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Special Events Advisory Committee
May 12, 2010

TO: Special Events Advisory Committee

SUBMITTED BY: Paul Dunphy
Paul Dunphy, Director, Community Development

DATE: March 12, 2010

SUBJECT: Festival and Events Grant Funding Requests

ORIGIN

HRM's biannual Civic Event Granting Program solicited several grant applications during Phase One (Oct-Jan) of the process which require the consideration of the Special Events Advisory Committee before recommendations are tabled with Regional Council.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Regional Council:

- a) approve the 2010/11 funding amount of \$24,750 from the Festival & Events program (cost centre C760- Community/Civic Events) as identified in Table 2 of this report.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event grants including: 1) Hallmark Events 2) Non-annual Major Events 3) Summer Festivals and 4) Festivals and Events. This is the final report in a series of four that addresses all event applications for 2010/11 Festival and Event grant program

A) HRM Civic Event Operating Grant Programs

Within HRM’s civic event operating budget (C760), three grant programs have been established to support community-based events delivered by non-profit organizations. Table 1 provides an overview of the three programs and the annual budget allocated to each. Only the Summer Festival, and Festival and Events grants are considered by SEAC. The Annual Grant program is assigned a grant during the annual operating budget process. (See Attachment 1 for list of Annual Events).

Summer Festival Grant Program	\$25,000	SEAC Review
Festival and Event Grant Program	\$25,000	SEAC Review
Annual Event Grant Program	\$50,000	No Review

B) Grant Application and Evaluation Process:

There are two intake processes for all HRM event granting. The first intake process begins the last Friday of October and closes the last Friday of January. The second intake process opens the last Friday in June and closes the last Friday of August. Grant applications are located on HRM web page with accompanying instructions. Each intake process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff forwards a letter confirming receipt of the application. An application reference number is provided. If the event organizer has not received confirmation within 10 business days after submitting an application, the web page encourages them to contact HRM.

Step Two: Eligibility Screening

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program. The approved civic event policy framework guides all decision respecting the events types may be considered for funding which include:

- Community-based festival large or small events encompassing a broad definition of culture, including music and other performances, crafts, cuisine, or other cultural expressions of the community.

- Professional festival performing, visual, media or literary arts festivals with professional administration and paid artistic participants.
- Community celebrations-one-day events with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Parades-small or large-scale parades.

Step Three: Sub Committee Review

A sub-committee of SEAC comprising of citizens and councillors is struck to review all application. The sub-committee reviews each application and makes recommendations to SEAC based on the following guidelines:

- Returning events qualify for funding;
- Competitions do not qualify for funding;
- Local sport competitions do not qualify;
- Fundraising dinners/functions of a similar nature are not eligible for funding;
- Preference is not given to new events;
- Community and corporate support for the event must be evident;
- Events must be accessible to the general public;
- Emphasis must be on low cost gate fees;
- No limits on maximum grant awards.

Step Four: Special Events Advisory Committee Deliberations

Upon review of all applications, SEAC prepares and forwards its recommendations to Regional Council. A committee report is tabled for Council's consideration.

Step Five: Regional Council Decision

Upon review of the recommendations provided by the SEAC, Regional Council makes a final decision on the proposed grants. Successful and unsuccessful grant applicants are officially notified by letter of the grant amount awarded.

DISCUSSION

This report is intended to assist SEAC in its deliberations respecting the Festival and Events grant allocation for 2010-2011. As noted in the background, the Festival and Event program is used to support local events in various categories defined by the Civic Events Policy. The total value of the grant program is \$25,000.

Table 2 identifies all events considered and the proposed grant funding allocations. Generally, the level of assistance ranges from \$100 - \$1,000.

TABLE 2: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
a) Community Festivals		
Musquodoboit Lion's Summer Fair	\$4,000	\$2,000
NS Kiwanis Music Festival	\$5,000	\$2,500
Dartmouth Mother Goose Festival	\$5,000	\$1,000
Cole Harbour Harvest Festival	\$15,000	\$1,000
Northern Lights Lantern Festival	\$1,500	\$1,500
Can Jam Fest	\$700	\$500
Eastern Passage Seaside Festival	\$27,500	\$250
North Preston Community Day & Festival	\$9,745	\$600
Super Nova Festival	\$3,000	\$2,000
New Tune Celtic Festival	\$3,500	\$0
Sheet Harbour Seaside Festival	\$2,000	\$500
First Voices Art Festival	\$5,000	\$500
St. Margaret's Bay Canada Day Festival	\$300	\$100
Lake Echo Lions Fiesta	\$2,500	\$1,500
Weir Rockin'	\$2,000	\$0
b) Community Celebrations		
Bayers Westwood Community Summer Celebration	\$1,500	\$750
Quinpool Cruise	\$1,000	\$500
Viva La Flamenco	\$1,000	\$500
Program Centre for Early Intervention: 25 years of Progress Celebration	\$5,500	\$250
Dartmouth's Newest Greenspace	\$2,000	\$150
Sackville Christmas Tree Lighting	\$3,860	\$250
Ward 5 Block Party	\$1,000	\$500
Dartmouth Curling Club 75 th Anniversary	\$500	\$500

TABLE 2: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Schmidtville Street Party in Halifax	\$2,000	\$500
Lake Echo Canada Day	\$2,500	\$250
Dominion Days at Lake Charlotte	\$500	\$500
Square and Round Dance	\$2,000	\$500
Lucasville Road Canada Day	\$2,000	\$250
McNab's Island Picnic	\$5,000	\$400
YMCA 60 th Anniversary Event	\$12,420	\$500
Girl Guides Event	\$9,251	\$0
Dingle Beach	\$1000	\$500
Prospect Road Opening Event	\$2300	\$500
c) Professional Festivals		
Halifax Comedy Fest	\$25,000	\$3,500
Fall For Flamenco	\$5,000	\$0
TOTAL	\$172,076	\$24,750

BUDGET IMPLICATIONS

The funding for the approved Festivals & Events grants from cost centre C760-Community/Civic Events of \$24,750 is confirmed pending the approval of the 2010/11 operating budget. Council is considering many options to reduce the deficit situation facing HRM. Approving the granting amounts will preclude these from any budget reduction considerations.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

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

ALTERNATIVES

- Alternative 1: SEAC could recommend reducing the grants recommendations.
Alternative 2: SEAC could recommend increasing the grant recommendations.

ATTACHMENTS

Attachment 1 Annual Events

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: Billy Comer, Civic Event Coordinator, 490-6394



Report Approved by: Andrew Whittemore, Manager of Community Relations and Cultural Affairs, 490-1585



Financial Approval by: Cathie O'Toole, CGA, Director of Finance, 490-6308

Attachment 1 - Annual Events

HRM Council Event Grant Reference Sheet

Key Terms

MLSER: The Marketing Levy Special Events Reserve (MLSER) focuses on national or international sport, culture and tourism events that do not occur annually. MLSER also supports anniversaries, commemorations, and the Common Concert Program. Finally, MLSER supports the Event Infrastructure Program.

Existing Grant Programs

Hallmark Grant Program				
Definition:	“A recurring event possessing such significance in terms of tradition, attractiveness, image or publicity that it provides to the host community with a competitive advantage. These events are associated with HRM’s identity; will raise it’s profile globally and position it as a place to invest. Over time the events and destination can become inseparable in terms of their image.”			
Background:	Hallmark events annually receive funding without a re-application process, unlike the festival and events, summer festival and one-off grant programs. These events received 80% of the awarded grant upfront and must submit a year end report to be eligible for the remaining 20%. These year end reports are reviewed by staff and if they are completed in their entirety then the remaining 20% of the grant is issued to the event. Events receiving more than \$5,000 must also present to SEAC before the end of the HRM fiscal year. These events are funded through the MLSER and funding levels are subject to the SEAC and Council approval.			
Grant Range:	\$10,000 - \$90,000			
Total Budget:	\$330,000 (2009 figure)			
Funded by:	MLSER			
Hallmark Event History	Status	Grant received		
Name	Recognized	2007	2008	2009
Atlantic Film Festival	2008	-	\$40,000	\$40,000
Blue Nose International Marathon	2008	-	\$40,000	\$50,000
Halifax International Busker Festival	2007	\$43,000*	\$50,000	\$50,000
Halifax International Jazz Festival	2008	-	\$25,000	\$40,000
Halifax Pop Explosion	2008	-	\$10,000	\$10,000
Halifax Pride Festival	2009	-	-	\$25,000
Royal Nova Scotia International Tattoo	2007	\$60,000*	\$90,000	\$90,000
SEDMHA International Hockey Tournament	2009	-	-	\$15,000
Scotia Festival of Music	2008	-	\$10,000	\$10,000
International Air Show	2007	\$40,000*	\$30,000	-

*In 2007 the Hallmark events were identified by policy.

Common Concert Program

Definition: A fund that offsets the cost of services related with hosting major concerts so as to ensure HRM is attractive and competitive.

Background: These concerts are to have internationally recognized artists/groups and sell a minimum of 30,000 tickets. They also are expected to be a large economic and tourism driver.

Grant Range: Maximum value of contribution is \$150,000.

Total Budget: \$450,000 (2009 figure)

Funded by: MLSER

Festival & Event Grant Program

Definition: Provides financial support for community non-profit organizations for new, reoccurring and annual small scale community events.

Background: These events are usually small, traditional and community led.

Grant Avg.: \$250 - \$500

Grant Range: \$250 - \$3,500 (2009 range)

Total Budget: \$25,000 (an additional \$10,000 is provided by the Province of Nova Scotia)

Funded by: Operating Budget C760

Summer Festival Grant Program

Definition: Provides financial support for community events that are geographically located within the former Halifax County Municipal boundaries.

Background: In the past this grant has been awarded in its entirety to one community. However the grant may be divided up between several communities.

Grant Range: \$25,000

Total Budget: \$50,000 (\$25,000 is awarded annually to community events geographically located within the former county boundaries and \$25,000 to the Halifax County Exhibition).

Funded by: Operating Budget C760

One-Off Grant Program

Definition: Provides financial support for non-annual major events that qualify for funding through MLSER.

Background: Funding for the One-Off events comes from the remainder of the MLSER after the Hallmark events have been budgeted.

Grant Range: \$2,000 - \$50,000 (2009 figure)

Total Budget: \$1,375,000 (2009 figure). 2010 budget is projected to be \$900,000

Funded by: MLSER

Annual Event Grant Program

Definition: Provides funding for regional-scale community and cultural events.

Background: These events are approved as part of the annual operating budget of C760. These events are annual and community delivered. Most of these events were identified at amalgamation and have been grandfathered.

Grant Range: \$3,500 - \$25,000

Holiday Parade of Light	\$10,000	GreekFest	\$3,500
Multicultural Festival	\$7,500	Kaloose Days	\$3,500
Atlantic Fringe Festival	\$5,000	Light Up Bedford Parade	\$3,500
Word on the Street	\$5,000	Spryfield Santa Parade	\$3,500
Dartmouth Book Awards	\$3,500	Waverley Gold Rush Days	\$3,500
Eastern Passage/ Cow Bay Carnival	\$3,500		

Total Budget: \$52,100 (Currently allocations as of February 15, 2010)

Funded by: Operating Budget C760.

HRM Delivered Events

Definition: Regional events that primarily are commemorative in nature, or linked to, corporate/strategic priorities and outcomes (i.e., Cultural Plan, community engagement, Youth Strategy and Immigration Strategy).

Background: These events are delivered directly by staff and/or in association with a committee. Most of these events were identified at amalgamation and have been grandfathered. However, there have been incremental additions since amalgamation (i.e., tree lighting and fire festival).

Grant Range: \$20,000 - \$150,000

Halifax-Dartmouth Natal Day	\$150,000	Clam Harbour Beach Sandcastle	\$22,000
New Year's Grand Parade	\$58,000	Sackville Patriot Days	\$20,000
Canada Day	\$32,000	Dartmouth Christmas Tree	\$10,000
Fire Festival	\$30,000	HRM Free Concert Series	\$10,000
HRM Christmas Tree	\$25,000	Menorah Lighting	\$3,500
Bedford Days	\$20,000		

Total Budget: \$380,500 (Currently allocations as of February 15, 2010)

Funded by: Operating Budget C760.