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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 15, 2010

SUBJECT: Summer Festival Grant Program 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 \$25,000 from the Summer Festival Grant program (cost centre-C760 Community/Civic Events) as identified in Table Two 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 third report in a series of four that addresses all event applications for the 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 One provides an overview of the three programs and the annual budget allocated to each. Only the Summer Festival and the Festival and Events grants are considered by SEAC. The Annual Grant program is assigned a grant during the annual operating budget process.

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 4 regional councillors is struck to review all applications. 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 will assist SEAC in its deliberations respecting the Summer Festival Grant allocation for 2010-2011. As noted in the background, the Summer Festival Grant 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.

The applications are reviewed by a sub-committee of four Regional Councillors. The sub-committee reviews each application and makes recommendations to SEAC. The sub-committee is recommending that SEAC endorse the proposed grant allocation as identified in Table 1. This includes the Beaver Bank Canada Day, Fall River Canal Days and the Sambro Sou'Wester Days.

The recommended event are recurring, supported financially by corporate and community sponsors and their respective programs involve multiple free activities that are accessible to the general public, each key criteria of the grant program. Beaverbank Canada Day will feature fireworks, live music, and a talent show. Fall River Canal Days will feature an amateur art show, bouncy castles, a fishing derby and a celebration of the Shubenacadie Canal. Finally, over 2000 people will enjoy the Sambro Sou'Wester Days featuring historic dory rowing demonstrations, fireworks, a washer-toss tournament and a Children's carnival.

TABLE TWO: PROPOSED FUNDING SUMMER FESTIVAL GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Cole Harbour Harvest Festival	\$15,000	\$0
Beaver Bank Canada Day	\$6,250	\$6,250
Fall River Canal Days	\$6,250	\$6,250
Sheet Harbour Seaside Festival	\$10,000	\$0
Hubbards Waterfront Festival	\$50,000	\$0
Sambro Sou'Wester Days	\$12,500	\$12,500
TOTAL	\$100,000	\$25,000

BUDGET IMPLICATIONS

The funding for the approved Summer Festival grants from cost centre C760-Community/Civic Events of \$ 25,000 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

None.

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.

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