

ATTACHMENT ONE



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

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.

FOR OFFICE USE ONLY	Reference Number: CE1010 - J24 Sailing Championship
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	10/15	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	12/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	3.75/5	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	3/6	Traditional, attractiveness, image, cultural awareness raising, 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	4/12	
Final Total	59.75/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1016 - CIS Basketball
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 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	6/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	10/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	
Final Total	66.25/100	

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FOR OFFICE USE ONLY	Reference Number: CE1047 - Lawn Bowling Champ.
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	12/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	
Final Total	57.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1029 - FITA Archery
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	3/12	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
Geographic Distribution	10/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	
Final Total	52.25/100	

Signature, Chair of the Special Events Advisory Committee

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FOR OFFICE USE ONLY	Reference Number: CE1030 - Field Archery
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	12/12	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
Geographic Distribution	10/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	
Final Total	61.25/100	

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FOR OFFICE USE ONLY	Reference Number: CE1046 - Sen. Mens Baseball
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	5/15	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	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	6/12	
Final Total	50.25/100	

Signature, Chair of the Special Events Advisory Committee

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FOR OFFICE USE ONLY	Reference Number: CE1042 - Rainmen
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 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)	6/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	4/12	
Final Total	47.25/100	

Signature, Chair of the Special Events Advisory Committee

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FOR OFFICE USE ONLY	Reference Number: CE1066 - Winterfest
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	0 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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)	10/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

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Financial Support	3.75/5	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, cultural awareness raising, 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	5/12	
Final Total	50.25/100	

Signature, Chair of the Special Events Advisory Committee

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FOR OFFICE USE ONLY	Reference Number: CE1005 - Shriners Parade
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	12/12	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
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	1.75/5	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, cultural awareness raising, 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	
Final Total	56.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1058 - Membertou 400
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	12/15	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
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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, cultural awareness raising, 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	6/12	
Final Total	72.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1032 - NYE Event Grand Parade
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	6/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	10/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	3.75/5	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, cultural awareness raising, 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	7/12	
Final Total	68.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1068 - Manifesto East
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	12/15	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
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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	3/6	Traditional, attractiveness, image, cultural awareness raising, 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	4/12	
Final Total	58.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1051 - Navy 100 Civic Celebration
Grant Reviewed: Feb. 18 th , 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	10/10	less than 10,000 = 2 10,000 to 25,000 = 4 25, 000 to 50,000 = 6 50,000 to 250, 000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	4/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2
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

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Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	6/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
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, cultural awareness raising, 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	7/10	
Final Total	78.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

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FOR OFFICE USE ONLY	Reference Number: CE1071- NYE Family Event Civic Celebration
Grant Reviewed: Feb. 18 th , 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	less than 10,000 = 2 10,000 to 25,000 = 4 25, 000 to 50,000 = 6 50,000 to 250, 000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	2/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2
Tourism Period (Seasonality)	10/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3

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Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	3/6	Traditional, attractiveness, image, cultural awareness raising, 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	3/10	
Final Total	69.5/100	

Signature, Chair of the Special Events Advisory Committee

Date



Marketing Levy Special Events Reserve (MLSER) Scoring

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FOR OFFICE USE ONLY	Reference Number: CE1043 - NS Int. Air Show
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	5/15	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	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10



Marketing Levy Special Events Reserve (MLSER) Scoring

Financial Support	3.5/5	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	3/6	Traditional, attractiveness, image, cultural awareness raising, 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	6/12	
Final Total	59.5/100	

Signature, Chair of the Special Events Advisory Committee

Date