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Special Events Advisory Committee
January 12, 2011

TO: Special Events Advisory Committee

SUBMITTED BY: _____
Paul Dunphy, Director, Community Development

DATE: November 30, 2010

SUBJECT: Non-Annual and Festival & Events Grant Funding Requests - Second Intake Process

ORIGIN

HRM's biannual Civic Event Granting program solicited grant applications during the second intake date ending August 27, 2010. These require consideration from the Special Events Advisory Committee before recommendations are tabled with Regional Council.

December 8, 2010, Councillor Dawn Sloane, seconded by Mr. Doug MacDonald, that the Special Events Advisory Committee agree to have staff prepare a report and evaluation of the proposed Halifax M Fest event for the January 2011 Committee meeting.

RECOMMENDATION

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

- a) Approve an increase to the 2010/11 Non-Annual grant award for M Fest in the amount of \$31,000 funded from the Marketing Levy Special Events Reserve (Q315), as identified in Table 1.
- b) Approve, in principle, a commitment for a Non-Annual grant award for Titanic 100 in the amount of \$116,000 (over a two year period starting 2011/12) funded from the Marketing Levy Special Events Reserve (Q315) as identified in Table 1, and conditions of funding contained within this report.
- c) Approve the 2010/11 Festival & Events grant award of \$2,950 funded from the Community/Civic Events Operating Budget (C760-6933) as identified in Table 2.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event granting services including:

- (a) Hallmark Events
- (b) Non-Annual Major Events
- (c) Summer Festivals
- (d) Festivals and Events.

This report addresses all applications received from May to August, 2010 for

1. Non-Annual Major Events, and
2. Festival & Events.

1. Non-annual Major Event Grant Program

The Market Levy Special Events Reserve (Q315) is used to fund the Non-annual Major Event program. The program is application driven and, as such, is the subject of review and consideration by SEAC. Non-annual events eligible for funding are as follows:

- Sporting Events: large, compelling, major market events with high expenditure potential. Such (sporting) events also have a high potential for national and international exposure and the ability to encourage multi-day visits. A grant program for local sporting events is not included.
- Tourism Events: large, compelling to a major market and with high expenditure potential. Such events also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourists/visitors.
- Major Civic Celebrations: special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

1.1 Proposed Applications

A total of 2 applications were submitted for consideration. However, during the December 8, 2010 meeting of the SEAC, a request by a local event organizer to consider his 2011 application as part of the second intake 2010 process was discussed. Given the time sensitivities and nature of the application, SEAC agreed to consider this application, and directed staff to process the request as a 3rd application of the second intake. The following provides a brief overview of each proposed event.

- a) **Titanic 100 - A Wake and Commemoration for History's Greatest Ocean Legend (Tourism Event Category)** 2012 marks the 100th anniversary of the sinking of the Titanic. This proposed event is a one-time event designed to commemorate this famous moment in our local marine history. The approximate dates for this event are September 2011 to June 2012, with the final dates to be determined.

The event organizer is proposing to hold events at multiple sites throughout HRM, as well as in ocean communities throughout the province. (21 Titanic historical sites, the North Common, the World Trade & Convention Centre, the Dalhousie University Arts Centre, Saint Mary's University, the Art Gallery of Nova Scotia, Pier 21, Seaview Park, the Halifax Harbour, the Bedford Basin, etc).

Event activities include a World Titanic Conference, a Titanic HRM Memorial, a Titanic Commemorative Festival, Film Symposium, a Marine Art Exhibit, giant models of the Titanic at the Airport, 2 Titanic concerts - Halifax Belfast Trans-Atlantic Concert, commemoration concert; a night of the Bells vigil and ceremony. The events will be a combination of free and ticketed events. The proposed total operating budget for this event is indicated as \$961,000. The event organizer is requesting \$190,000 from HRM, over a two year period. The organizer anticipates an estimated visitor expenditure that will be substantially motivated by the Titanic event of \$19 million.

- b) **M Fest (Tourism Event Category)** Halifax M Fest is a new festival for 2011 run by the Halifax Pop Explosion Association, a non-profit society with a track record of presenting one of the biggest indoor music festivals in Canada. The event is a one day celebration of music and culture, presenting some of the biggest indie headliners in North America. The goal of Halifax M Fest is to engage, encourage and expose the local music and arts community to a wider audience by providing an affordable entertainment experience. Halifax M Fest will create a destination festival targeted to youth and young adults thereby increasing buzz about Halifax and promoting the city as a hip destination for young vacationers. The proposed total operating budget for this event is \$165,280. The event organizer is requesting \$60,000 from HRM. The anticipated visitor expenditure that will be substantially motivated by the event is \$900,000 on one day based on a spend of \$135 per day.
- c) **Aileen Meagher International Track Classic (Sport Event Category)** An international track & field meet featuring international, national, and regional athletes. Approximately 140 athletes participate each year. The Track Classic involved athletes from 7 - 8 different countries, including wheelchair athletes. The event occurred at Saint Mary's University on August 3, 2010 and attracted an estimated 800 to 1,000 spectators during the two hour competition. This is an annual event, although not annually held in HRM. The proposed operating budget is \$94,600. This competition is requesting \$10,000 from HRM. The organizer anticipates an estimated economic generation of \$75,966 for HRM.

2. Festival and Events Program

The Festival and Event program is used to support annual, small scale, local community based events in various categories. The total value of the grant program is \$35,000 (pending Provincial government approval). A remainder of \$10,250 exists after the award of the first grant intake.

2.1 Proposed Applications

A total of 8 applications, with the following 5 applications eligible for consideration:

- a. Prismatic – a local art festival
- b. Africa Festival of Arts and Culture – a local cultural festival
- c. Fox Hollow Community Skate & Winterfest – local winter event
- d. Lake and Shore Days – a local community event
- e. St. Paul's Family Funday – a local community event

DISCUSSION

This report is intended to assist SEAC in its deliberations. The following offers an overview of staff's evaluation of each event pursuant to the respective evaluation criteria. However, for any of these applications, SEAC may choose to re-assess staff's evaluation for concurrence.

1. Non-Annual Applicant Eligibility and Qualifications:

To be eligible for event funding under the MLSER, applicants must be non-profit, non-annual, and the proposed event needs to fall within one or more of the event program and categories outlined in the background. Upon determining eligibility, each event is assessed to determine which if any funding grant program they may qualify for consideration. Additionally, events must score 50% or greater in order to qualify for funding.

As part of the review process, SEAC and Council may also consider matters beyond the direct policy framework, such as delinquent or outstanding monies owed to HRM, event quality and image, event organizer's capacity and experience, and event organizer's governance structure. SEAC and Council may also consider matters related to other municipal supports either from another grant program or capital investment in infrastructure required to support the event.

1.1 Non-Qualified Non-Annual Events

Based on the above noted, following the review of all applications, staff have identified one event that may not qualify for grant support. Staff are seeking SEAC's concurrence based on the reasons noted below:

a) Aileen Meagher International Track Classic

Based on information contained within the application, the Aileen Meagher International Track Classic scored 44.5 points out of 100 on the Scoring Sheet. (See Attachment 1) Given a minimum of 50 points is required in order to qualify for funding, the application does not qualify to be considered for funding.

2. Qualified Non-Annual Events

Table 1 outlines the various events qualified for funding consideration.

TABLE 1: PROPOSED FUNDING			
Marketing Levy Special Event Reserve (Q315)			
Event Name	Requested	Score	Proposed
Titanic 100	\$190,000	67.5	\$116,000
M Fest	\$ 60,000	62.5	\$31,000
TOTAL	\$250,000		\$147,000

- a) **Titanic 100-A Wake and Commemoration for History's Greatest Ocean Legend**
Attachment 2 provides staff's evaluation of the event. Based on the information provided, staff have evaluated the event and the Titanic 100 event scored 67.5 out of a possible 100 points. This score equates to 61% of the \$190,000 requested amount. Staff is proposing \$116,000 to be allocated over two years starting in the 2011/12 budget year contingent upon Council's approval of the 2011/12 business plan and availability of funding.

Additionally, upon review of the proposed application, staff identified a number of questions surrounding the proposed budget, the role of Board members in event delivery, and the eligibility of proposed expenses. Therefore, staff recommend that any award granted be contingent upon the following conditions:

1. Funding provided is restricted to those events that fall only within the boundary of HRM
2. Funding shall only be used to support the following uses:
 - a. Programming costs (e.g. performer and artist fees, technical staff fees, display and exhibit costs, equipment rental, sound, lighting, costume creation, venue rental or cleaning, site decoration, etc.)
 - b. Publicity and Marketing costs: (e.g. development of marketing strategies, press kits, design and production of advertising for print, radio, television and web sites, purchase of advertising).
 - c. Staff and administrative costs: (e.g. salaries and wages, planning and co-ordination, accounting and audit fees, insurance, security, permits and license fees).
3. No portion of the funding shall be used to pay any member(s) or officers of the Board of Director.

b) M Fest

Attachment 3 provides staff's evaluation of the event. Based on staff's evaluation, the M Fest scored 62.5 out of a possible 100 points. This score equates to 51% of the \$60,000 requested amount. Staff is proposing \$31,000 in the 2010/11 budget year. SEAC may re-evaluate staff assessment for concurrence

2. Festival & Events Granting Allocation Guidelines:

As noted in the background, this program is designed to support local events in various categories. The applications are reviewed by staff and then endorsed by a sub-committee of

SEAC. The sub-committee reviews each application and confirms staff's recommendations. Table 2 lists the proposed grant allocations. Key factors of consideration were: 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, and Emphasis must be on low cost gate fees.

Event Name	Requested	Proposed
Prismatic	\$20,000	\$1,000
Africa Festival of Arts and Culture	\$ 2,000	\$1,000
Fox Hollow Community Skate & Winterfest	\$ 200	\$ 200
Lake and Shore Days	\$ 5,000	\$ 500
St. Paul's Family Funday	\$ 1,000	\$ 250
TOTAL	\$28,200	\$2,950

BUDGET IMPLICATIONS

The following provides an overview of the anticipated budget implications:

1. Non-Annual Events (MLSER)

During the annual budget process, a projected balance of the MLSER is established. The total that was anticipated to be available for the 2010/11 grant program was \$1,230,525. Following the first application process, there is balance of \$148,025 remaining. If council approves the committee's recommendations, the proposed award of \$31,000 to MFest and the proposed award commitment to Titanic 100 of \$116,000 would be an increase to the 2010/11 budget. The 2011/12 grant would be conditionally awarded pending Regional Council's approval of the 2011/12 budget.

10/11 Budget Summary: Q315 MLSER Reserve

Projected Balance at March 31, 2011 (Nov 2010 report)	\$ 266,599
2010/11 grant request – M Fest	(31,000)
2011/12 commitment of grant request – Titanic 100	<u>(116,000)</u>
Projected Uncommitted Reserve Balance at March 31, 2011	<u>\$ 119,599</u>

2. Festivals & Events

Annually, a total grant program budget of \$35,000 is established, which includes \$10,000 provided by Provincial Government. The total F&E grant program budget was approved by Council during the 2010/11 budget cycle. Following the first intake process, Council approved \$24,750 in grant awards, leaving a balance of \$10,250. There was a second intake process and pending award of the proposed \$2,950, a balance of \$7,300 will remain. These funds will be used to offset over expenditures accrued from HRM community events.

10/11 Operating Budget: C760-Community/Civic Events

Total budget (C760-6933)	\$ 35,000
Festival & Event Applications - First Intake (Ended Jan 2010)	(24,750)
Festival & Event Applications - Second Intake (Ended Aug 2010)*	<u>(2,950)</u>
Balance	\$ 7,300

**included in this report*

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

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

COMMUNITY ENGAGEMENT

None

ALTERNATIVES

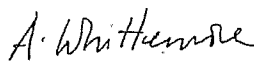
- Alternative 1: SEAC could determine events ineligible.
Alternative 2: SEAC could recommend amendments to the proposed grant recommendations.

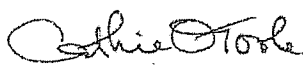
ATTACHMENTS

- Attachment 1: Evaluation Score Sheets – Titanic 100
Attachment 2: Evaluation Score Sheets – M Fest
Attachment 3: Evaluation Score Sheets – Meagher International Track Classic

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: Mike Gillett, Senior Event Coordinator 490-4740

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

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



Marketing Levy Special Events Reserve (MLSER)
Scoring Sheet

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

<u>FOR OFFICE USE ONLY</u>			
Received		Reviewed	
Approved	<input type="checkbox"/> Y	<input type="checkbox"/> N	Reference Number

Event: Titanic 100

Category: MLSER

Criteria	Score	Values
National or International	15/15	National = 10 International = 15
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9/15	less than 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	3/12	greater than 75% = 12 greater than 50% = 9 25% to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	6/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3



**Marketing Levy Special Events Reserve (MLSER)
Scoring Sheet**

Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	5/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	Traditional, attractiveness, image, raises cultural awareness, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact Budget breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	12/12	19 million in economic growth
Final Total	67.5/100	

Signature, Chair of the Special Events Advisory Committee

Date



Marketing Levy Special Events Reserve (MLSER)
Scoring Sheet

Application deadlines are 4:30 p.m. on the last Friday in January and June.

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FOR OFFICE USE ONLY

Received Reviewed

Approved Y N Reference Number

Event: Halifax M Fest

Category: MLSER

Criteria	Score	Values
National or International	10/15	National = 10 International = 15
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6/15	less than 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	9/12	greater than 75% = 12 greater than 50% = 9 25% to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3



Marketing Levy Special Events Reserve (MLSER) Scoring Sheet

Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	2.5/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	6/6	Traditional, attractiveness, image, raises cultural awareness, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact Budget breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	10/12	19 million in economic growth
Final Total	62.5/100	

Signature, Chair of the Special Events Advisory Committee

Date



Attachment 3

**Marketing Levy Special Events Reserve (MLSER)
Scoring Sheet**

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

<u>FOR OFFICE USE ONLY</u>	
<u>Received</u>	<u>Reviewed</u>
<u>Approved</u> <input type="checkbox"/> Y <input type="checkbox"/> N	<u>Reference Number</u>

Event: International Track Classic

Category: Hallmark

Criteria	Score	Values
National or International	15/15	National = 10 International = 15
Free or low costs Gated vs. Non-Gated	5/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	less than 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	6/12	greater than 75% = 12 greater than 50% = 9 25% to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3



Marketing Levy Special Events Reserve (MLSER)
Scoring Sheet

Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	5/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	Traditional, attractiveness, image, raises cultural awareness, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact Budget breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/12	Budget= \$94,000
Final Total	44.5/100	

Signature, Chair of the Special Events Advisory Committee

Date