

**Special Events Advisory Committee  
June 13, 2012**

**TO:** Chair and Members of Special Events Advisory Committee



**SUBMITTED BY:** \_\_\_\_\_  
Brad Anguish, Director, Community & Recreation Services

**DATE:** May 18, 2012

**SUBJECT:** Marketing Levy Special Events Reserve Exception Clause

**ORIGIN**

April 18, 2012 Motion of Special Events Advisory Committee (SEAC):

MOVED by Councillor Dalrymple, seconded by Mr. Jolliffe that the Special Events Advisory Committee request staff to evaluate the five events outlined in the April 11, 2012 staff Information Report as follows: Halifax Comedy Festival; Holiday Parade of Lights; Multi-cultural Festival; Atlantic Fringe Festival; Greek Fest and Nocturne: Art at Night; with the inclusion of Word On The Street, as per the Marketing Levy Special Event Reserve Business Case Exception Clause (exceptional circumstances), and; provide scoring and evaluation results to the Special Events Advisory Committee for consideration of Hallmark Status for the seven events identified above. MOTION PUT AND PASSED.

**RECOMMENDATION**

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

1. Approve an increase of withdrawals from the Marketing Levy Special Events Reserve (MLSER), Q315, in the amount of \$92,340 to fund five one-time grants, as listed below:

Atlantic Fringe Festival	\$10,000
Holiday Parade of Lights	\$17,040
Multicultural Festival	\$15,050
Nocturne: Art at Night	\$42,250
Word on the Street	<u>\$ 8,000</u>
	\$92,340
2. Rescind the Festival and Event grant of \$3,500 awarded to the Halifax Comedy Fest from Operating (C760), and increase the amount to \$9,750 to be funded through the MLSER, Q315.
3. Decline the application for MLSER (Q315) funding request from Greek Fest for reasons outlined in this report.

## **BACKGROUND**

On November 30, 2010, Regional Council moved that members of the Halifax Comedy Festival be permitted to apply and make a presentation to the Special Events Advisory Committee (SEAC) for possible Hallmark Status consideration.

On December 8, 2010, SEAC recommended that all applications for Hallmark Status be deferred until the fiscal year 2013 budget cycle pending approval and implementation of the revised Civic Event Policy and Granting Framework.

On March 7, 2012, SEAC requested a report outlining consideration for two options: 1) Rescind the December 4, 2010 motion of the Committee and open up Hallmark Event applications for review in this fiscal year rather than wait to 2013; and 2) Bring forward the proposed Signature Event Category, as outlined in the proposed Revised Civic Event Policy and Granting Framework, for this fiscal year. SEAC also requested staff to include the names of the events that have contacted HRM regarding attaining Hallmark status since the deferral motion of December 8, 2010. The Hallmark & Signature Events Information Report was circulated to SEAC on April 11, 2012.

On April 18, 2012, SEAC discussed the April 11, 2012 Hallmark & Signature Events Information Report. This report addressed the two options as requested from the March 7, 2012, SEAC meeting, as well as presented a third option, the Marketing Levy Special Events Reserve (MLSER) Exception Clause. There was consensus from SEAC to move forward with the third option presented and for staff to review and evaluate selected events for one-time funding via the MLSER Exception Clause. The seven events SEAC motioned to be evaluated were Atlantic Fringe Festival, Greek Fest, Halifax Comedy Fest, Holiday Parade of Lights, Multicultural Festival, Nocturne: Art at Night and Word on the Street.

Previously, the seven events have been financially supported through various HRM event funding streams. Those funding streams include the Festival & Event Program, the Marketing Levy Special Event Reserve Program, and the Regional Events & Culture Budget.

The amounts received in 2011 for the seven events are as follows:

- Atlantic Fringe Festival - \$5,000 (Regional Events & Culture Budget)
- Greek Festival - \$3,500 (Regional Events & Culture Budget)
- Halifax Comedy Fest - \$3,500 (Festival & Events Program Budget)
- Holiday Parade Of Lights - \$10,000 (Regional Events & Culture Budget)
- Multicultural Festival - \$7,500 (Regional Events & Culture Budget)
- Nocturne Art at Night: \$34,500 (Marketing Levy Special Event Reserve Program)
- Word on the Street - \$5,000 (Regional Events & Culture Budget)

## **DISCUSSION**

The MLSER Business Case Exception Clause states that in exceptional circumstances when requests for funding from the Reserve fall outside the reserve guidelines, a separate report may be created for Regional Council's consideration subject to recommendation of SEAC. The exception clause allows SEAC to make recommendations for events that currently do not fall

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into existing categories. SEAC directed staff to review and evaluate the seven events through the current MLSER application process.

HRM received an application from all seven events that were contacted (See Attachment 1 for Event Information of Applicants). Each application must score 50 points or higher on the MLSER Score Sheet in order to qualify for funding. All applications scored 50 or higher (See Attachment 2 for Score Sheets). However, even though all seven applications qualified for funding, only six events are being recommended for funding. All grant award recommendations are shown in Table 1 below:

<b>Table 1: Proposed Grant Awards - MLSER (Q315)</b>			
<b>Event Name</b>	<b>Request</b>	<b>Score</b>	<b>Proposed</b>
Atlantic Fringe Festival	\$40,000	50	\$10,000
Greek Fest	\$5,000	56	\$0
Halifax Comedy Fest	\$25,000	57	\$9,750
Holiday Parade of Lights	\$24,000	73	\$17,040
Multicultural Festival	\$35,000	59	\$15,050
Nocturne: Art at Night	\$65,000	70	\$42,250
Word on the Street	\$23,000	55	\$8,000
<b>TOTAL</b>	<b>\$217,000</b>		<b>\$102,090</b>

Based on the scoring for the Greek Fest, the event would be eligible for a recommended award of \$1,850. However, Greek Fest is already budgeted for a \$3,500 grant from the HRM operating budget that Regional Council approved on April 3, 2012. Since the operating budget grant is larger than the proposed grant award from the MLSER and it is HRM's practice (and general granting practice) to not award two grants from different funding sources to the same event, it is recommended that Greek Fest not be awarded a one-time MLSER allocation and retain the grant from Operating.

At the May 1, 2012 meeting, Regional Council approved a Festival and Event grant of \$3,500 for the Halifax Comedy Fest. The Festival and Event grant program is a biannual application funding program that supports community celebrations and community and professional festivals. Since the proposed grant award from the MLSER is larger than the Festival and Events grant, it is recommended that SEAC recommend to Regional Council that the Festival and Event grant to Halifax Comedy Fest be rescinded so the that one-time funding of \$9,750 can be provided

**BUDGET IMPLICATIONS**

The proposed grant awards, per the recommendations, will increase the amount to be withdrawn from the Q315 Marketing Levy Special Events Reserve. Budget availability has been confirmed with Finance staff.

**Budget Summary Q315 Reserve**

Projected Balance, March 31, 2013	\$ 323,722
Proposed Budget Withdrawals per Recommendations	<u>\$ (102,090)</u>
Projected Balance March 31, 2013	\$ 221,632

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

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

**COMMUNITY ENGAGEMENT**

N/A

**ENVIRONMENTAL IMPLICATIONS**

None identified.

**ALTERNATIVES**

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend any of the proposed grant awards pending budget capacity.

**ATTACHMENTS**

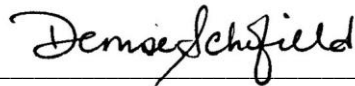
Attachment 1 – Event Information of Applicants

Attachment 2 – Score Sheets

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

Report Prepared by: Paul Forrest, Event Coordinator, Regional Recreation & Culture, 490-6979



Denise Schofield, Manager, Regional Recreation & Culture, 490-6252



Financial Approval by:

For Greg Keefe, A/Director of Finance & ICT/CFO, 490-6308

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**Attachment 1**  
**Event Information of Applicants**

The following information was extracted from the seven applications received by HRM:

1. **Atlantic Fringe Festival**

*Grant requested:* \$40,000

*Grant proposed:* \$10,000

*Information:* This event is scheduled for August 30 – September 9, 2012, in venues throughout the Halifax Peninsula. This event engages 100 volunteers and is gated with admission fees ranging from \$2 to \$10 with complimentary tickets available to over a hundred volunteers from the community. The Fringe is expecting an audience of 6,500 people for 2012 with 1,000 people coming from outside HRM and 500 outside Nova Scotia but within Canada. The proposed budget for 2012 is \$163,698.

2. **Greek Fest**

*Grant requested:* \$5,000

*Grant proposed:* \$0

*Information:* This event is scheduled for June 7 – 10, 2012, at St. George's Greek Orthodox Church/ Community Centre, Halifax. This event engages 200 volunteers and is gated with admission fees of \$5 per day. Greek Fest is anticipating 15,000 people in attendance in 2012 with 4,000 coming from outside HRM and 1,000 from outside Nova Scotia but within Canada. The proposed budget for 2012 is \$174,100.

3. **Halifax Comedy Fest**

*Grant requested:* \$25,000

*Grant proposed:* \$9,750

*Information:* This event occurred on April 25 – 28, 2012, at various venues across Halifax. This event engages 25 volunteers and is gated with admission fees of \$20 - \$40 per day with access to Ha Funniest. Comedy Fest had an estimate of 5,000 people in attendance in 2012 with 900 coming from outside HRM and 300 coming from outside Nova Scotia but within Canada. The proposed budget for 2012 was \$420,465.

4. **Holiday Parade of Lights**

*Grant requested:* \$24,000

*Grant proposed:* \$17,040

*Information:* This event is scheduled for November 17, 2012, in downtown Halifax. The parade engages 90 volunteers and free for the public to attend. This event is estimating 100,000 people will attend in 2012 with 22,000 coming from outside HRM and 2,000 from outside Nova Scotia but within Canada. The proposed budget for 2012 is \$81,000.

5. **Multicultural Festival**

*Grant requested:* \$35,000

*Grant proposed:* \$15,050

*Information:* This event is scheduled for June 22 – 24, 2012, at the Halifax Seaport, Halifax. The festival engages 500 volunteers and is gated with admission fees of \$2 (children), \$6 (student/ senior), \$7 (adult), \$17 (family) and children under 6 are free.

This event is estimating 18,000 will attend in 2012 with 3,240 from outside HRM, 1080 from outside Nova Scotia and 900 from outside Canada. The proposed budget for 2012 is \$305,900.

**6. Nocturne: Art at Night**

***Grant requested:*** \$65,000

***Grant proposed:*** \$42,250

***Information:*** This event is scheduled for October 13, 2012, at various locations throughout HRM. Nocturne engages 100 volunteers and is free for the public to attend. This event is estimating 25,000 people will attend in 2012 with 1,200 coming from outside HRM, 600 coming from outside Nova Scotia and 100 coming from outside Canada. The proposed budget for 2012 is \$180,000.

**7. Word on the Street**

***Grant requested:*** \$23,000

***Grant proposed:*** \$8,000

***Information:*** This event is scheduled for September 23, 2012, at the Halifax Waterfront, Halifax. Word on the Street engages 80 volunteers and is free for the public to attend. The event is estimating 15,000 people will attend in 2012 with 4,000 from outside Halifax, 3,000 from outside Nova Scotia and 2,000 from outside Canada (predominately cruise ship visitors). The proposed budget for 2012 is \$187,000.

**Attachment 2**  
**MLSER Score Sheets**

**Applicant: Atlantic Fringe Festival**

<b>Criteria</b>	<b>Score</b>	<b>Values</b>
<b>Free or low costs (if gated)</b>	10/15	Free = 15 <b>Combination = 10</b> Low Cost = 5
<b>Attendance (Event Size)</b>	3 /15	<b>Less than 10,000 = 3</b> 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
<b>Tourism Period (Seasonality)</b>	3 /9	Off Season (Nov. To Mar.) = 9 <i>Shoulder Season (Apr. – June &amp; Oct.) = 6</i> <b>Prime Season (July to Sept.) = 3</b>
<b>Primary Event Location</b>	3 /9	<b>Urban = 3</b> <i>Mixed = 6</i> Rural = 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Provincial, Federal & corporate – <b>4/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>3/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>1/3</b> Culture – Inclusive, creative, etc. – <b>3/3</b> Diversity – Inclusive, innovative, etc. – <b>3/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	3 /8	Reputation –Event delivery, hospitality – <b>2/4</b> Exposure – TV, radio, paper, online, etc. – <b>1/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	8 /20	Number of tourists – <b>2/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>2/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>2/4</b>
<b>Final Total</b>	50/100	

**Total points: 50**

**Percentage of grant award proposed: 25%**

**Recommended grant award: \$10,000**

MLSER Tourism Event Score Sheet

Applicant: Greek Fest

Criteria	Score	Values
Free or low costs (if gated)	5 /15	Free = 15 Combination = 10 <b>Low Cost = 5</b>
Attendance (Event Size)	6 /15	Less than 10,000 = 3 <b>10,000 to 24,999 = 6</b> 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Off Season (Nov. To Mar.) = 9 <b>Shoulder Season (Apr. – June &amp; Oct.) = 6</b> Prime Season (July to Sept.) = 3
Primary Event Location	6 /9	<b>Urban = 3</b> <b>Mixed = 6</b> Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Provincial, Federal & corporate – <b>1/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>4/4</b>
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – <b>1/3</b> Identity – Physical attributes, heritage, etc. – <b>2/3</b> Culture – Inclusive, creative, etc. – <b>3/3</b> Diversity – Inclusive, innovative, etc. – <b>3/3</b>
Tourism Impact - HRM Exposure - Reputation	3 /8	Reputation –Event delivery, hospitality – <b>2/4</b> Exposure – TV, radio, paper, online, etc. – <b>1/4</b>
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	11 /20	Number of tourists – <b>3/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>3/4</b>
<b>Final Total</b>	56/100	

**Total points: 56**

**Percentage of grant award proposed: 37%**

**Recommended grant award: \$1,850**



MLSER Tourism Event Score Sheet

Applicant: Halifax Comedy Fest

Criteria	Score	Values
Free or low costs (if gated)	10 /15	Free = 15 <b>Combination = 10</b> Low Cost = 5
Attendance (Event Size)	3 /15	<b>Less than 10,000 = 3</b> 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Off Season (Nov. To Mar.) = 9 <b>Shoulder Season (Apr. – June &amp; Oct.) = 6</b> Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	<b>Urban = 3</b> Mixed = 6 Rural = 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Provincial, Federal & corporate – <b>4/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>2/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>4/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>1/3</b> Culture – Inclusive, creative, etc. – <b>2/3</b> Diversity – Inclusive, innovative, etc. – <b>1/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	8 /8	Reputation –Event delivery, hospitality – <b>4/4</b> Exposure – TV, radio, paper, online, etc. – <b>4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	11 /20	Number of tourists – <b>2/8</b> General Economic Impact – <b>3/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>3/4</b>
<b>Final Total</b>	57/100	

**Total points: 57**

**Percentage of grant award proposed: 39%**

**Recommended grant award: \$9,750**

MLSER Tourism Event Score Sheet

Applicant: Holiday Parade of Lights

Criteria	Score	Values
Free or low costs (if gated)	15/15	<b>Free = 15</b> Combination = 10 Low Cost = 5
Attendance (Event Size)	12 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 <b>50,000 to 249,999 = 12</b> Greater than 250,000 = 15
Tourism Period (Seasonality)	9 /9	<b>Off Season (Nov. To Mar.) = 9</b> Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	<b>Urban = 3</b> <i>Mixed = 6</i> Rural = 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Provincial, Federal & corporate – <b>2/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>4/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>1/3</b> Culture – Inclusive, creative, etc. – <b>2/3</b> Diversity – Inclusive, innovative, etc. – <b>2/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	6 /8	Reputation –Event delivery, hospitality – <b>4/4</b> Exposure – TV, radio, paper, online, etc. – <b>2/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	11 /20	Number of tourists – <b>4/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>2/4</b>
<b>Final Total</b>	73/100	

**Total points: 73**

**Percentage of grant award proposed: 71%**

**Recommended grant award: \$17,040**

MLSER Tourism Event Score Sheet

Applicant: Multicultural Festival

Criteria	Score	Values
Free or low costs (if gated)	10 /15	Free = 15 <b>Combination = 10</b> Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 <b>10,000 to 24,999 = 6</b> 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Off Season (Nov. To Mar.) = 9 <b>Shoulder Season (Apr. – June &amp; Oct.) = 6</b> Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	<b>Urban = 3</b> Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Provincial, Federal & corporate – <b>4/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>3/4</b>
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>2/3</b> Culture – Inclusive, creative, etc. – <b>3/3</b> Diversity – Inclusive, innovative, etc. – <b>3/3</b>
Tourism Impact - HRM Exposure - Reputation	3 /8	Reputation –Event delivery, hospitality – <b>2/4</b> Exposure – TV, radio, paper, online, etc. – <b>1/4</b>
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	10 /20	Number of tourists – <b>2/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>3/4</b>
<b>Final Total</b>	59/100	

**Total points: 59**

**Percentage of grant award proposed: 43%**

**Recommended grant award: \$15,050**

MLSER Tourism Event Score Sheet

Applicant: Nocturne: Art at Night

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 <b>25, 000 to 49,999 = 9</b> 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Off Season (Nov. To Mar.) = 9 <b>Shoulder Season (Apr. – June &amp; Oct.) = 6</b> Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	<b>Urban = 3</b> Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Provincial, Federal & corporate – <b>3/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>4/4</b>
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	11 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>3/3</b> Culture – Inclusive, creative, etc. – <b>3/3</b> Diversity – Inclusive, innovative, etc. – <b>3/3</b>
Tourism Impact - HRM Exposure - Reputation	5 /8	Reputation –Event delivery, hospitality – <b>3/4</b> Exposure – TV, radio, paper, online, etc. – <b>2/4</b>
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	10 /20	Number of tourists – <b>2/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>3/4</b>
<b>Final Total</b>	70/100	

**Total points: 70**

**Percentage of grant award proposed: 65%**

**Recommended grant award: \$42,250**

MLSER Tourism Event Score Sheet

Applicant: Word on the Street

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	15/15	<b>Free = 15</b> Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	6 /15	Less than 10,000 = 3 <b>10,000 to 24,999 = 6</b> 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
<b>Tourism Period (Seasonality)</b>	3 /9	Off Season (Nov. To Mar.) = 9 <i>Shoulder Season (Apr. – June &amp; Oct.) = 6</i> <b>Prime Season (July to Sept.) = 3</b>
<b>Primary Event Location</b>	3 /9	<b>Urban = 3</b> <i>Mixed = 6</i> Rural = 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Provincial, Federal & corporate – <b>4/4</b> Volunteers – Number of volunteers, training, capacity, etc. – <b>4/4</b> Experience – Proven track record in Halifax, goals, etc. – <b>3/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage, etc. – <b>2/3</b> Culture – Inclusive, creative, etc. – <b>2/3</b> Diversity – Inclusive, innovative, etc. – <b>1/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	3 /8	Reputation –Event delivery, hospitality – <b>2/4</b> Exposure – TV, radio, paper, online, etc. – <b>1/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	7 /20	Number of tourists – <b>2/8</b> General Economic Impact – <b>1/4</b> Buying local products, equipment, services, etc. – <b>2/4</b> Size/ fiscal management/ appropriateness of budget/ low admin O/H – <b>2/4</b>
<b>Final Total</b>	55/100	

**Total points: 55**

**Percentage of grant award proposed: 35%**

**Recommended grant award: \$8,000**