



APPLICATION FOR COMMUNITY RECREATION, ART, CULTURE AND HERITAGE INVESTMENT GRANT

Select the type of grant you are applying for:

- | | | |
|---|---|---|
| <input type="checkbox"/> Development Incentive Grant | <input checked="" type="checkbox"/> Community Incentive Grant
\$10,000 | <input type="checkbox"/> Major Community Tourism
Event Grant |
| <input type="checkbox"/> Travel Grant | <input type="checkbox"/> Equipment Grant | <input type="checkbox"/> Leadership Grant |
| <input type="checkbox"/> Arts, Culture, and Heritage
Grant | <input type="checkbox"/> Screen Based Production
Grant | <input type="checkbox"/> Other Funding or Goodwill
Requests |

SECTION 1: APPLICANT INFORMATION

Applicant Name: Lakeland Multicultural Association (LMA)

(check one) ☐ Individual ☒ Organization ☐ Organizing Committee

Contact Person: Kiran Braich	Phone Number: 1-647-706-0889	Email: coordinator@lakelandmulticultural.org
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Street Address:	Mailing Address: P.O. Box 1163 Stn Main	City/Town: Cold Lake, AB T9M 1P3
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Legal Name of the Beneficial Non-Profit or Organization:

Lakeland Multicultural Association

SECTION 2: APPLICATION INFORMATION

1. Describe the ask for support (attach additional pages if required):

Lakeland Multicultural Association will host Diwali Night on November 5, 2022. This is a one-of-a-kind, family-friendly evening presentation aimed at highlighting diverse multicultural art forms from the Lakeland region and beyond. This festival provides something for everyone in the community; our goal is to make it a welcoming event for all, especially children. Diwali Night seeks to exhibit our region's rich cultural diversity.

This year, we intend to present an immersive Indian experience with henna, Indian attire, and décor booths, as well as a catered Indian dinner. In addition, we intend to host both out-of-town and local performers.

The City's financial assistance guarantees that the event remains accessible to everybody with affordable ticket prices and allows us to attract more multicultural performers.



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2.	<input type="checkbox"/> New project	<input checked="" type="checkbox"/> Reviving an inactive project	How long has this been inactive for: <u>Has been virtual for 2 years</u>
3.	Event Date: <u>November 5, 2022</u> Your event will occur: <input type="checkbox"/> Once <input checked="" type="checkbox"/> Annually <input type="checkbox"/> Regularly		
4.	Location Details: <u>Cold Lake Ag Society Hall</u> 4608 38 Ave, Cold Lake, AB T9M 1K6		
5.	Who is the targeted audience, and how many individuals will attend this event: LMA aims for this event to be an inclusive and accessible event. While this event is perfect for families, it is also a perfect evening for everyone in the community. We expect around seven hundred community members to attend this year.		
6.	Identify all funding requests or arrangements connected to this event: We have prepared sponsorship funding packages for private companies to partake in sponsoring the event. We also expect to apply for a grant with the MD of Bonnyville. At the time of this application, no sponsors or receipts of grant have been confirmed.		
7.	How do you feel this event supports recreation, art, culture and heritage within the community: We intend to highlight the uniqueness that exists within the Lakeland region and the province of Alberta as a whole by presenting an evening of multicultural acts and delicacies. A focus on diversity gives Cold Lake a distinct inclusive identity, laying the groundwork for further exploration of culture and heritage within the community.		
8.	How do you intend to acknowledge the City of Cold Lake and Committee as a sponsor: The City of Cold Lake will be acknowledged in our social media, posters and any press releases as a major sponsor. We would also add the city's logo as a sponsor to our banners displayed at the entrance to the event and on stage.		
9.	Provide details on any locally sourced items, resources, or services: LMA aims to be local first in any sourcing we do for all of our events. We hope to secure live artists for our event from our community. In addition, our decor, printing, event staffing and volunteers are all locally sourced. We also anticipate providing overnight stays to our out of town performers and will be using local hotels for their stay.		

5513 - 48 Avenue, Cold Lake, AB • T9M 1A1 • Ph: 780-594-4494 • Fax: 780-594-3480

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SECTION 3: DECLARATION

By signing and submitting this application form, I confirm that:

1. The information provided on this application is true, complete and correct.
2. I understand that the City of Cold Lake Recreation and Culture Advisory Committee may decline this application:
 - (a) If I have submitted any false statements or concealed a relevant or significant facts as both constitute misrepresentation.
 - (b) If I do not comply with any request for information required by the City of Cold Lake Recreation and Culture Advisory Committee to effectively administer and maintain the integrity of the program.
 - (c) At the discretion of the Committee.
3. Any funds contributed by the City of Cold Lake will not be used to not support any political or religious activities.
4. The grant will not be funding individuals recognized as producing tobacco, alcohol, or cannabis products.
5. I will represent Cold Lake in a positive manner and acknowledge the City of Cold Lake as a sponsor.
6. I understand that my attendance as a delegate may be required at a Community Grant Advisory Committee meeting to speak about this application.
7. I have read, understand and agree to abide by the terms and conditions governing the grant outlined in Policy No. 097-RC-07.

August 30, 2022

Date

Applicant Signature

Applicant Name: Pawittar Sidhu

**Please return full application and required documents to the Department of Community
Services, located at City Hall.**

INTERNAL OFFICE USE ONLY

Received by: _____ Date: _____ ☐ Required Documents Attached Initial: _____

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SECTION 4: DOCUMENT CHECKLIST

REQUIRED FOR ALL GRANT APPLICATIONS:

- ☒ Completed Application Form
- ☒ Letter of support from the respective 'Not for Profit' organization (as required in criteria)
- ☒ Last Audited Financial Statements, for grant requests exceeding \$5,000 (except where a structured fundraising package is being used)
- ☒ Budget (may include items, purpose, costs, proposals, and fundraising strategies. *Proposed Budget* chart may be used below; attach additional pages if required)

THE FOLLOWING GRANTS REQUIRE ADDITIONAL ATTACHMENTS:

- Community Incentive Grant: ☒ Outline on economic benefit to the community
- Equipment Grant: ☐ Details of the asset for which funding is being requested
- Major Community Tourism Event Grant: ☐ Economic impact assessment study or equivalent
- Screen Based Production Grant: ☐ Description of the genre or types of production

PROPOSED BUDGET

Item	Purpose	Cost (\$)
Please see attached budget		
TOTAL		
SURPLUS		

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Economic Impact Statement

- **ONE OF A KIND EVENT THAT ATTRACT OUT OF TOWN VISITORS:** Diwali Night, as far as we know, is a one-of-a-kind event in the Lakeland region. The event is expected to draw people from Bonnyville, St Paul, and Meadow Lake, Saskatchewan. In addition, we expect artists and their families to attend this event. This will benefit the local economy through hotel stays, restaurants, and other hospitality-related expenses.

- **LOCAL FIRST:** When it comes to buying and hiring for our event, we prioritize sourcing and employing locally before searching outside of city. We consciously turn to local businesses and community members first to fulfil various aspects of this event like ticket printing (K3 Promotions), volunteer meals and silent auction items. This benefits local businesses since we expect to hire more individuals this year than in previous years. Local companies are also given marketing opportunities at a high-traffic event.

- **SHOWCASING LOCAL TALENT:** Each year, we welcome local performers to share their talents during Diwali. This allows performers to bring attention to their arts, potentially leading to future engagements elsewhere. We have also had local groups like Cheer and Cloggers who stand to gain new members and participants through showcasing at events like Diwali.

- **OUR CITY:** Hosting events raises awareness of our city. With events like Diwali, Cold Lake cements its reputation as a welcoming and vibrant community. This may inspire new inhabitants to move to town, resulting in additional revenue for the city and unique contributions to the local economy.

EVENT BUDGET

Projected Subtotal to Date: \$ 33,000.00

Actual Subtotal to Date: \$ -

CATEGORY	PROJECTED SUBTOTAL	ACTUAL SUBTOTAL	2022 PROJECTED (PLANNING STAGE ONLY)	COMMENTS
Venue	\$ 1,550.00	\$ -	\$ 1,550.00	
Location Rental	\$ 1,050.00	\$ -	\$ 1,050.00	Agriplex Space rental (contract required)
Event Staff	\$ -	\$ -	\$ -	
Equipment Rental		\$ -		
Additional Tables / Chairs	\$ -	\$ -	\$ -	
Videographer	\$ 500.00	\$ -	\$ 500.00	
	\$ -	\$ -	\$ -	
Travel	\$ 2,250.00	\$ -	\$ 2,250.00	
Flight / Driving	\$ -	\$ -	\$ -	Transportation for the Punjabi Folk Dance Academy (PFDA) (post travel invoice)
Lodging	\$ 2,250.00	\$ -	\$ 2,250.00	2022: Estimate 15 performers, 1 room per performer; \$150 cost including breakfast 2019: Stay for PFDA and UofA Bollywood Dance Club (El Lobo Motel- per room invoice attached x 12 rooms)
Per Diem	\$ -	\$ -	\$ -	
Public Relations	\$ 200.00	\$ -	\$ 200.00	
Announcements	\$ 200.00	\$ -	\$ 200.00	
Graphics	\$ -	\$ -	\$ -	

Press Releases	\$	-	\$	-	\$	-	Email Press Releases
SubTOTALS	\$	2,000.00	\$	-	\$	2,000.00	
Linens	\$	500.00	\$	-	\$	500.00	Pure Creations Events & Designs
Lighting	\$	500.00	\$	-	\$	500.00	Pure Creations Events & Designs
Additional Signage	\$	500.00	\$	-	\$	500.00	Pure Creations Events & Designs
Other Decor supplies	\$	500.00	\$	-	\$	500.00	Pure Creations Events & Designs
Event Programming	\$	3,350.00	\$	-	\$	3,350.00	
Speakers	\$	250.00	\$	-	\$	250.00	
Performers	\$	2,500.00	\$	-	\$	2,500.00	
Video Production	\$	600.00	\$	-	\$	600.00	To include live streaming/post event recording.
Presentation Graphics	\$	-	\$	-	\$	-	
Social Media	\$	300.00	\$	-	\$	300.00	
Twitter	\$	-	\$	-	\$	-	
Facebook	\$	300.00	\$	-	\$	300.00	Based on 4 Facebook boosts- approx \$70 each; Estimate updated for 2022
Pinterest	\$	-	\$	-	\$	-	
Instagram	\$	-	\$	-	\$	-	
Advertising	\$	550.00	\$	-	\$	550.00	
Online	\$	-	\$	-	\$	-	
Print	\$	250.00	\$	-	\$	250.00	Posters,
Outdoor	\$	-	\$	-	\$	-	
Radio	\$	300.00	\$	-	\$	300.00	
Television	\$	-	\$	-	\$	-	

Refreshments	SUBTOTALS	\$ 21,100.00	\$ -	\$ 21,100.00	
Drinks		\$ 2,000.00	\$ -	\$ 2,000.00	
Food		\$ 18,100.00	\$ -	\$ 18,100.00	\$25/plate (700 ppl) + \$600 transport
Catering Staff		\$ 200.00	\$ -	\$ 200.00	assistance and warmer rentals
Plates and Cutlery		\$ 600.00	\$ -	\$ 600.00	Compartment plates and cutlery for 700 people
Business AGLC fee		\$ 200.00	\$ -	\$ 200.00	
Volunteer		\$ 450.00	\$ -	\$ 450.00	Cost \$15 per volunteer x 30 volunteers
Other	SUBTOTALS	\$ 1,700.00	\$ -	\$ 1,700.00	
Decor- photo booth		\$ 250.00	\$ -	\$ 250.00	
Pens		\$ -	\$ -	\$ -	other decor supplies
Notebooks		\$ -	\$ -	\$ -	
Ticket Printing		\$ 500.00	\$ -	\$ 500.00	K3 Promotions (qty 700)
Volunteer Shirts		\$ 450.00	\$ -	\$ 450.00	Estimate \$15 X 30 volunteers
Henna Ink		\$ 500.00	\$ -	\$ 500.00	Activity station



LAKELAND MULTICULTURAL ASSOCIATION

Building Culturally Diverse Communities

August 30, 2022

To: City of Cold Lake

Re: Community Incentive Grant- Letter of Support

Dear Sir/Madam,

Lakeland Multicultural Association (LMA) is very excited to present the 5th Annual Diwali Night festival on November 5, 2022. LMA is a non-profit organization started in May 2018 by a group of individuals in the Lakeland region who believe that the cultural diversity of the Lakeland region should be celebrated. We are dedicated to acknowledging and embracing the multicultural mosaic that makes the Lakeland region unique. We wholeheartedly support this event and confirm that this event is hosted by us solely, with the help of our volunteers.

Diwali Night is a one-of-a-kind celebration in Lakeland that brings together multicultural performances and catered Indian food. This celebration allows the community to come together and appreciate their differences. In addition, we give a platform for local artists to present their work. The event is heavily attended by community people from Cold Lake and beyond, and it also serves to promote the local economy and give chances for collaboration for a variety of local businesses. Despite pandemic challenges, Diwali has been a cornerstone yearly festival in the community for the past two years. The last two virtual events were well-attended, with around 400 distinct people joining in to attend the event live. It also gave us an another opportunity to expand the event's cuisine selections to the St Paul community, demonstrating the need for such a multicultural gathering.

Diwali Night is vital to the working of LMA as well. This is our primary fundraising event and all the proceeds from the event are put back into the community to fund our other community events like the Culture Bag initiative, Folktales, Games from Far and Near and Pop up Museum.

For our Diwali Night 2022 event, we are requesting a \$10000 donation. These funds would be used to offset facility costs, food costs and performer fee (and any associated travel costs). The City of Cold Lake will be duly acknowledged for the contribution in our posters, our social media platforms, other marketing we may use and event banners.

Your financial assistance will help us increase awareness of cultural diversity and would be greatly appreciated. Please do reach out by email to coordinator@lakelandmulticultural.org or reach out to Pawittar at (639) 916- 0713 if you have additional questions about the request. We thank you for your continued support and your consideration of our application.

Sincerely,

Lakeland Multicultural Association.

lakelandmulticultural@gmail.com

LAKELAND MULTICULTURAL
ASSOCIATION PRESENTS

DIWALI NIGHT

November
05

PERFORMANCES ~ MUSIC ~
FOOD ~ ACTIVITIES



Made possible by

