



**icet** ISLAND  
COASTAL  
ECONOMIC  
TRUST

# Community Placemaking

Funding Program Application Guide

*Together, we are working to build a sustainable and resilient coastal economy through reciprocal relationships with communities across the unceded territories of the Kwak'waka, Nuučaan̓ł, Éy7á7juuthem, Ligwilda'xw, Pəntl'áč, She shashishalhem, Skwxwú7mesh, Hul'q'umi'num', diitiidʔaatx, SENĆOŦEN, Lekwungen, and T'Sou-ke speaking peoples.*

GREAT BEAR RAINFOREST

NORTH  
VANCOUVER  
ISLAND

SUNSHINE  
COAST

PACIFIC  
RIM

SOUTHERN  
GULF ISLANDS

SOUTH  
VANCOUVER  
ISLAND

## The Region We Serve

We fund projects located in our legislated service region. The organizations we fund may be located outside of our region, however proposals must focus on the economic and wellbeing benefits they will realize within the region we serve.

[View our region online.](#)

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# ABOUT THE PROGRAM

Through our Community Placemaking program, the Trust empowers communities to collaboratively create and transform public spaces into vibrant, inclusive and thriving places. By offering financial assistance and guidance, the program encourages innovative initiatives that foster positive social, economic, and environmental impacts.

The Trust can invest up to 50% of total eligible project costs, to a maximum of \$40,000 per project, for public and community owned placemaking initiatives that align with local priorities and have a clear plan for long-term sustainability.

## Our Primary Goals

- Foster community-led initiatives that enhance public spaces.
- Strengthen economic opportunities for local businesses.
- Enhance the quality of life for residents and visitors by transforming public spaces.
- Promote equity, inclusivity, and sustainability in urban and rural environments.
- Encourage social cohesion through public space transformation.

## Types of Organizations We Fund

We welcome applications that are led by any of the following organizations:

- ✓ **First Nations**  
Governments, bands, corporations controlled by First Nations, not-for-profit organizations
- ✓ **Local and Regional Governments**  
Municipalities, regional districts, and incorporated areas
- ✓ **Registered not-for-profit organizations and registered charities**
  - Local community-based organizations
  - Economic development organizations
  - Industry associations
  - Regional and Sectoral Organizations
  - Educational organizations and institutions
- ➔ **We encourage proposals that foster economic reconciliation with First Nations and Indigenous people by creating meaningful partnerships and mutually beneficial opportunities based on a holistic, values-driven approach to attaining community economic prosperity.**
- ➔ **While we don't fund individuals or businesses, we encourage projects that have partnerships with the private sector.**

# ELIGIBLE PROJECTS

We empower communities to establish vibrant, inclusive and thriving public spaces that provide a pathway toward sustainable, diversified economic growth.

The program is guided by principles from “How to Turn a Place Around” by the [Project for Public Spaces](#). Rooted in community engagement, authenticity, and user-centred design, this resource emphasizes creating vibrant public spaces that reflect local identity and foster social interactions, economic vibrancy, and quality of life.

To align with our program goals and criteria, all projects must:

- ✔ Be situated in the heart of a community, where the public space will generate activity for multiple local businesses and organizations.
- ✔ Create or enhance a public space that will serve as a centre of community and local economic activity.
- ✔ Demonstrate community collaboration aligned with local assets, strengths and priorities, with a feasible project plan and resourcing strategy.
- ✔ Demonstrate long-term sustainability through a revenue plan addressing operations, programming, and maintenance.

Types of projects we fund:	Projects we don't fund:
<ul style="list-style-type: none"> <li>✔ Outdoor gathering spaces: creating inviting plazas, seating areas, or pocket parks with comfortable seating, shading, and greenery.</li> </ul>	<ul style="list-style-type: none"> <li>✘ Roadworks, sidewalks, bike paths, paving, parking, playgrounds, bathrooms, playing fields or other standard municipal and recreation works.</li> </ul>
<ul style="list-style-type: none"> <li>✔ Public market spaces: developing spaces for farmers' markets, artisanal fairs, or pop-up markets that promote local entrepreneurship and community engagement.</li> </ul>	<ul style="list-style-type: none"> <li>✘ Stand-alone elements (such as banners, murals, benches, artwork, landscaping etc.) that are not an integral part of a broader public space concept.</li> </ul>
<ul style="list-style-type: none"> <li>✔ Outdoor performance areas: creating spaces for outdoor concerts, theatre performances, and cultural events and programming.</li> </ul>	<ul style="list-style-type: none"> <li>✘ Projects that only benefit private interests or are implemented on private property without a long-term agreement that ensures enduring public access and benefits.</li> </ul>

# ELIGIBLE AND INELIGIBLE EXPENSES

Eligible costs are direct costs that are reasonable and accurately assessed in the budget supplied within the Funding Application form.

Eligible expenditures	Ineligible expenditures
<ul style="list-style-type: none"> <li>✓ Fees for professional services</li> </ul>	<ul style="list-style-type: none"> <li>✗ Project development, grant writing, or other planning costs</li> </ul>
<ul style="list-style-type: none"> <li>✓ Construction costs, installation costs, or require professional labour</li> </ul>	<ul style="list-style-type: none"> <li>✗ Operational costs (e.g. delivery of programming) or maintenance costs</li> </ul>
<ul style="list-style-type: none"> <li>✓ Purchase or installation of technology integral to the project</li> </ul>	<ul style="list-style-type: none"> <li>✗ Internal organization staffing, administration or overhead</li> </ul>
<ul style="list-style-type: none"> <li>✓ Materials and supplies such as:               <ul style="list-style-type: none"> <li>▪ Interpretive signage</li> <li>▪ Public space furniture and other functional elements that encourage people to linger and enjoy public spaces and that can accommodate different types of gatherings and activities.</li> <li>▪ Interactive play elements such as musical installations, interactive sculptures, or kinetic installations that engage people’s senses and creativity.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>✗ In-kind contributions</li> <li>✗ Repair or maintenance of existing assets.</li> <li>✗ Costs incurred prior to funding approval.</li> <li>✗ Taxes eligible for rebates</li> </ul>
<ul style="list-style-type: none"> <li>✓ Other reasonable administrative costs directly associated with the project</li> </ul>	<ul style="list-style-type: none"> <li>✗ Cost overruns or if the project or element(s) of the project are cancelled</li> </ul>

# APPLY FOR FUNDING

①

**We invite you to contact us before you start a funding application. By sharing your organization's internal project plan with us before you apply, we can support you in the development of your funding application.**



Denice Regnier  
Manager, Funding Programs and Corporate Affairs

Please call Denice at 250-871-7797 or email [denice@islandcoastaltrust.ca](mailto:denice@islandcoastaltrust.ca).

Denice will share her knowledge, answer questions, offer insight to add value to your project plan, and guide you through our funding criteria.

Should your project not align with the objectives or eligibility of the Community Placemaking program, we will help guide you to alternative funding opportunities, whenever possible.

②

**Develop and complete your organization's or partnership's internal project plan.**

If you don't have a project plan but you are open to collaboration, we will support you in the development of your plan to help identify and mitigate risks, evaluate the project's financial sustainability, and more.

Key elements of a Community Placemaking project plan typically include:

- Overview of the project, alignment with your community's vision.
- Key placemaking goals and the objectives you want to achieve
- Project team and roles (project manager, designers, contractors, volunteers).
- The project partners incl. government(s), private businesses, local groups.
- Community and business engagement summary (who have you talked to, what you heard, letters of support)
- Concept design package
- Capital expenditure budget (incl. funding sources and cost estimates or quotes).
- Programming / activation plan (events, markets, performances)
- Operations and maintenance budget
- Risks and approvals

If you do not already have a project concept, you can refer to "[Placemaking Concept Questions](#)" as a helpful reference for your organization's internal planning.

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**③ We will start working together with focus on one of our three rounds of funding each year.**

Given our focus on supporting the development of project plans for every project we fund, we no longer set application deadlines. We now work closely with you to include your application in our current regional and board decision-making process once the application is complete.

Funding decisions are made by the Trust's [Board of Directors](#) three times each year, or until the board has fully committed the annual program budget to projects. Should the program be fully committed before year-end, we continue to accept new funding applications, however decisions are deferred until the next fiscal year (starting April 1).

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**④ You focus on completing the funding application form, and we're here to support.**

Once your project plan is finalized and approved by your management, council, board, and/core partners, completing the funding application is simple and easy – and we'll support you throughout the process. Funding applications are accepted on continuous basis until the annual program budget is fully subscribed each year.

The following explains key areas of the Funding Application form:

Key Objectives:

Please identify three key objectives for your project that are specific, measurable, attainable, relevant, and time bound. Typically, these have been identified by your organization in your internal project plan. We will ask you about these in the Final Report.

Project Funding – Disbursement Schedule:

We advance funds up front to support your project's cash flow. Most projects receive three payments: an initial advance when the agreement is signed, a mid-project progress payment, and a final payment once the project is complete. The exact schedule is set collaboratively and confirmed by our staff, regional advisors, and board, taking into account your cash-flow needs, project timeline, and any implementation risks.

Matched Funding – Total Funding Requested:

We fund 50% of the total project to a maximum of \$40,000 per project.

Project Budget and Work Plan:

Please enter in the full project budget, noting the person/partner/supplier responsible, budget, type, and start/end dates for each key activity. While we will also review the project expenditures and operating budgets in your project plan, we will use this table to streamline final reporting.

Strengthening Wellbeing:

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We include questions to evaluate, learn, and communicate how projects funded by the Trust are strengthening wellbeing in island and coastal communities.

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No single project will have outcomes for every question we ask about project impact for Economic Prosperity, Social Empowerment, Climate Resiliency, and Cultural Vitality.

Please complete every question that applies to your project, with an estimate of the outcome you believe your project will achieve.

We will ask you to confirm the actual outcomes your project and organization has achieved in the Final Report.

⑤

**We will collaborate with you to finalize your funding application for recommendation to our regional advisors and board.**

We'll work with you to refine your application before it goes to the Regional Advisory Committee and, ultimately, the Board for a funding decision, conducting a transparent due-diligence review where we ask clarifying questions, flag any sections needing more detail or evidence, and collaborate on strategies to address identified risks so your project is fully developed and ready for a clear funding recommendation.

⑥

**Your funding application is complete when you've submitted your Funding Application form along with the following attachments:**

- Project Plan including capital budget and a financial forecast for operations.
- Most recent financial statements (audited if available).
- If required – permit(s), approvals(s), or letter(s) of authorization for the project.
- Letters of support from key project partners; agreement(s) with site owner if the public space is situated on a property the applicant organization does not wholly own.
- For first-time, non-profit, or community-owned company applicants – Constitution, Bylaws, and the society's current list of directors.
- Quotes from qualified vendors and/or suppliers are recommended.

Please submit your application form and attachments by email to us:

- Subject: Funding Application: Project Title
- Email: [info@islandcoastaltrust.ca](mailto:info@islandcoastaltrust.ca)

We will respond to confirm receipt of your completed funding application



**Please note that costs incurred prior to a decision by the Trust's board of directors are not eligible for our funding.**

# OUR FUNDING DECISION PROCESS

- ① We will prepare your complete funding application for review by our Regional Advisory Committees for their next scheduled meeting.

The Trust has two Regional Advisory Committees that review funding applications, and who provide strategic recommendations to the Trust’s board of directors. Your application will be reviewed by the committee that encompasses the community or communities your project is in – cross-regional projects are reviewed by both committees. Visit our website to learn more about our [Regional Advisory Committees](#).

In preparing our recommendations for each funding application, our staff evaluate project-related risks across the following criteria. As you develop your application, we will work with you to ask about risks and develop mitigation strategies to support your project planning.

Project Risk	Financial Risk	Organizational Risk	External Risk
Community Support	Funding Sources	Governance	Market/Sector
Implementation	Sustainability	Management	Regulatory
Regulatory	Timing	Operational	Political

Each risk is evaluated as **High**, **Medium**, or **Low**. Risk assessments are provided to the board.

- ② The [Regional Advisory Committee](#) will meet and review your funding application. The project’s alignment with the program’s objectives and eligibility will be discussed along with assessment of community support and project-related risks, if any.

The Committee will typically decide one of the following:

- a) Recommend your application for decision by the Trust’s board of directors – this is by far the most common decision if we have worked with you as outlined in this guide.
- b) Ask staff to seek more information about the project before the committee recommends the application to the Trust’s board of directors.
- c) Provide the application to the Trust’s board of directors without a recommendation for funds to be approved.

In cases where the program’s annual budget is oversubscribed, our staff will support the committee to rank-order the applications by readiness to process, alignment with the program’s objectives and eligibility, risk assessment, and anticipated wellbeing outcomes.

- ③ The Trust’s [Board of Directors](#) will meet and receive project funding recommendations and your funding application materials from the Regional Advisory Committee. Each project will be reviewed by the board inclusive of a risk assessment and due diligence report prepared by our staff and CEO. The board then makes the final funding decision on your proposal.

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- ③  
Cont. In a situation where the program’s annual budget is oversubscribed, the board will work to fully allocate the program’s budget by rank-ordering the applications based on the recommendations from the Regional Advisory Committees, and each project’s readiness to process, alignment with the program’s objectives and eligibility, risk assessment, and anticipated wellbeing outcomes. Projects that are not ready to be implemented right away are typically invited for decision at the first board meeting of the next fiscal period (starting April 1 each year).

## ONCE FUNDING IS APPROVED

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- ① **After each board meeting, we will call and email you to share the board’s funding decision.**

If funds have been approved, we’ll send you an approval letter. Our approval letter will include the funding amount, identify any outstanding document(s) required before we can enter into a funding agreement for the project, and the board-approved funding disbursement and project reporting schedule.

When we send you the approval letter, we will request your enrollment for Electronic Fund Transfer (EFT) so we can disburse funds to you directly over your project.

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- ② **We will work with you to jointly announce the Trust’s funding and partnership with your organization on your exciting new project.**

As the Trust is investing public funds into your project, we create a summary of all funded projects that we post on our website, inclusive of quotes from your organization’s lead representative(s), key partner(s) if any, the local Member of Legislative Assembly (MLA), and the Chair of the Trust’s board of directors. For some projects, you and our team might determine that a news release should be issued.

For all your communications activities, we will work with you to develop content, ensure your review and approval, and determine the best timing to share the good news about the work you are undertaking to strengthen wellbeing in your community in partnership with the Trust as we build an inclusive and resilient coastal economy, together.

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- ③ **We will provide you with a Funding Agreement for signature.**

Once any outstanding document(s) noted in the Approval Letter are complete, we will send you a funding agreement. Each agreement defines the project scope, eligible costs and project budget, funding disbursements, project milestones, and reporting schedule.

When you return the signed funding agreement, our CEO will review and sign the agreement. We will provide you with the executed copy of the agreement, and we will prepare the advance disbursement of funds to be issued to you by an Electronic Fund Transfer (EFT).

We look forward to hearing your updates as you work on the project, and we’ll check in with you semi-regularly.

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**④ When you are ready to request a progress funding disbursement for your project, we will provide you with a Progress Report form.**

In the progress report, we will ask you to provide a project update including your key objectives, the costs incurred to date under the approved project budget, and the funding disbursement and reporting schedule for the project. We will ask you to provide invoices/receipts for cost items incurred that are greater than or equal to \$10,000.

Our staff will review your progress report and attached invoices/receipts, and once approved, will request the progress funding disbursement to be approved by the CEO.

Once approved by the CEO, funds will be issued to you within five business days.

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**⑤ When the project is completed, we will provide you with a Final Report.**

In the final report, we will ask you to provide a summary of your project, including completion of your key objectives, the final costs incurred under the approved project budget, lessons learned, and knowledge gained from the project. We will also ask for the actual outcomes achieved that you originally indicated in the funding application for Economic Prosperity, Social Empowerment, Climate Resiliency, and Cultural Vitality. Learning about your project's impact is important to us as we work to understand and communicate how projects invested in by the Trust are strengthening wellbeing and contributing to an increasingly more inclusive and resilient coastal economy.

We will ask you to provide invoices/receipts for cost items incurred that are greater than or equal to \$10,000. If you are maintaining a financial statement for the project, we ask that you provide this to us with the final report.

Once your final report is completed, we will issue the final funding disbursement for your project.

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**Please note that projects should start within 90 days of the Trust's funding approval.**

## PRIVACY AND CONFIDENTIALTY

We are committed to supporting your privacy and confidentiality and can help you with your privacy questions. Information you provide to Island Coastal Economic Trust is subject to the [Freedom of Information and Protection of Privacy Act](#). The information we require to fund projects is to fulfill our fiduciary duties for decision-making regarding the public funds entrusted to us. All documentation we receive from you is treated as confidential. Once funding for a project is approved, as outlined in (2) [Once Funding is Approved](#), we will work with you to publicly disclose summary information about your project.



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