

## **Crosina Realty Stampede Street Party – Funding Request**

The Crosina Realty Stampede Street Party is a new community event planned to coincide with the Williams Lake Stampede, designed to bring people together in a safe, family-friendly environment filled with live entertainment, interactive activities, food vendors, and games. While organized by Crosina Realty, the purpose of the event is to create a signature celebration that highlights the spirit of Williams Lake and generates significant economic and cultural benefit for the city and surrounding region.

### **Community & Economic Impact**

- Expected attendance: several thousand people throughout the day.
- Estimated local economic benefit: approximately **\$30,000 in direct spending**, through vendor sales, food services, and local businesses.
- Free and accessible for residents and visitors of all ages.
- Strengthens the Williams Lake Stampede as a tourism draw, adding vibrancy and extending the visitor experience.

### **Why We Are Requesting Funding**

This is the inaugural year for the Crosina Realty Stampede Street Party. We are seeking seed funding from the City of Williams Lake and Cariboo Regional District to help us cover the **initial startup costs**. While our long-term plan is for the event to be self-sustaining through vendor fees and sponsorships, we require initial financial support to ensure the event's success and longevity.

Key startup expenses include:

- **Advertising and Promotion** – launching a broad campaign to reach residents and visitors, ensuring strong turnout.
- **Insurance and Safety** – meeting all necessary standards for a safe public event.
- **Street Cleaning & Logistics** – infrastructure to host thousands safely in the downtown core.
- **Family Attractions** – bouncy castles, dunk tank, games, and live entertainment to create a fun, inclusive environment.

### **Sustainability Plan**

We anticipate that once established, the event will generate sufficient revenue through vendor participation fees to cover annual operating costs. This grant would allow us to overcome the higher barriers of the first year and establish a solid foundation for growth.

### **Community Support**

The event has already received **strong support from city council members, potential vendors, and the public**, who see the value in building a marquee community celebration.

We respectfully request funding assistance as an investment in a new, high-impact community event that will generate long-term benefits for Williams Lake, its residents, and its economy.



**Organization Information**

Name of Organization: Crosina Realty Ltd	
Mailing Address (office): G 24 Second ave S, Williams lake, BC, V2G 1H6	
Phone # (office): FOIPPA Sec	E-Mail (office): crosinarealty@gmail.com
Purpose of Organization:	
BC Society or Charitable Registration Number (required for requests over \$500):	
Primary Contact: Jason Noble	
Phone #: FOIPPA Sec	E-Mail: FOIPPA Sec 22(1)
Secondary Contact: Marilyn Martin	
Phone #: FOIPPA Sec	E-Mail: FOIPPA Sec 22(1)

Who does your organization serve? (i.e. residents from City, CRD, province)

Our organization serves residents of the City of Williams Lake and the Cariboo Regional District, as well as visitors from across British Columbia who attend community events like the Stampede. While based locally, our events and activities benefit both local residents and the broader region by fostering community connection and supporting the local economy.

Does your organization receive any other supports from the City or CRD? (i.e. Fee for Service or other financial support, rental subsidies, contribution agreements, tax exemptions, use of government-owned facilities, property leases). If yes, what supports and amounts?

No, Crosina Realty does not currently receive any other supports from the City of Williams Lake or the Cariboo Regional District, including financial contributions, subsidies, or use of government-owned facilities.

How will you indicate that the City or CRD is contributing to your organization?

We will recognize the City of Williams Lake and the Cariboo Regional District as funding partners in all event advertising, social media promotion, and press releases. Their contribution will also be acknowledged on event signage, banners, and during live announcements at the Street Party. This visibility ensures the community is aware of the City and CRD's support in making the event possible.



**Current Year Grant Request**

Current Grant Request: \$ 5,000.00

Previous Year Grant from City (if applicable): \$ n/a

Previous Year Grant Project Description (if applicable):  
n/a

Previous Year Grant from CRD (if applicable): \$ n/a

Previous Year Grant Project Description (if applicable):  
n/a

*\*NOTE: A final report for your last grant MUST be included with this submission.*

**Current Year Grant Project / Event / Expenditure Summary**

*Please answer the following questions, using additional paper if necessary.*

Applications must fall within one of the following funding categories (select one):

- Capital Expenditure – equipment purchase, construction, repair or upgrade of facilities; or
- Special Event – seed funding for new events or funding of an ongoing event; or
- Special Project – funding for a special project, program or activity; or
- Event / Tournament / Conference Hosting – hosting an event, tournament or conference that will have economic benefits for the community.

Brief description of proposed use of grant being applied for:

The Crosina Realty Stampede Street Party is a free, family-friendly community event designed to complement the Williams Lake Stampede and attract thousands of residents and visitors downtown. While organized by Crosina Realty, the primary focus is community benefit—bringing people together in a safe and vibrant environment, supporting local vendors, and boosting the economy. Based on research, the event is expected to generate over \$30,000 in local economic activity through vendor sales and business participation. As this is our inaugural year, we are requesting seed funding assistance from the City of Williams Lake and the Cariboo Regional District to help absorb initial costs such as advertising, insurance, street cleaning, and family attractions. Our long-term plan is to make the event self-sustaining through vendor fees and sponsorships, and early feedback from council, vendors, and the public has been overwhelmingly positive.

Start date: June 27, 2026

End date: June 27, 2026



How does this projects, activity or event strengthen and enhance the well-being of the community, promote volunteerism and support the goals and strategic priorities of the City of Williams Lake?

The Crosina Realty Stampede Street Party enhances community well-being by offering a free, family-friendly event that brings people together downtown. It promotes volunteerism through opportunities for local groups and individuals to participate. The event supports City priorities by fostering cultural vibrancy, boosting the local economy, and strengthening civic pride.

Describe the key activities and timelines to complete the project/event.

The Crosina Realty Stampede Street Party will take place on Saturday, June 27, 2026, from 11:00 a.m. to 4:00 p.m. in downtown Williams Lake. Key activities will include live entertainment, children's attractions (bouncy castles, games, dunk tank), food and artisan vendors, and interactive community booths. Leading up to the event, activities will include vendor recruitment (February–May), advertising and promotion (April–June), and final logistics and permitting (May–June). The event will conclude with street cleanup and evaluation to ensure sustainability for future years.

How will you determine if the project/event was successful?

Success will be measured by community participation, vendor engagement, and economic impact. Key indicators include the number of attendees, vendor sales, and feedback from participants, volunteers, and local businesses. Positive community response, strong attendance, and demonstrated economic benefit to downtown Williams Lake will confirm the event's success and guide improvements for future years.

Is your agency is applying for funds from other levels of government, or other sources, for this project / event / expenditure? If yes, list sources and amounts.

No

Would you still be able to complete the project if you do not receive the other funds applied for?

Yes, we are committed to holding the event even if full funding is not secured; however, without grant support the scope would be smaller and some activities or attractions may need to be scaled back. With seed funding, we can launch the Street Party at its full potential—ensuring wide community participation, stronger economic impact, and a sustainable model for future years.

Describe the impact of this application being denied or approval of an amount less than requested. Will you be able to complete the project/event if you do not receive the funding requested?

If funding is denied or reduced, we will still proceed with the Street Party, but on a smaller scale. Some attractions and advertising would need to be cut back, limiting attendance and economic impact. Full support will allow us to deliver the event at its full potential and build a sustainable model for future years.

*Provide a draft budget for the project (to be submitted with completed application).*



THE INFORMATION INCLUDED IN THIS APPLICATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE.

jason noble Digitally signed by jason noble  
Date: 2025.09.29 17:16:23  
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Authorized Representative

**Privacy Acknowledgement:**

*The collection of personal information is authorized under section 26(c) of the Freedom of Information and Protection of Privacy Act (FOIPPA).*

*This information will only be used for the purpose of the Community Grants Program and may be included on a public Council Meeting agenda. Questions about the collection of this information can be directed to: Corporate Officer, 450 Mart Street, BC, V2G 1N3, 250-392-2311, [corporateservices@williamslake.ca](mailto:corporateservices@williamslake.ca).*

### Street\_Party\_Budget

Category	Item	Estimated Cost (\$)
Advertising & Promotion	Print posters & flyers	600
Advertising & Promotion	Social media ads	600
Advertising & Promotion	Newspaper or radio spots	600
Advertising & Promotion	Signage & banners	600
Insurance & Permits	Event insurance	1000
Insurance & Permits	City permit for street closure	0
Insurance & Permits	Licensing for vendors	200
Equipment & Entertainment	Bouncy castles (incl. staffing)	1200
Equipment & Entertainment	Dunk tank rental	500
Equipment & Entertainment	Stage/sound system	800
Equipment & Entertainment	Tables, chairs, tents	700
Equipment & Entertainment	Portable toilets	600
Clean-Up & Safety	Street clean-up crew	500
Clean-Up & Safety	Garbage/recycling bins	200
Clean-Up & Safety	Security staff/volunteers	800
Clean-Up & Safety	First aid station	300
Food & Beverages	Bottled water station	250
Food & Beverages	Snacks & refreshments	400
Activities & Giveaways	Kids' games/face painting	300
Activities & Giveaways	Raffle prizes/giveaways	600
Activities & Giveaways	Photo booth/backdrop	400
Contingency & Miscellaneous	Generator rental	400
Contingency & Miscellaneous	Decorations	500
Contingency & Miscellaneous	Miscellaneous supplies	200
Contingency & Miscellaneous	Contingency fund (10–15%)	1500
<b>TOTAL</b>		<b>13250</b>