2024, with no events between 2020 to 2022 due to COVID.

The organizers of the Art Shuffle event have applied for funding through the City's Festival and Special Event Assistance Program (**Attachments 1 to 3**) for their 2025 event (**Attachment 2**), planned for Friday, June 20, 2025. The organizers are requesting:

- \$6,950 in financial assistance to assist with event supplies and event expansion (**Attachment 3**); and
- (up to) \$900 in in-kind and fee waiver support.

The Art Shuffle event previously received funding support through this program once in 2019 for the purpose of purchasing reusable marketing/event materials such as pop-up flags to denote each venue.

The Art Shuffle event meets the criteria and goals of this program, and staff recommend:

THAT the Art Shuffle event be awarded \$6,950 in financial assistance and up to \$900 of in-kind/fee waiver support funded from the Festival and Special Event Assistance Program as recommended in the memo dated February 25, 2025, from the Community Services Department – Cultural Services Division regarding Festival and Special Event Grant Application – Art Shuffle.

Attachment(s)

1. Festival and Special Event Assistance Program Application
2. Art Shuffle Event Description
3. How Grant Funds Will be Used

Report Approval Details

Document Title:	Festival and Special Event Grant Application - Art Shuffle.docx
Attachments:	- Attachment 1 - Festival and Special Event Assistance Program Application.pdf - Attachment 2 - Art Shuffle Event Description .pdf - Attachment 3 -How Grant Funds Will Be Used.pdf
Final Approval Date:	Feb 18, 2025

This report and all of its attachments were approved and signed as outlined below:

Julie Pavey-Tomlinson, General Manager of Community Services

Stephanie Lam, City Clerk and Manager of Legislative Services

Lindsay Todd, Manager of Communications and Engagement

Paul Rockwood, General Manager of Finance and Technology

Anna Mathewson, City Manager