

Describe how the City grant will be used in presenting your event:

The City grant will play a crucial role in supporting the continued growth of The Art Shuffle. As part of our multi-year expansion plan, the funding will enable us to enhance community awareness, increase branding visibility, and add more venues and artistic activations to the event. In particular, the grant will help us achieve the following key objectives:

- **Expansion of Host Venues:** We plan to add new participating venues to allow for a broader representation of Port Moody's diverse arts scene and to adapt to neighbourhood changes that saw the fall 2024 closure of Spring Street Artist Studios and Grit Studio Cafe. In June 2024, we successfully expanded to 24 venues, but we encountered challenges with ensuring all venues were adequately identified with signage. This grant will help us expand our number of stops while ensuring every venue is clearly marked.
- **Public Space Activation:** One of the goals of the expansion plan is to further activate public spaces during the event. The grant will help fund honorariums, and the rental of additional tents and tables for artists and performers, allowing for more outdoor activations and enhancing the event experience for attendees.
- **Improved Branding and Marketing:** In 2023 and 2024, we made strides in enhancing our visibility by consolidating our branding, building a more robust Art Shuffle website, and expanding our social media presence. This grant will allow us to continue those efforts with increased funding for marketing and advertising, including the purchase of additional branded feather flags for event signage. We also plan to update the reusable vinyl banner for the Moody Street Bridge, ensuring that the event's visual identity is consistent and recognizable throughout the city.
- **Streamlining Operations:** We have made great progress in streamlining event logistics, including using online applications to organize volunteers and participants, which has helped to increase them in both number and engagement. The funding will support further improvements to this process, ensuring efficient event coordination and management.

By securing this grant, we will be able to increase attendance, expand event offerings, and ensure that The Art Shuffle remains a central, inclusive celebration of Port Moody's artistic community. The funds will directly contribute to creating a more engaging, accessible, and impactful event, continuing our efforts to promote local artists and engage the broader community in cultural experiences.