

Grant and Funding Program Update 2025

January 8, 2025

To our valued community groups and stakeholders,

Thank you for your continued interest in the Grant and Funding Program. As Tourism Nanaimo transitions into a new MRDT management model with the City of Nanaimo, we are excited to share updates and outline the future of this program, which remains a critical element of our destination development strategy.

We recognize the enthusiasm and urgency surrounding this funding initiative and its potential impact on local organizations and events. However, transitions of this scope require deliberate planning to ensure long-term success and sustainability. Our commitment is to build a program that reflects community needs while aligning with our broader goals for destination growth and economic impact.

Key Updates and Future Direction

1. Financial Timeline: Tourism Nanaimo will begin receiving MRDT funds in mid-April 2025, with the first installment representing lower-than-average collections (January to March revenues). To ensure financial stability and proper program funding, the grant intake will open in July, following the second MRDT installment. This timeline allows us to establish a solid foundation for the program's success.

2. Program Development: The transition to managing this program involves creating robust systems and processes to ensure fairness, transparency, and alignment with organizational objectives. Key development milestones include:

- Designing a clear program structure.
- Forming a diverse and representative review committee.
- Launching a user-friendly webpage for information and applications.
- Developing a scoring matrix to guide funding decisions.
- Communicating funding outcomes effectively.

These steps are essential for ensuring accountability and equity, and we are diligently working to finalize these elements.



3. Strategic Foundations: The previous administration of this program evolved over a decade, building incremental funding and capacity. As we take on this responsibility, we aim to create a similarly sustainable trajectory rather than rush implementation without the necessary resources. This approach will ensure a resilient program that supports the community for years to come.

Looking Ahead

The first official announcement regarding the 2025 Grant and Funding Program is scheduled for late April. We appreciate your patience and understanding as we navigate this important transition. Together, we can develop a funding program that empowers local organizations and strengthens Nanaimo as a vibrant destination.

If you have any questions or wish to stay informed, please don't hesitate to reach out to our team. We value your support and look forward to partnering with you in the future.

Sincerely,

A handwritten signature in blue ink that reads "Aggie Weighill". The signature is written in a cursive, flowing style.

Aggie Weighill

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