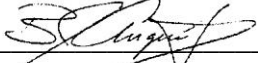


**Special Events Advisory Committee
June 13, 2012**

TO: Special Events Advisory Committee

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

DATE: May 8, 2012

SUBJECT: Summer Festival Grant Program

ORIGIN

Applications received through HRM's biannual Civic Event Granting Program 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 Halifax Regional Council approve the 2012/13 Summer Festival grant awards of \$24,850 funded from the Community/Civic Events Operating Budget (C760-6933) as identified below:

- | | |
|---|---------|
| 1. Beaver Bank Canada Day Festival | \$3,550 |
| 2. Cole Harbour Harvest Festival | \$3,550 |
| 3. Fall River Canal Days | \$3,550 |
| 4. Lake and Shore Days | \$3,550 |
| 5. North Preston Day Community Festival | \$3,550 |
| 6. Sambro Sou' Wester Days | \$3,550 |
| 7. Seaside Harvest Festival | \$3,550 |

BACKGROUND

This report is intended to assist SEAC in its deliberations respecting the Summer Festival grant allocation for 2012-2013 in accordance with the Grant Application and Eligibility Process (Attachment 1). The Special Events Advisory Committee (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. 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 represent 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.

It should be noted that it had been the past practice of the Summer Festival Sub-Committee that events not be provided funding in successive fiscal periods. Therefore, funding for events varied each year (see Attachment 2 for past Summer Festival grant awards).

In 2012, a total of 7 applications were received:

- a) *Beaver Bank Canada Day Festival*
- b) *Cole Harbour Harvest Festival*
- c) *Fall River Canal Days*
- d) *Lake and Shore Days*
- e) *North Preston Day Community Festival*
- f) *Sambro Sou' Wester Days*
- g) *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 seven applications it was noted that all events were similar in scale and merit and therefore lacked distinguishable differences. Therefore, it is recommended that the funding be distributed equally to all applicants due to the reason noted above and to promote annual event sustainability.

The following is the proposed HRM funding and program description of the seven eligible events being recommended for the Summer Festival program:

a) *Beaver Bank Canada Day Festival*

Requested HRM Funding: \$5,000

Proposed HRM Funding: \$3,550

Program Description: A one day celebration of Canada to be held on July 1st in the Beaver Bank community to promote sense of unity and involvement. Events included are a pancake breakfast, flag raising ceremony, country fair, youth talent show, 19+ talent show and a fireworks display.

b) *Cole Harbour Harvest Festival*

Requested HRM Funding: \$20,000

Proposed HRM Funding: \$3,550

Program Description: A non-ticketed event to be held on September 7 & 8th that showcases local talents such as a music concert featuring local bands, art and culture displays, youth skateboard competition, farmer's market, active games for youth and inflatable games. The festival is being held in conjunction with the Health Fair organized by Cole Harbour Place.

c) *Fall River Canal Days*

Requested HRM Funding: \$5,000

Proposed HRM Funding: \$3,550

Program Description: A multiple day community celebration to be held July 2nd that includes a community breakfast, parade of water craft down the Shubenacadie Canal and a grand parade that will feature giant puppets depicting local figures of historic interest. The event will be centered around a community concert featuring local musical groups and performing talent groups. There will be a four day art show and the event's theme in 2012 will be the Queen Elizabeth II celebrates her Diamond Jubilee.

d) *Lake & Shore Days*

Requested HRM Funding: \$5,000

Proposed HRM Funding: \$3,550

Program Description: A week long community event to be held from August 5 -12th by the Porter's Lake Community Services Association along with the participation of numerous local business and organizations. Events include church suppers, BBQs, breakfasts, a family movie, teddy bear picnic, public yard sale, children's carnival, adult dance, parade, parade of lights on the lake and fireworks.

e) North Preston Day Community Festival

Requested HRM Funding: \$10,000

Proposed HRM Funding: \$3,550

Program Description: The 4th annual festival's theme is "On the Move with a Positive Attitude and aims at celebrating the community. Events include a talent night, storytelling, basketball tournament, parade, BBQ, children and senior activities and cultural displays will be held from August 9-11th.

f) Sambro Sou' Wester Days

Requested HRM Funding: \$12,500

Proposed HRM Funding: \$3,550

Program Description: The festival being held from August 10-12th is aimed at celebrating the founding of the Sambro Lighthouse and the culture of the community of Sambro. Activities included are historical water tours on Sambro Island, walking tours of the community, children's carnival, washertoss tournament, community parade, historic dory racing demonstrations, adult dance, adult comedy show, beer garden, local musical show and fireworks.

g) Seaside Harvest Festival

Requested HRM Funding: \$29,900

Proposed HRM Funding: \$3,550

Program Description: The festival has expanded to a three day event being held from September 14-16th at Fisherman's Cove, Eastern Passage. It will focus on the coastal community and its livelihood (boating, fishing, etc.). Activities and events include a farmer's market, art exhibition, live music, dance demonstrations (Scottish, Salsa & Aboriginal), storytelling and crafts that reflect the local culture and heritage.

Table 1 displays the recommended grant awards. There are three events noted in the table that have received an event grant from the Summer Festival Grant Program last fiscal year. As noted in the background, it has been the past practice of the Summer Festival Sub-Committee that events not be provided funding in successive fiscal periods. However, this practice is not a requirement of the Civic Event Granting Framework policy and therefore, all applications were considered.

TABLE 1: PROPOSED FUNDING SUMMER FESTIVAL GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Beaver Bank Canada Day Festival	\$5,000	\$3,550
Cole Harbour Harvest Festival *	\$20,000	\$3,550
Fall River Canal Days	\$5,000	\$3,550
Lake and Shore Days *	\$5,000	\$3,550
North Preston Day Community Festival	\$10,000	\$3,550
Sambro Sou'Wester Days	\$12,500	\$3,550
Seaside Harvest Festival *	\$29,900	\$3,550
TOTAL	\$87,400	\$24,850

* Event received a grant last year from the Summer Festival Program

BUDGET IMPLICATIONS

If approved, the funding of \$24,850 for Summer Festival grants can be accommodated in the proposed 2012/13 Operating Budget Account No. C760-6933 Community/Civic Events.

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.

COMMUNITY ENGAGEMENT

Community engagement for this process involves the input from relevant stakeholders through the Special Event Advisory Committee.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC could approve the recommendations with amendments.

Alternative 2: SEAC could choose to not recommend the grant awards to Regional Council

ATTACHMENTS


Attachment 1: Grant Application and Eligibility Process

Attachment 2: Past Summer Festival Grant Awards

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.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: Paul Forrest, Event Coordinator, Regional Events & Culture, 490-6979

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


Financial Approval by: _____
Greg Keefe, A/Director of Finance & ICT/CFO, 490-6308

Attachment 1 Grant Application and Eligibility Process

There are two intake processes for all HRM event granting. 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, letter confirming receipt of the application and reference number is forwarded to the applicant.

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:

- May be an annual event
- 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	District	Grant Amount
2007	Weir Rockin'	19	\$25,000
2008	Prospect Community Festival	22	\$25,000
2009	Cole Harbour Harvest Festival	4	\$25,000
2010	Beaver Bank Canada Day	2	\$6,250
	Fall River Canal Days	2	\$6,250
	Sambro Sou Wester Days	18	\$12,500
2011	Cole Harbour Harvest Festival	4	\$4,500
	Hubbards Cove Waterfront Festival	23	\$8,000
	Lake & Shore Days	3	\$4,500
	Seaside Harvest Festival	8	\$8,000