



802-770 Main Street
Moncton, NB
E1C 1E7

Downtown Moncton Centre-ville Inc. Events Policy

1. Policy Mandate:

The Events Grant Program is designed to stimulate economic growth and enhance the vibrancy of Downtown Moncton by supporting events that generate a direct, measurable, and positive economic impact on downtown merchants. This program encourages partnerships, drives customer traffic, and promotes spending within the Business Improvement Area (BIA), strengthening the overall commercial health of the district.

2. Objectives:

The program aims to:

- Deliver a clear and positive economic benefit to downtown merchants.
- Increase foot traffic and spending at local businesses through well-promoted, engaging events.
- Support events that foster partnerships with downtown retailers, restaurants, and service providers.
- Encourage diverse, family-friendly programming that enhances the appeal of the downtown area.
- Strategically invest in events that align with economic development priorities for the BIA.



3. Eligibility Criteria

To be eligible for funding, applicants must:

- Be a registered nonprofit or not-for-profit organization.
- Host the proposed event within the DMCI Business Improvement Area.
- Submit a completed application by the deadline:
 - April 1st for events scheduled between June 1st and October 31st
 - September 1st for events scheduled between November 1st to May 31st

4. Funding Details

- Funding amounts will be determined based on event impact, alignment with program objectives, and available budget. DMCI reserves the right to allocate funds at its discretion based on available resources and application merit.
- In-kind support may include banner installation and promotion through DMCI's website and social media platforms.
- Events such as banquets, conferences, and fundraising activities are eligible for promotional in-kind support only.
- Funding is **not guaranteed** and will be awarded based on evaluation criteria, economic impact, and available funds.
- Grants are valid for the calendar year in which they are awarded and are **not automatically renewed**.



5. Review Criteria & Scoring

All applications will be reviewed by DMCI using a weighted scoring system to prioritize events that provide the highest economic return for downtown merchants.

Criteria	Weight	Evaluation Focus
Economic Impact	40%	Evidence of how the event will increase sales, customer visits, or engagement with local businesses. Includes partnerships with merchants.
Attendance & Reach	20%	Anticipated number of attendees and promotional reach (e.g., media coverage, social media).
Family-Friendly & Inclusive Programming	20%	Accessibility, and inclusivity of activities for the broader community.
Relevance to Downtown	10%	Alignment with DMCI's strategic goals for the BIA and relevance to downtown's unique character.
Organizational Readiness	10%	Capacity to deliver the event successfully, based on team experience and planning.

Events that receive the highest scores will be prioritized for funding.

6. Application Process

- Applications are accepted year-round, subject to budget availability.
- A completed Events Grant Application Form must be submitted with full details about the event, including:
 - Title, description, location(s), and date(s)
 - Anticipated attendance
 - Budget and economic impact strategy
 - Details of partnerships with local businesses
- Submit applications prior to the deadline noted herein.



7. Contact Information

For questions or to submit your application:

Downtown Moncton Centre-ville Inc.

802-770 Main Street, Moncton, NB E1C 1E7

Phone: 506-857-2991 | Email: dmci@downtownmoncton.com

8. Revisions

DMCI reserves the right to modify, amend, or revoke any of these provisions at its discretion, without prior notice, in order to best serve the interests and continued growth of Downtown Moncton.

This policy was revised in June of 2025. DMCI periodically revises policies and practices. In the event of any amendment, a notice will be posted on www.downtownmoncton.com.



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