

Events & Activations Fund
Frequently Asked Questions (FAQ's)

What is the Events & Activations Fund?

The Events & Activations Fund supports business-led, public-facing events and activations that bring people downtown, showcase local businesses, and contribute to a lively, welcoming downtown experience. The fund is designed to encourage creativity, collaboration, and a steady rhythm of activation throughout the year.

What are the goals of the Events & Activations Fund?

The fund aims to support ideas that:

- Bring people downtown and create a lively, welcoming atmosphere
- Support and benefit local businesses
- Encourage collaboration between businesses or across areas of downtown
- Contribute to a balanced mix of activity throughout the year

These goals are used to guide funding decisions across all application intakes.

How many grants will be awarded, and at what amounts?

As this program supports a wide range of events and activations, the number of grants and funding amounts will vary by intake. Awards are based on the scale, impact, and readiness of each proposal, as well as the mix of applications received. Rather than funding a fixed number of projects, DVBA aims to support a balanced range of initiatives that animate downtown throughout the year.

If you're interested but unsure whether your idea is a fit, we encourage you to apply or reach out to the DVBA team. We're happy to talk through ideas, answer questions, or offer feedback. Even if funding isn't awarded in a given intake, we're glad to help businesses refine ideas for future rounds.

How are funding decisions made?

Funding decisions are guided by the goals of the Events & Activations Fund. Priority is given to proposals that are:

- Public-facing and visible downtown
- Beneficial to local businesses
- Likely to encourage people to visit or stay longer
- DVBA also considers timing, seasonal distribution, feasibility, and variety across intakes to support a balanced mix of downtown activity throughout the year.

Is funding guaranteed if I apply?

No. Funding is subject to availability, and not all applications can be supported in every intake. However, DVBA strongly encourages businesses to apply with ideas that align with their business vision and the goals of the fund.

If funding is not awarded in one intake, applicants are welcome to refine and resubmit ideas for future rounds.

Does DVBA cover 100% of project costs?

This fund is intended to support and enable projects, but it may not cover 100% of total costs. Applicants are encouraged to demonstrate how this funding fits within their overall project budget, including any additional contributions, sponsorships, or in-kind support. When demand exceeds available funding, projects that show shared investment or leveraged resources may be prioritized.

Is this a reimbursement-based grant?

Yes. This is a reimbursement-based grant, meaning funds are issued after the project has taken place and reporting is complete and approved.

Reporting requirements are intentionally light and include a short recap and photos. In some cases, limited upfront funding may be considered where needed to support project delivery.

What are the reporting requirements?

Reporting requirements are necessary but intentionally designed to minimize administrative burden for businesses. The information collected helps the DVBA understand the impact of funded projects, support future funding advocacy, and share learnings across the business community. As this is a reimbursement-based grant, **the final funding amount issued will be based on eligible, actual expenses supported through reporting**, and may differ from the amount originally requested. Reporting is required before reimbursement is issued. DVBA staff are available to support reporting and answer questions if needed.

Post-event applicants will be asked to submit:

- A brief project recap
- Approximate attendance (where applicable)
- A list of participating businesses
- High-level social reach or promotion outcomes (if applicable)
- Three to four photos from the event or activation
- A final budget outlining actual costs, with receipts retained and submitted to support reimbursable expenses

To support reimbursement, applicants are expected to keep receipts for all expenses they intend to claim under the grant.

What should I consider if I'm proposing an activation or installation?

Strong applications should briefly outline:

- How the activation or installation will be installed
- How long it will be in place
- How it will be removed

- If ongoing care is required, include a simple maintenance plan (e.g., cleaning, touch-ups, minor repairs). While this fund supports initial project delivery, it does not cover long-term maintenance; however, explaining how the work will be cared for over time will strengthen your application.

When can I apply for the Events & Activations Fund?

The fund operates through three application intakes each year, making it easier for businesses to plan ahead. The 2026 Intake dates are:

- February 10 to March 31, 2026
Ideal for planning spring and early summer events
- May 1 to June 30, 2026
Supports late summer and fall events
- September 1 to October 31, 2026
Supports winter projects

Each intake is intended to support projects occurring within a general timeframe; however, proposals that require longer-term planning or span multiple months are welcome. Timing will be considered as part of creating a balanced mix of downtown activity throughout the year. Successful applicants will be notified 7 business days after each intake deadline.

Who should I contact if I have questions?

If you have questions about eligibility, fit, or your application, we encourage you to reach out to Madison (madison@downtownvictoria.ca) or Connor (connor@downtownvictoria.ca). We're happy to talk through ideas, answer questions, and offer guidance before you apply.