

**Special Events Advisory Committee
March 27, 2013**

TO: Chair and Members of Special Events Advisory Committee
Original Signed

SUBMITTED BY: Brad Anguish, Director, Community & Recreation Services

DATE: February 12, 2013

SUBJECT: Summer Festival Grant Program

ORIGIN

Civic Events Policy and Granting Framework approved by Regional Council on March 27, 2007.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av)

RECOMMENDATION

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

1. Approve the 2013/14 Summer Festival grant awards of \$25,000 funded from the Community/Civic Events Operating Budget (C760-6933) as identified below and subject to the approval of the 2013/14 Operating Budget:

Beaver Bank Canada Day	\$5,000
Cole Harbour Harvest Festival	\$7,500
Fall River Canal Days	\$5,000
Seaside Harvest Festival	<u>\$7,500</u>
	\$25,000

BACKGROUND

This report is intended to assist the Special Events Advisory Committee (SEAC) in its deliberations respecting the Summer Festival grant allocation for 2013-2014 in accordance with the Grant Application and Eligibility Process (Attachment 1). SEAC governs four streams of HRM event grants including:

- i. Hallmark Events
- ii. Non-Annual Major Events
- iii. Summer Festival Events
- iv. Festivals and Events

The Summer Festival Grant Program funds community events located within the former Halifax County (see Attachment 2 for Summer Festival history). The total value of the grant program is \$25,000. Prior to 2012, eligible applications were reviewed by a sub-committee of three HRM Councillors who represented the former Halifax County. On March 7, 2012, the Special Events Advisory Committee motioned to discontinue the Summer Festival Sub-Committee and have the Summer Festival report brought directly to SEAC.

There were 4 applications received for 2013:

- a) Beaver Bank Canada Day Festival*
- b) Cole Harbour Harvest Festival*
- c) Fall River Canal Days*
- d) Seaside Harvest Festival*

DISCUSSION

Upon review of applications, it was determined that all events meet eligibility criteria. Staff reviewed each application based on the sub-committee's established granting criteria including:

- Free/ low cost
- Arts & culture included
- Attendance size
- Accessible to general public
- Publicized regionally
- Secured sponsorship
- Community engagement
- Partnerships secured

After reviewing the four applications, it was noted that all events were similar in scale and merit. In 2012, under similar circumstances, the Summer Festival grant was split equally between all applicants. Using this model, the total 2013 grant amount would be divided equally among the 4 applicants awarding \$6,250.00 to each event.

However, two events - Beaver Bank Canada Day and Fall River Canal Days, requested \$5,000.00 as their maximum amount. It is recommended that SEAC award these two events \$5,000.00 and split the remaining funding between the other two applicants - Cole Harbour Harvest Festival and Seaside Harvest Festival, with an equal amount of \$7,500 each.

Table 1 displays the 2013 proposed grant awards:

TABLE 1: PROPOSED FUNDING SUMMER FESTIVAL GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Beaver Bank Canada Day Festival	\$5,000	\$5,000
Cole Harbour Harvest Festival	\$10,000	\$7,500
Fall River Canal Days	\$5,000	\$5,000
Seaside Harvest Festival	\$20,000	\$7,500
TOTAL	\$40,000	\$25,000

FINANCIAL IMPLICATIONS

All recommendations are subject to approval of the proposed 2013/14 budget.

COMMUNITY ENGAGEMENT

Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

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

ATTACHMENTS

- Attachment 1: Applicant's Event Information
- Attachment 2: MLSER Scoring Sheets
- Attachment 3: Event Description and Information

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, Civic Events Coordinator, Regional Recreation & Culture, 490-6979

Original Signed

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

Original Signed

Financial Approval by: Greg Keefe, Director of Finance and Information Technology/CFO, 490-6308

**Attachment 1
Grant Application and Eligibility Process**

There are two intake processes for all HRM event grants. Applications for the Summer Festival program are received during the first intake. Each intake process requires several steps as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff communicates receipt of the application and a reference number is provided.

Step Two: Eligibility Screening

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program.

Step Three: Staff Review

Staff team is struck to review all eligible applications and make recommendations to SEAC based on the following guidelines:

- Possibility of annual event status
- 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

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.

Attachment 2
Past Summer Festival Grant Awards

Year	Event	Grant Amount
2007	Weir Rockin'	\$25,000
2008	Prospect Community Festival	\$25,000
2009	Cole Harbour Harvest Festival	\$25,000
2010	Beaver Bank Canada Day	\$6,250
	Fall River Canal Days	\$6,250
	Sambro Sou Wester Days	\$12,500
2011	Cole Harbour Harvest Festival	\$4,500
	Hubbards Cove Waterfront Festival	\$8,000
	Lake & Shore Days	\$4,500
	Seaside Harvest Festival	\$8,000
2012	Beaver Bank Canada Day Festival	\$3,550
	Cole Harbour Harvest Festival	\$3,550
	Fall River Canal Days	\$3,550
	Lake and Shore Days	\$3,550
	North Preston Day Community Festival	\$3,550
	Sambro Sou' Wester Days	\$3,550
	Seaside Harvest Festival	\$3,550

Attachment 3
Event Description and Information

The following is the description of the four eligible events being recommended for the Summer Festival program:

a) *Canada Day in Beaver Bank*

Requested HRM Funding: \$5,000

Proposed HRM Funding: \$5,000

Program Description: A free two day celebration of Canada to be held on June 30th and July 1, 2013, at the Beaver Bank Kinsac Community Centre in the Beaver Bank. The celebration's purpose is to promote a sense of unity and involvement. June 30th events include a youth concert and festival tent and July 1st includes a pancake breakfast, flag raising ceremony, family fair, and a fireworks display. Estimated attendance for 2013 is 1,635 and the proposed budget is \$15,215.

b) *Cole Harbour Harvest Festival*

Requested HRM Funding: \$10,600

Proposed HRM Funding: \$7,500

Program Description: A free one-day event to be held on September 7, 2013, at the Cole Harbour Place (indoor & outdoor). The event includes a music concert featuring local bands, art and culture displays, youth sport events (skateboard competition), farmer's market, a free skate and inflatable games. The festival is being held in conjunction with the Health Fair organized by Cole Harbour Place. Estimated attendance for 2013 is 5,200 and the proposed budget is \$18,600.

c) *Fall River Canal Days*

Requested HRM Funding: \$5,000

Proposed HRM Funding: \$5,000

Program Description: A free community celebration of Canada Day on July 1, 2013, at St. John's United Church, Lake Thomas. The event starts with a community breakfast, parade of water crafts down the Shubenacadie Canal and then a flag raising ceremony at the Gordon R. Snow Community Centre. Also held at the community centre will be a fishing derby, pet show, and children's entertainment, live music by local groups, a pig roast and a fireworks display. Estimated attendance for 2013 is 3,120 and the proposed budget is \$31,450 (including \$15,150 in-kind).

d) *Seaside Harvest Festival*

Requested HRM Funding: \$20,000

Proposed HRM Funding: \$7,500

Program Description: A free community celebration on Saturday, October 5, 2013, at Fisherman's Cove, Eastern Passage. The event is focused on family, community and the coastal community. Activities include a farmer's market, pumpkin carving, scarecrow decorating, scavenger hunt, art exhibits, live music, storytelling and crafts that reflect the local culture and heritage. Estimated attendance for 2013 is 5,035 and the proposed budget is \$27,500.