

VIVA Application Form

Instructions:

1. Print, read, and complete this form by **MARCH 19, 2020**
2. Mail the completed form to:

ATTN: VIVA Vancouver
City of Vancouver - Engineering Services
320 - 507 West Broadway
Vancouver, BC, V5Z 0B4

Hello!

Thanks for your interest in a vibrant, inclusive public realm!

If you are a community group, non-profit organization, or a resident of Vancouver, you are invited to submit a funding proposal for a **Pop-Up Activation** project - one or a series of temporary, small-scale public space event(s), installation(s), or display(s).

Proposals will be reviewed by an interdisciplinary panel with representatives from the City of Vancouver's Parks and Recreation, Engineering Services, Arts, Culture, and Community Services, and Planning, Urban Design, and Sustainability departments.

Selected projects are eligible to receive up to **\$5,000** in funding and the support of a VIVA staff liaison. This funding can be used to cover costs to plan, produce, deliver, and report on a public space project. Pop-ups must be delivered between May and November of 2020.

This year's theme is: **Food: Using food to connect communities**

Pop-Up Activation Proposals need to be:

1. Appropriate (non-commercial)
2. Complete (include all necessary information)
3. Viable (well-budgeted, doable, safe)
4. Innovative

Pop-Up Activation Proposals will be evaluated by:

1. Public Benefit
 - a. How much public value does this project have for its target audience?
 - b. How reasonable is the budget compared to the expected impact?
 - c. How much does the project encourage community expression?
2. Equity Alignment
 - a. Do the applicant group identify as members of an equity-seeking community or communities?
 - b. Does this project promote geographical equity by bringing public space programs to underserved neighbourhoods?
 - c. Does this project support a community that is historically underrepresented in public space?
3. Policy Alignment
 - a. How much does this project promote broad, diverse, and inclusive participation in public life?
 - b. How much does this project foster a culture shift toward more equitable and inclusive public space?
 - c. How much does this project transform or reimagine street space into public gathering space?
4. Theme Alignment
 - a. How much does the project align with the theme of "Food: Using food to connect communities?"

Your Contact Info

Name: _____

Email: _____

Address: _____

Phone Number: _____

Organization (if applicable): _____

Other team members or community partners (if applicable):

Does your proposal contain promotional, commercial, advertorial, or marketing elements?

YES NO

Do you or your team members identify as members of equity-seeking communities? (Y/N checkbox)

Equity-Seeking = communities that face significant collective challenges in participating in society as a result of barriers to equal access, opportunities and resources due to disadvantage and discrimination, marginalization that could be created by attitudinal, historic, social and environmental barriers based on the intersections of age, ethnicity, disability, economic status, gender, nationality, race, sexual orientation and transgender status, etc.

YES NO

Related Experience:

Have you or your team members' organized outdoor events in the past? (Y/N checkbox)

If yes, please describe the event and your role YES NO

- Do you or your team members have other experiences enlivening public spaces with a community event or pop-up activation? (Y/N checkbox)

If yes, please describe the project and your role YES NO

Would you like VIVA Vancouver to contact you directly with future funding opportunities for community-led public space projects?

YES NO

Additional Information

- Please include copies of any additional information that you want to provide, including:
 - Documents with drawings/images/sketches/videos/website links
 - Pictures of past works
 - Organization biographies
 - Etc.

What Happens Next?

- 1 Submissions will be reviewed for:
 1. Appropriateness (non-commercial, alignment with City policies)
 2. Completeness (include all necessary information)
 3. Viability (well-budgeted, doable, safe)
 4. Innovation

- 2 Submissions will be evaluated for:
 5. Public Benefit
 - i. How much public value does this project have for its target audience?
 - ii. How reasonable is the budget compared to the expected impact?
 - iii. How much does the project encourage community expression?
 6. Equity Alignment
 - i. Do the applicant group identify as members of an equity-seeking community or communities?
 - ii. Does this project promote geographical equity by bringing public space programs to underserved neighbourhoods?
 - iii. Does this project support a community that is historically underrepresented in public space?
 7. Policy Alignment
 - i. How much does this project promote broad, diverse, and inclusive participation in public life?
 - ii. How much does this project foster a culture shift toward more equitable and inclusive public space?
 - iii. How much does this project reimagine or transform street space into public gathering space?
 8. Theme Alignment
 - i. How much does the project align with the theme of “Food: Using food to connect communities?”

- 3 Top-rated proposals will then be shared with a jury of staff external to VIVA Vancouver who will evaluate and rank proposals.

- 4 VIVA Vancouver will notify all applicants of their proposal’s status by **April 30, 2020**. We may contact you with clarification questions prior to making a final selection.

Follow VIVA Vancouver at vancouver.ca/VIVA and at facebook.com/vivavancouver for information on future events, future opportunities to get involved in Vancouver’s public spaces