

**City of Saint John
Street Event
APPLICATION FORM**

RECEIVED

JUN 21 2019

Please complete all sections of this application and return to:

Chief of Police
Saint John Police Force
PO Box 1971
Saint John, NB E2L 4L1
FAX: 506-648-3304

Date: June 12, 2019 Date Received: _____ (Office)

1. Name of Street Event: THIRD SHIFT

2. Name of organization hosting / planning event: Third Space Gallery

3. Specify nature of your organization: commercial, non-profit, charitable, etc.
(please give tax number if applicable)

non-profit

4. Key contact for event: Christiana Myers, Programming Coordinator

Address: 89 Canterbury St. Suite 407, Saint John, NB

Postal Code: E2L 2C7

Phone #: (506) 349-4120 (H) _____ (O) _____ (F) _____

Email Address: tiersespace@gmail.com

Secondary contact for event: Abigail Smith

Address: 89 Canterbury St. Suite 407, Saint John, NB

Postal Code: E2L 2C7

Phone #: (506) 647-7222 (H) _____ (O) _____ (F) _____

Email Address: thirdshiftassociate@gmail.com

5. Name & Main theme of event: THIRD SHIFT: Night-time contemporary public art festival and exhibition

6. Main activities of event: Public installations of contemporary art projects throughout Uptown accompanied by programming including workshops, artist talks, and participatory projects.

7. Objectives of event, in order of priority: To engage the public with contemporary art, to activate underutilized spaces within Uptown Saint John, to inspire residents to reimagine their city through engaging and inspiring projects.

8. Date(s) and times to be held: August 16, 2019 - Event runs 7pm to 12am, street closure required from 12pm to 12am

FR



Please identify the frequency of this event (approval is for current event only):

Annual X
 Biennial _____
 One-time only _____

Other _____ Please Specify _____

10. Location (Streets): Canterbury from King to Princess / Grannan from Germain to Prince William

11. Historical Background: This is the fifth THIRD SHIFT festival to take place in the Trinity Royal Heritage District of Uptown Saint John.

12. Number of volunteers involved in event: 20

13. Target audience:

Please describe the demographic reach you expect with this event)

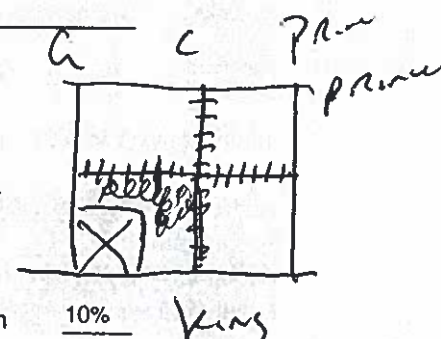
Mostly 18-35 but there is also programming geared toward children.

13.1 Percentage of potential audience:

Adults 65%
 Families 15%

Children _____
 Seniors 10%

Youth 10%



14. Estimated attendance: 3000

14.1 Estimated type of attendance: [for statistical purposes only; not mandatory]

a) % who are participants 2%
 b) % who are spectators 98%
 c) % from the city of Saint John 80%
) % from outside the city of Saint John 20%
) % from outside the province 5%

14.2 From d and e above, please provide an estimated percentage breakdown for the accommodation type that will be used for out of area visitors. [for statistical purposes only; not mandatory]

a) % Visiting friends & relatives 5%
 b) % Campground _____
) % Hotel / Motel 80%
) % Bed & Breakfast 15%
 e) % Other _____ Please Specify _____

General Financial Information: Only required in order to understand the scope of the proposed event, and to confirm that the applicant/organizer has resources necessary to cover costs associated with the conditions of permit. 'Total Operating Budget' is the key information. Financial information will remain confidential.

15. Total operating budget: \$25,000

16. Funding sources: (detail estimated amount)

A. Grants

Provincial: \$5,000
 Federal: _____
 Other: \$3,000
 Total: _____

B. Sponsorship

Private: \$8,000
 Corporate: \$7,000
 Other: In-Kind
 Total: \$2,000

Revenue from other sources:

Source: _____ Funds: _____
 Source: _____ Funds: _____
 Source: _____ Funds: _____

Funds on hand from other years:

n/a

Total Revenue expected:

\$500

If available, please attach a detailed budget of projected expenditures (confidential use only).

17. Identify any major sponsors that may be involved:

Historica, Commercial Properties, Picaroon's

18. If this event is to be used as a fund raiser, who is the beneficiary?

n/a

19. Has your event received support from the City of Saint John in past years?

Yes ☒ No ☐

Please identify the year in which you received support: 2015 - 2019, Saint John Community Arts Board

Please detail the level of support you received in the past: approx \$2,000 - \$3,000

20. Briefly outline your marketing strategy for this event. (Include any print or electronic exposure you expect to receive): Online marketing through Up'own Saint John, posters, Facebook, Instagram, coverage through CBC and the Telegraph Journal

21. A person or group requesting a Street Event Permit -- other than City departments, agencies, boards and commissions and agents of the City of Saint John -- may have to carry third party liability insurance for the Street Event. Whether all or part of the event takes place on or passes over City of Saint John public property the Street Event organizers may have to obtain and maintain in full force a Commercial General Liability insurance policy with limits of not less than \$2,000,000, naming the City of Saint John as an "Additional Insured". Where liquor will be served or sold at a Street Event, the organizers shall obtain and maintain in full force a Commercial General Liability insurance policy with limits of not less than \$5,000,000, naming the City of Saint John as "Additional Insured"; and additional liquor liability insurance shall also be obtained. Evidence of all required insurance coverage(s) shall be forwarded to the City of Saint John, care of the Common Clerk, at least 10 working days before the Street Event.

22. How will this event be evaluated? The event will be evaluated through attendee, artist, and committee feedback.

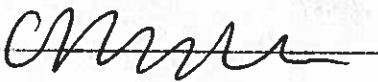
23. Will you require City of Saint John services? If so, please detail:

We will require barricades for the street closure and if available, some security support in the form of police officers. We may also require cooperation from the Saint John Parking Commission as there are city lots within the street closure area and we may require a small number of parking spaces (T-3 only) in city parking lots outside of the closure boundary requested.

Please Note: Many municipal services are subject to costs and are the sole responsibility of the organizer. The municipality reserves the right to ask for pre-payment for these costs in the form of a money order or a certified cheque made payable to the City of Saint John, otherwise the costs will be invoiced to the organizer after the event is completed.

24. Using a separate sheet(s), please provide as much detail as possible on your event logistics. Please include all route maps and site plans if applicable and any additional information that you feel will explain your event.

With regard to the City of Saint John requirements outlined in this application I have signing authority for the above stated event. I understand the City of Saint John requirements of an event organizer as outlined in this application and will ensure that the event I represent will comply with these requirements:



Name Signature

Christiana Myers

Name Print