



# My Downtown Event Micro Grant

Events can add to the sense of wellbeing and community pride in our downtown. Be creative, think outside of the box. What micro event could be a great addition to our downtown? How will you market your event?

What kind of events would bring people downtown and into your business?



Block Parties, Sidewalk Sales, Night Markets or even Winter Markets.

Downtown Prince George invites you to apply for the My Downtown Event Micro Grant. Through the Event Micro Grant your business could be eligible for up to \$500 for an event of your own. Any business within the C1 zone that has a valid business license and is a member in good standing is eligible for the Event Micro Grant.

## Application Process

Completed applications will be taken on a first come first served basis. The program is grant based, with each applicant being able to apply for funding for the cost of approved program elements, up to a maximum of \$500.

Event Proposal submissions must include a detailed description of your proposed event and be accompanied by a detailed list of event elements.

Permits may be required for your event. Any questions regarding permits should be directed to the City of Prince George 250.614.7600



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## Who can apply for funding?

Businesses that are members in good standing of Downtown Prince George and are located in the C1 Zone.

## How much funding is available?

Level of Assistance: 100% of eligible expenses for a project to a maximum of *up to* \$500

## What are eligible expenses?

- Marketing
- Event planning
- Equipment rental
- Promotional material
- Cost of space permits
- Food & Beverage
- Entertainer fees

## Can the Downtown Prince George Micro Event Grant be used to pay wages?

No

## What are ineligible Projects?

Downtown Prince George will not provide funding for political events, political rallies and private/corporate events.

## How many projects will be funded?

The total number of projects funded in 2018 will depend on how many projects meet the criteria, how much funding each project requests.

## How are the Projects decided upon?

The projects approval will be decided on a first come, first served bases out of eligible applicants.