

DISTRICT ACTIVATION GRANT

BACKGROUND

Great Northern Way Campus Ltd. (“GNW Trust”) manages the assets held by Great Northern Way Campus Trust – a partnership between the University of British Columbia, Simon Fraser University, British Columbia Institute of Technology and Emily Carr University of Art + Design. In 2006 GNW Trust created the Centre for Digital Media (“CDM”) located within the False Creek Flats area on Great Northern Way. Now a thriving mixed-use district, the CDM is home to academic programs in digital media, student housing, open space, coffee shops, tech workspaces and studios for creative industries and the new Emily Carr University campus.

PURPOSE

The purpose of the grant is to activate one of two underutilized spaces in the District: The Tractor Pad and the Food Truck Zone. Activation means enhancing social connections, improving safety, fostering creativity, and building a vibrant District environment. Applications may also address nighttime safety which is a related concern in the District.

Examples of activations include:

- Outdoor programming
- Temporary structures
- Installations
- Pop-ups
- Informal gatherings
- Workshops
- Public art

GRANT

The Great Northern Way Trust is offering up to \$5,000 for a winning idea that will help activate the District’s public realm and improve connections between site users. Applicants are responsible for implementing their idea within the period of June 1, 2020 to September 30, 2020. Applications may not use the full amount; the GNW Trust reserves the right to select multiple applications for implementation within the total allocated grant.

ELIGIBILITY

Grants are available to any individual, artist ensemble, collective, for-profit, or non-profit organization. Proposals should not include advertisements for products or commercial services.

SITES

Activations should be proposed for one of the two designated sites: the Food Truck Zone and the Tractor Pad. Both locations are adjacent to [577 Great Northern Way](#).



Food Truck Zone

The Food Truck zone is located on the north side of 577 Great Northern Way and is most active during lunch hour when District users line up to order lunch. The area contains a public patio and a large mural on the face of the building.



Food truck zone from above looking southeast



Food truck zone looking east

Tractor Pad

The tractor pad is a concrete display platform that was at one time used to showcase Finning Machinery but now sits vacant. It is 2ft in height, 26ft long and 14ft wide. The pad is located just south of the 577 parking lot and has good visibility from Great Northern Way.



Tractor pad looking southeast



Tractor pad looking northwest

TIMELINE

Activations must be implemented between June 1st 2020 and September 30th 2020. Activations may be semi-permanent installations that are either left in place throughout the entire period or a portion of it. Activations may also be scheduled as re-occurring events/activities that take place throughout the time period.



IMPORTANT NOTES

- All activations should be free to the public
- The activations should not be used for a commercial purpose (e.g. advertising, soliciting services)
- Winning proposals may be subject to changes by the GNW Trust to ensure their success.
- Grant funding must be used for the projects as outlined in the approved budget.
- Activations must not interfere with business operations including parking and construction projects or site works.
- Applicants are responsible for any necessary permits or fees required by the City of Vancouver and additional insurance in order to implement the proposal

HOW TO APPLY - CHECKLIST

- Download and fill out the [application form](#).
- Create a proposal document that contains the following:
 - Itemized project budget estimate
 - Sketch/rendering that illustrates your proposal and/or where you plan to locate
 - Additional descriptions and imagery as necessary to effectively communicate your proposal
- Email the application form and proposal document to realestate@gnwtrust.ca

Application deadline is 5:00pm, April 22nd, 2020.

EVALUATION

Proposals will be evaluated by an internal committee composed of GNW Trust and Centre for Digital Media staff. The evaluation will be based on the feasibility of the proposal, the experience of the applicants, and the ability of the proposal to activate the site and engage with site users.