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Item No. 7.1

Special Events Advisory Committee
December 5, 2007

TO: Members of Special Events Advisory Committee

SUBMITTED BY: A. Whittamore
Andrew Whittamore, A/ Manager Community Relations & Cultural Affairs

DATE: November 28, 2007

SUBJECT: Events Granting Processes

ORIGIN

The Special Events Advisory Committee identified in its first three meetings the requirement to create a detailed granting process.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee (SEAC) approve the granting processes outlined in this report.

BACKGROUND/DISCUSSION

Since 1996 staff have developed grant processes for the various types of HRM event grants. The formation of SEAC in 2007 has created another review mechanism that is reflected in the attached event granting processes. In an effort to better communicate the event granting process to SEAC and event applicants, staff have presented the processes in Attachments 1 and 2.

BUDGET IMPLICATIONS

None. The event granting processes discussed in this report are administrative in nature and do not affect the various budgets financially.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ATTACHMENTS

- 1) HRM Festival & Event Grant Process
- 2) HRM Marketing Levy Special Events Reserve Grant Process

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by : Michael Gillett, HRM Civic Events Coordinator, 490-4740

Report Approved by: _____
Andrew Whittemore, Acting Community Relations Manager, 490-1585

ATTACHMENT 1

Festival & Event Grant Process (Funded out of the Operating Budget, Grants are under \$20K, Typically Small Community Events)

1. Grant advertisement in newspaper (October, November, & January)
2. Advertisement on website & in HRM Grant Book
3. Send advertisement to members of Council
4. Send application to interested organizers
5. Receive all applications by January 31 each year
6. Staff copies and files applications. Staff check for any missing documentation.
7. Send letter to organizers to confirm that application has been received. Request any missing documentation.
Copy letter and file
8. Staff review applications
9. Distribute applications to SEAC Sub-Committee members for review (February)
10. Staff and Sub-Committee meet to award grants
11. Present SEAC with entire grant budget (March)
12. SEAC recommends grant budget to Council
13. "Pending Council approval" Letter with grant amount sent to organizers.
Copy letter and file
14. Council passes budget
15. Adjust budget if needed
16. Send letter to organizers to officially notify them of grant amount and request an invoice be sent to HRM
Copy letter and file

ATTACHMENT 1

Festival & Event Grant Process - Continued

**(Funded out of the Operating Budget, Grants are under \$20K,
Typically Small Community Events)**

17. Receive invoice
Copy invoice and file
18. Staff create cheque requisitions and send to finance with invoices
Copy and file cheque requisitions
19. Receive cheque from Finance
Copy cheque and file
20. Write letter to accompany cheque. Send cheque as well as letter to organizer
File copy of letters
21. No appeal process

ATTACHMENT 2

Marketing Levy Special Events Reserve Grant Process

(Funded out of the Marketing Levy Special Events Reserve, International/National One Time Events, Hallmark Events, ...)

1. Website & HRM Grant Book promotion of grant
2. Send application and evaluation sheet (minus actual scoring values) to interested organizers
3. Receive application by January 31 each year
Copy and File
4. Letter to organizer confirming that application has been received and outlining any missing /required information, if any
Copy and file
5. Staff review application when all required information is received
6. Distribute event information, Staff analysis, and the overall Reserve Budget to SEAC. Event information will be presented in chronological order based on the events' start dates
7. Staff present to SEAC
8. SEAC decides if event organizer can present to SEAC
9. Staff schedule's presentation to SEAC
10. Staff prepares organizer for presentation
11. Presentation "Brief" sent to SEAC
12. Organizer presents for the SEAC – 10 minutes max
13. SEAC Q&A – unlimited time
14. Organizer leaves room
15. SEAC determines grant amount
16. "Pending Council Approval" letter sent to organizer. Copy and file.

ATTACHMENT 2

Marketing Levy Special Events Reserve Grant Process - Continued

(Funded out of the Marketing Levy Special Events Reserve, International/National One Time Events, Hallmark Events, ...)

17. SEAC makes recommendation to Council
18. Council passes budget
19. Adjust budget if needed
20. Send letter to organizers to officially notify them of grant approval and request invoice
Copy letter and file
23. Receive invoice
Copy invoice and file
24. Staff create cheque requisitions and send to finance with invoices
Copy and file cheque requisitions
25. Receive cheque from Finance
Copy cheque and file
26. Write letter to accompany cheque. Send cheque as well as letter to organizer
File copy of letters