

**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:** Festival and Events Grant Funding Request – First Intake

**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 Festival & Events grant awards of \$23,000 funded from the proposed 2013/14 Operating Budget Account No. C760 Regional Events & Culture as identified in Table 1 and subject to the approval of the 2013/14 Operating Budget.

## **BACKGROUND**

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

- a) Hallmark Events
- b) Non-Annual Events
- c) Summer Festival Events
- d) Festivals and Events

### **Festival and Events Program**

The Festival and Event program is used to support annual, small scale, local community events in various categories. The total value of the grant program is \$35,000, of which \$25,000 is allocated through the HRM operating budget, and \$10,000 is received from a provincial grant (pending Provincial government approval).

In the first intake process the available funds for grants are limited to \$25,000, with the remaining \$10,000 allocated for the second intake process. In evaluating each application, the following granting criteria are applied:

- Free/ low cost
- Arts & culture included
- Accessible to general public
- Publicized/ marketed community engagement
- Budget
- Anticipated participation numbers
- Event impact and quality
- Principles of fairness, equity, and precedence

Additionally, each event must meet one of the following three definitions:

- i. **Community Festivals** – Multiple day events operated by non-profit community committees and encompassing a broad definition of culture. Maximum grant amount award is \$2,000.
- ii. **Community Celebrations** – One day events operated by non-profit community committees and encompassing a broad definition of culture. Maximum grant amount award is \$1,000.
- iii. **Professional Festival** – Events produced by non-profit committees occurring for longer than one day that have secured commercial and government sponsorship. These events have budgets over \$50,000 and professionally advance arts and culture. These events have paid artistic participants and (in most cases) administration. However, the focus remains on community engagement and low cost/free access to the public. Maximum grant amount award is \$4,000.

**DISCUSSION**

The event grant application and eligibility process is described in Attachment 1. There were 27 applications for funding, of which 26 qualified as eligible and 1 deemed to be ineligible (see Attachment 2).

The following are recommended grant awards for the eligible applicants (for further overview of the analysis and proposed recommendations see Attachment 3):

<b>TABLE 1: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)</b>		
<b>Event Name</b>	<b>Requested</b>	<b>Proposed</b>
<b><i>a) Community Festivals</i></b>		
Africa Festival of Arts & Culture	\$3,500	\$1,000
Fall For Flamenco Festival	\$5,000	\$750
Irishtown Celtic Festival	\$3,000	\$1,000
Lake Echo Lions Fiesta Days	\$2,500	\$1,000
Mother Goose Festival	\$4,000	\$1,500
Northern Lights Lantern Festival	\$2,000	\$1,750
Peggy's Cove Area Festival of Art	\$5,000	\$1,000
<b>Sub-Total</b>	<b>\$25,000</b>	<b>\$8,000</b>
<b><i>b) Community Celebrations</i></b>		
Abundance Ritual	\$3,935	\$500
Adsum for Women & Children	\$1,800	\$500
Artist for a Day	\$2,000	\$1,000
Can Jam Festival	\$700	\$500
Canada Day - Lake & Shore	\$1,500	\$500
Carroll's Corner Mastodon Days	\$500	\$500
Grand Lake/Oakfield Family Festival	\$2,000	\$500
Na Sgeulaichean	\$500	\$500
Sackville Christmas Tree Lighting	\$2,000	\$1,000
School Farm Day	\$575	\$500
South Woodside Spring Fling	\$2,500	\$500
St. Patrick's Day Parade	\$6,155	\$500
Viva Flamenco! Canada Day	\$600	\$500
Ward 5 Block Party	\$1,000	\$500
We're All Young Now	\$2,000	\$500
World War II Memory Lane Revue	\$1,000	\$500
Youth Try It Week	\$5,000	\$500
<b>Sub-Total</b>	<b>\$33,765</b>	<b>\$9,500</b>
<b><i>c) Professional Festivals</i></b>		
Kiwanis Music Festival	\$12,000	\$3,000
Stages Theatre Festival	\$3,000	\$2,500
<b>Sub-Total</b>	<b>\$15,000</b>	<b>\$5,500</b>
<b>TOTAL</b>	<b>\$73,765</b>	<b>\$23,000</b>

### FINANCIAL IMPLICATIONS

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

### COMMUNITY ENGAGEMENT

The 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: Grant Application and Eligibility Process  
Attachment 2: Proposed Eligible & Non-Eligible Events  
Attachment 3: Review & Analysis of Eligible Applicants

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> and 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

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Financial Approval by:

Greg Keefe, Director of Finance and Information Technology/CFO, 490-6308

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## **Attachment 1 Grant Application and Eligibility 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 May and closes the last Friday of August. Each intake process requires several steps as outlined below:

### **Step One: Grant Application Submission**

Candidate applications are submitted. Upon receipt, a letter confirming receipt of the application and a reference number is forwarded to the applicant.

### **Step Two: Eligibility Screening**

The approved Civic Events Granting Framework and Policy guides all decisions respecting event categories that may be considered for funding:

- 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 festivals that include performing, visual, media or literary arts 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

### **Step Three: Staff Review**

Staff reviews all eligible applications and makes recommendations to SEAC based on the following guidelines:

- Possibility of becoming an annual event
- Community and corporate support for the event must be evident
- Events must be accessible to the general public
- Emphasis on low cost gate fees must be evident
- 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

### **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 grant applicants are officially notified by staff of the grant amount awarded.

**Attachment 2**  
**Proposed Eligible & Non-Eligible Events**

**The Proposed Eligible Events**

Upon review, 26 out of the 27 applications submitted are considered eligible for consideration through the Festival & Event program. The following provides a brief description of each event in alphabetical order:

**Abundance Ritual**

*When:* May 25-26, 2013

*Where:* Black Rock Beach, Point Pleasant Park

***Program Description:*** The free event focuses on understanding and respecting diversity within spiritual traditions and cultures, specifically the West African Dagara peoples. The event will include an information session, food, singing, boat building activity and the ancestral boat send off.

*Attendance Size:* 107

*Budget:* \$3,935

*HRM Request:* \$3,935

*Proposed HRM Funding:* \$500

**Adsum for Women & Children**

*When:* July, 2013

*Where:* Adsum House, Halifax

***Program Description:*** Adsum House is celebrating its 30<sup>th</sup> anniversary and is hosting a free open house, ice cream social and live entertainment for the community. There also will be archival materials displayed around the house.

*Attendance Size:* 170

*Budget:* \$1,800

*HRM Request:* \$1,800

*Proposed HRM Funding:* \$500

**Africa Festival of Arts and Culture**

*When:* July 26-28, 2013

*Where:* Sackville Landing, Halifax Waterfront, Halifax

***Program Description:*** A free showcase of the culture, visual and performing arts of the people of African descent. Artists will include Diasporas from Nigeria, Ghana, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Somalia, ADAM, the Caribbean and the African Nova Scotian Community. Artistic work will include visual arts, drumming, jazz, and hip-hop, gospel, stand-up comedy, and storytelling.

*Attendance Size:* 2,000

*Budget:* \$46,020

*HRM Request:* \$3,500

*Proposed HRM Funding:* \$1,000

**Artist for a Day**

*When:* May 11, 2013

*Where:* Seawall Marginal Road, Halifax

**Program Description:** Artist for a Day is a free outdoor exploration of many artistic disciplines housed under tents and kiosks. There will be printmaking, steam roller prints, ceramics, sewing, weaving, drawing, painting, letterpress, performance art, and dancing.

*Attendance Size:* 10,600

*Budget:* \$16,950

*HRM Request:* \$2,000

*Proposed HRM Funding:* \$1,000

**Canada Day Celebrations - Lake & Shore**

*When:* July 1, 2013

*Where:* Lake & Shore Community Recreation Centre, Porter's Lake

**Program Description:** A Canada Day community celebration featuring a pancake breakfast, 3-on-3 basketball tournament, bocce ball, washer toss, BBQ, inflatable bouncers, face painting, musical acts, dancing, yoga and fireworks display. While the event is free there is a fee of \$5 for the pancake breakfast and a \$10 fee for the basketball tournament.

*Attendance Size:* 212

*Budget:* \$8,000

*HRM Request:* \$1,500

*Proposed HRM Funding:* \$500

**Can Jam Festival**

*When:* June 29-July 1, 2013

*Where:* 711 Pockwock Road, Upper Hammonds Plains

**Program Description:** This festival continues the celebration of the 200<sup>th</sup> anniversary of the War of 1812 descendants of the Chesapeake Black Refugees. The event will include a Canada Day parade, fireworks, community displays, outdoor basketball tournament, horseshoe tournament, children and youth activities.

*Attendance Size:* 450

*Budget:* \$8,050

*HRM Request:* \$700

*Proposed HRM Funding:* \$500

**Carroll's Corner Mastodon Days**

*When:* July 20, 2013

*Where:* Carroll's Corner Community Centre, Carroll's Corner

**Program Description:** The event celebrates the 1991 discovery of Stanley the mastodon in the gypsum quarry in 1991. The event includes a community breakfast, parade, children's games, inflatable games, soccer tournament, horse rides and a BBQ.

*Attendance Size:* 500

*Budget:* \$3,750

*HRM Request:* \$500

*Proposed HRM Funding:* \$500

**Fall For Flamenco Festival**

*When:* October 2013

*Where:* Various locations, HRM

**Program Description:** A ten day festival celebrating and promoting flamenco dance and music. Event includes free workshops and demonstrations and gated concerts and dance performances (ticket range is \$6 - \$35).

*Attendance Size:* 1,069

*Budget:* \$104,000

*HRM Request:* \$5,000

*Proposed HRM Funding:* \$750

**Grand Lake/Oakfield Family Festival**

*When:* July 27, 2013

*Where:* Grand Lake/ Oakfield Community, Grand Lake

**Program Description:** A free community event that includes an old fashion picnic, live local music, children's games, adult games (pie baking, jam making tug of war, horseshoes), dunk tank and a demonstration from the Glooscap Hot Dog performance group.

*Attendance Size:* 280

*Budget:* \$2,000

*HRM Request:* \$2,000

*Proposed HRM Funding:* \$500

**Irishtown Celtic Festival**

*When:* September 13-15, 2013

*Where:* Prince Street and Bedford Row, Halifax

**Program Description:** A free public street festival that will celebrate and promote Nova Scotia Celtic heritage. The festival will include music on an outdoor stage, song writers circle, dance, artistic displays, food, athletics, handcrafts and language.

*Attendance Size:* 5,260

*Budget:* \$236,500

*HRM Request:* \$3,000

*Proposed HRM Funding:* \$1,000

**Kiwanis Music Festival**

*When:* April 2-30, 2013

*Where:* Various Locations throughout Halifax and Dartmouth

**Program Description:** A festival with both competitive and non-competitive classes, representing approximately 8,000 student performances. The Festival gives HRM students the opportunity to receive instruction from some of Canada's most accomplished musical talents and to compete locally, provincially and nationally.

*Attendance Size:* 18,255

*Budget:* \$119,000

*HRM Request:* \$12,000

*Proposed HRM Funding:* \$3,000

**Lake Echo Lions Fiesta Days**

*When:* July 6-8, 2013

*Where:* Lake Echo

**Program Description:** The event includes a parade, horseshoe competition, water boat races, cake walk, inflatable bouncers, BBQ, community breakfast and a fireworks display.

*Attendance Size:* 500

*Budget:* \$2,500

*HRM Request:* \$2,500

*Proposed HRM Funding:* \$1,000

**Mother Goose Festival**

*When:* August 3, 2013

*Where:* Ferry Terminal Park, Dartmouth

**Program Description:** Free family/ children's event that includes games, art and activities for children, bouncy castles, a petting zoo, reading tents and short plays written and delivered by a local theatre company.

*Attendance Size:* 6,000

*Budget:* \$15,000

*HRM Request:* \$4,000

*Proposed HRM Funding:* \$1,500

**Na Sgeulaichean/ Storytellers**

*When:* May 23 or 30, 2013

*Where:* St. Matthew's Church, Halifax

**Program Description:** A cultural event that focuses on the Scottish Gaelic culture in Nova Scotia through storytelling, music and song. The story telling will be a mix in Gaelic with English translation and there will be a traditional milling frolic to conclude the night.

*Attendance Size:* 118

*Budget:* \$500

*HRM Request:* \$500

*Proposed HRM Funding:* \$500

**Northern Lights Lantern Festival**

*When:* July 20, 2013

*Where:* Merv Sullivan Memorial Park, Halifax

**Program Description:** This free event includes a BBQ, free drinks, games, lantern making, entertainment, petting zoo, lantern parade possession and fireworks display.

*Attendance Size:* 6,065

*Budget:* \$22,013

*HRM Request:* \$2,000

*Proposed HRM Funding:* \$1,750

**Peggy's Cove Festival of Arts**

*When:* July 11-21, 2013

*Where:* Various locations between Prospect and Hubbards

**Program Description:** Ten day annual public festival celebration that highlights the cultural talent and creativity of painters, musicians, handicrafts, artisans, sculptors, storytellers, woodworkers and potters who reside in the St. Margaret's Bay area. The festival consists of four main events; festival launch (\$20 fee), paint Peggy's cove (free), artist's studio tour (free) and musical concerts (\$20 fee).

*Attendance Size:* 4,131

*Budget:* \$37,753.50

*HRM Request:* \$5,000

*Proposed HRM Funding:* \$1,000

**Sackville Christmas Tree Lighting**

*When:* December 5, 2013

*Where:* Sackville Library

**Program Description:** Free event with tree lighting, local entertainment, hot chocolate, and a visit from Santa.

*Attendance Size:* 2,070

*Budget:* \$12,300

*HRM Request:* \$2,000

*Proposed HRM Funding:* \$1,000

**School Farm Day – Urban Farm Museum of Spryfield**

*When:* June 6, 2013

*Where:* Urban Farm Field, Rockingstone Road, Spryfield

**Program Description:** Students from local schools celebrate Spryfield's agricultural past with animals and an invitation to join the "Come Grow with Us" gardening program. Garden tours, heritage games, and socializing with seniors from Melville Lodge.

*Attendance Size:* 250

*Budget:* \$1,600

*HRM Request:* \$575

*Proposed HRM Funding:* \$500

**South Woodside Spring Fling**

*When:* June 8, 2013

*Where:* South Woodside Community Centre, Dartmouth

**Program Description:** The free event includes a family BBQ, snow cone station, inflatable bouncers, Discovery Centre exhibit, magician, face painting and games.

*Attendance Size:* 315

*Budget:* \$2,860

*HRM Request:* \$2,500

*Proposed HRM Funding:* \$500

**St. Patrick's Day Parade**

*When:* March 16, 2013

*Where:* North end Halifax

**Program Description:** Free event in which the parade is made up of more than 30 units of marching groups, bands, floats and vehicles.

*Attendance Size:* 936

*Budget:* \$6,155

*HRM Request:* \$6,155

*Proposed HRM Funding:* \$500

**Stages Theatre Festival**

*When:* May 26 – June 9, 2013

*Where:* Neptune's Studio Theatre and Foundation Hall, Halifax

**Program Description:** Stages Theatre Festival is Atlantic Canada's national Professional Theatre Festival. The event presents six to eight productions over the twelve day festival and offers both free and gated (\$5-\$40) events. There are outreach activities such as talk - back sessions, workshops and school performances.

*Attendance Size:* 2,559

*Budget:* \$152,675

*HRM Request:* \$3,000

*Proposed HRM Funding:* \$2,500

**Viva Flamenco! Canada Day**

*When:* July 1, 2013

*Where:* Sackville Landing, Halifax Waterfront

**Program Description:** A free music and dance performance featuring guitarists, percussionists, solo and ensemble dancing.

*Attendance Size:* 512

*Budget:* \$600

*HRM Request:* \$600

*Proposed HRM Funding:* \$500

**Ward 5 Annual Block Park**

*When:* August 27, 2013

*Where:* Russell Street, Halifax

**Program Description:** Street party for children, seniors and families. Programs include games, BBQ, prizes, and entertainment.

*Attendance Size:* 366 people

*Budget:* \$3,300

*HRM Request:* \$1,000

*Proposed HRM Funding:* \$500

**We're All Young Now**

*When:* May 5, 2013

*Where:* Alderney Landing Theatre, Dartmouth

**Program Description:** An event celebrating National Youth Arts Week that will include free live music from local artists, a free showcase of visual art and a gated evening concert with established local artists.

*Attendance Size:* 860 people

*Budget:* \$5,500

*HRM Request:* \$2,000

*Proposed HRM Funding:* \$500

**World War II Memory Lane Revue**

*When:* May 5, 2013

*Where:* Alderney Landing Theatre, Dartmouth

**Program Description:** The event is in partnership with Atlantic Canada World War Two Living History Association. There will be an encampment recreated, war tents and displays, and a musical/theatrical revue.

*Attendance Size:* 290 people

*Budget:* \$2,439

*HRM Request:* \$1,000

*Proposed HRM Funding:* \$500

**Youth Try It Week**

*When:* March 11 - 15, 2013

*Where:* Various areas in North End Halifax

**Program Description:** The free event is aimed at engaging youth by offering sessions in archery, dance instruction, karate, yoga, pottery and finances/business.

*Attendance Size:* 340 people

*Budget:* \$7,500

*HRM Request:* \$5,000

*Proposed HRM Funding:* \$500

**Ineligible Events**

Upon review, one application was deemed ineligible for consideration through the Festival & Events program. **The Downtown Dartmouth Summer Event Series** application was deemed ineligible due to the length of the event. The Civic Events Granting Framework and Policy states that HRM will support events that occur over a short duration. This application states that the event series will occur over a two month period.

**Attachment 3**

**Review & Analysis of Eligible Applicants**

**1. Review and Analysis**

The following provides a proposed recommendation for each event and a brief rationale for that recommendation:

**a) Community Festivals**

Upon review, staff has assessed the applications and recommends that 7 events fall within the community festival category with the following grant awards:

1. Recommend an award of \$750 to the following event on the basis that the event meets the minimum criteria:
  - *Fall for Flamenco Festival*
2. Recommend an award of \$1,000 to the following events on the basis that each event surpasses the minimum criteria, has anticipated higher level of attendance and a larger event budget:
  - *Africa Festival of Arts & Culture*
  - *Irishtown Celtic Festival*
  - *Lake Echo Lions Fiesta Days*
  - *Peggy's Cove Area Festival of Arts*
3. Recommend an award of \$1,500 to the following events on the basis that each event surpasses the minimum criteria, has an anticipated attendance exceeding 5,000 with a budget that shows proportional good value, and the event organizers have a track record of delivering quality events.
  - *Mother Goose Festival*
4. Recommend an award of \$1,750 to the following event on the basis that the event surpasses the minimum criteria, has an anticipated attendance exceeding 5,000 with a budget that shows proportional good value and a strong marketing campaign and event organizers have a track record of delivering quality events.
  - *Northern Lights Lantern Festival*

**b) Community Celebrations**

Upon review, staff has assessed the applications and recommends that 17 events fall within the community celebrations category with the following grant awards:

1. Recommend an award of \$500 to the following events on the basis that each event meets the minimum criteria, and have a higher anticipated level of attendance:
  - *Adsum for Women & Children*
  - *Can Jam Festival 2013*
  - *Canada Day - Lake & Shore*
  - *Canada Day Flamenco*

- *Carrolls Corner Mastodon Days*
- *Grand Lake/Oakfield Family Festival*
- *Na Sgeulaichean*
- *School Farm Day*
- *South Woodside Spring Fling*
- *St. Patrick's Day Parade*
- *Viva Flamenco! Canada Day*
- *Ward 5 Block Party*
- *We're All Young Now 2013*
- *World War II Memory Lane Revue*
- *Youth Try It Week*

2. Recommend an award of \$1,000 to the following event on the basis that the event meets the minimum criteria, has a higher anticipated level of attendance and larger budget.

- *Artist for a Day*
- *Sackville Christmas Tree Lighting*

**c) Professional Festivals**

Upon review, staff has assessed the applications and recommends that 2 events fall within the professional festival category with the following grant awards:

1. Recommend an award of \$2,500 to the following event on the basis that the event meets the minimum criteria, has an anticipated attendance with a budget that shows proportional value, and event organizers have a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, and offers a free and low cost event accessible to the public.

- *Stages Theatre Festival 2013*

2. Recommend an award of \$3,000 to the following event on the basis that the event meets the minimum criteria, has an anticipated attendance exceeding 10,000 with a substantial budget and event organizers have a track record of delivering quality events. The event offers both free and low cost events accessible to the public.

- *Nova Scotia Kiwanis Music Festival*