



PO Box 1749  
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**Item No. 11.6.1**

**Halifax Regional Council  
May 13, 2008**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:** Sheila Fougere  
Councillor Sheila Fougere, Chair, Special Events Advisory Committee

**DATE:** May 9, 2008

**SUBJECT:** Civic Events Granting Process Overview

**ORIGIN**

April 23, 2008 Special Events Advisory Committee meeting.

**RECOMMENDATION**

It is recommended that Halifax Regional Council:

- a) amend HRM's Civic Events Policy Framework and Market Levy Special Events Reserve Business Case (Attachment 3) to expand the list of HRM Hallmark Events *to include:*
  1. **the Atlantic Film Festival,**
  2. **the Atlantic Jazz Festival, and**
  3. **the Blue Nose International Marathon;**
- b) approve a 3 year funding schedule for Hallmark Events and the 2008/2009 funding for non-annual events from the Market Levy Special Events Reserve (Q315) (Table 1) as amended;
- c) approve 2008/2009 proposed funding amounts from the Festival and Events Grant program through Operating Budget C760 (Table 2);
- d) approve 2008/2009 proposed funding amounts from the Summer Festival Grant program through Operating Budget C760 (Table 3);
- e) reallocate the \$11,500 capacity in C760 to existing annual events which was achieved by

realigning 3 events under the Hallmark event category (Q315).

**BACKGROUND/DISCUSSION**

On March 19, 2008, the Special Events Advisory Committee directed staff to prepare a report on proposed funding recommendations for events that have requested funding in amount over \$20,000 through the Market Levy Special events reserve. Additionally, the Committee requested that the funding recommendations for both Festival and Events and Summer Festival grants programs be tabled.

On April 23, 2008, the Special Events Advisory Committee reviewed an overview of the Civic Events Granting Process and a discussion paper and requested changes which have been incorporated into the attached staff report (Attachment A).

**BUDGET IMPLICATIONS**

None associated with this report. Please see attachment A.

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved 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**

Council could chose not to approve the Committee's grant recommendations.

**ATTACHMENTS**

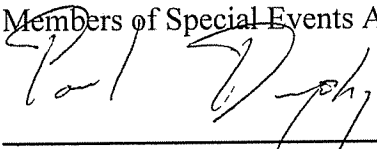
- Attachment A - Civic Events Granting Process and Discussion Paper
- Attachment 1 - List of Event Organizer Presenters
- Attachment 2 - Hallmark Events
- Attachment 3 - Reserve Business Case

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.

Report Prepared by:

\_\_\_\_\_  
Ms. Shawnee Gregory, Legislative Assistant

**TO:** Members of Special Events Advisory Committee

**SUBMITTED BY:**   
Paul Dunphy, Director of Community Development

**DATE:** April 20, 2008

**SUBJECT:** Civic Events Granting Process Overview and Discussion Paper

**ORIGIN**

On March 19, 2008, the Special Events Advisory Committee directed staff to prepare a report on proposed funding recommendations for events that have requested funding in amount over \$20,000 through the Marketing Levy Special events reserve. Additionally, the Committee requested that the funding recommendations for both Festival and Events and Summer Festival grants programs be tabled.

On April 23, 2008, the Special Events Advisory Committee reviewed an overview of the Civic Events Granting Process and a discussion paper and requested changes which have been incorporated into this report.

**RECOMMENDATION**

It is recommended that SEAC recommend that Regional Council:

- a) amend HRM's Civic Events Policy Framework and Marketing Levy Special Events Reserve Business Case (Attachment 3) to expand the list of HRM Hallmark Events *to include:*
  1. **the Atlantic Film Festival,**
  2. **the Atlantic Jazz Festival, and**
  3. **the Blue Nose International Marathon;**
- b) approve a 3 year funding schedule for Hallmark Events and the 2008/2009 funding for non-annual events from the Marketing Levy Special Events Reserve (Q315) (Table 1) as amended;
- c) approve 2008/2009 proposed funding amounts from the Festival and Events Grant program through Operating Budget C760 (Table 2);
- d) approve 2008/2009 proposed funding amounts from the Summer Festival Grant program through Operating Budget C760 (Table 3);
- e) reallocate the \$11,500 capacity in C760 to existing annual events which was achieved by realigning 3 events under the Hallmark event category (Q315).

## BACKGROUND

In March 2007 Council approved a new civic event policy framework to improve the overall approach to HRM's civic event granting approval process. The framework requires HRM's Civic Events Operating Budget (C760), be used exclusively for funding festivals, celebrations and HRM civic events. Whereas, the *Marketing Levy Special Events Reserve*, which is an operating reserve funded through the hotel levy, is used to fund non-annual commercial, tourism and sporting events of national and international calibre. Additionally, the Reserve would fund HRM's annual Hallmark Tourism events.

At the same time, Council established a new Special Events Advisory Committee (SEAC). The Committee is responsible for overseeing the event grant decision-making process and for providing advice and recommendations to Council on annual grant funding awards. *The Committee only considers and advises on events that qualify through the Marketing Levy Special Events Reserve, Festival and Events, and Summer Festival Grant programs*, as generally described below.

### a) HRM's Event Grant Programs

HRM supports event programs through two budgets (C760 and Q315) which are administered through 4 different grant programs:

#### 1. Annual Event Grant Program (C760)

The civic event operating budget provides approximately \$158,500 to support annual events conducted by external event organizers. The Special Events Advisory Committee (SEAC) is not mandated to provide advice on these events. Council determined these to qualify for annual funding at amalgamation and affirmed this approach in March 2007 with the adoption of the Civic Events Policy Framework. These annually funded events include:

- Atlantic Film Festival
- Atlantic Jazz Festival
- Atlantic Fringe Festival
- Word On the Street
- Multicultural Festival
- Sackville Patriot Days
- Kaloose Days
- Eastern Passage Cow Bay Summer Carnival
- Waverly Gold Rush Days
- Clam Harbour Sand Castle Competition
- Dartmouth Tree Lighting
- Book Awards
- Volunteer Ceremony
- Summer Free Concert Series
- Pride Parade
- Light Up Bedford Parade
- Spryfield Santa Claus Parade
- Holiday Parade of Light
- Town Crier
- Annual Parade Program
- Bedford Days

2. Special Events Reserve Program (Q315)

The Marketing Levy Special Events Reserve provides financial assistance for hosting national and international tourism, commercial, major and sporting events that do not occur annually, with exception of hallmark tourism events. The Reserve is annually valued at approximately \$1.6 million.

3. Festivals and Events Grants Program (C760)

The Festivals and Events (F&E) Grants Program provides grants to community non-profit organizations. Total annual funding for the F&E program is \$25,000 which is enhanced by an additional \$10,000 provided by the Province of Nova Scotia. The Special Events Advisory Committee (SEAC) has established a sub-committee comprised of 2 SEAC members to review and make funding recommendations. Generally, the level of assistance provided by HRM is in the range of \$250 - \$1,000.

4. Summer Festival Grant Program (C760)

The Summer Festival Grant program is designed to provide a legacy enhancement for a community event that is geographically located within the former Halifax County Municipal boundaries. Total annual funding for the Summer Festival grant is \$50,000 in the operating budget (C760) of which \$25,000 is annually directed to the Musquodoboit Valley Exhibition. The Special Events Advisory Committee (SEAC) has established a sub-committee comprised of four Councillors from former County District to assist staff in selecting yearly events.

**The Grant Review Process**

At the November 2007 meeting of SEAC, a new process for considering grants administered through the Special Events Reserve, Festival and Event Grant Program and Summer Festival Grant program was endorsed by the Committee. The primary change from previous years is the addition of an evaluation process by Committee. Traditionally, HRM grants have been allocated in the absence of stakeholder input.

Additionally, the process involves presentations by local event organizations to the Committee. Specifically, 16 event organizations who were seeking funds through the Marketing Levy Special Events Reserve presented. Committee members were provided a detailed package in advance of each presentation containing information on economic benefits, tourism draw, seasonality, management and financial capacity etc.

The 16 events were selected by the Committee because they qualified for funding pursuant to the Civic Events Policy. Moreover, several events that were considered by the Committee to be important fixtures to HRM's event roster were invited to determine if they qualify as a Hallmark event. Event organizers are interested in receiving Hallmark status, as this qualifies them for funding through the Reserve, provided the changes to the reserve business case are approved by Council, versus the Operating Budget grants, which has significantly more funding capacity than the operating budget.

It should be noted that only those events seeking greater than \$20,000 in funding from the Reserve were eligible to present to the Committee. Any event falling below this amount were deferred to staff for recommendations.

Beyond the Reserve, two sub-committees of SEAC met to review and provide funding recommendations for the Festival and Event and the Summer Festival grant programs. The Summer Festival sub-committee comprises of former Halifax County area councillors, including a councillor representative from SEAC. The Festival and Events Grants sub-committee comprises of staff and 2 members of SEAC.

### **DISCUSSION**

Between the months of February through March Committee members spent a considerable number of hours attending meetings and hearing from event organizers. Through this process members gained a much better understanding of the existing and proposed events and the benefits they impart to HRM. Following these presentations the Committee faced two key decisions:

1. ***Confirm whether existing Hallmark events should retain their status, and whether or not the Hallmark category should be expanded to include any of the 16 events heard by the Committee?***
2. ***Determine appropriate allocations for Hallmark events, and all other events seeking funding through the marketing levy special events reserve, festival and events, and summer festival grants.***

#### ***Decision 1 (a) Should existing Hallmark events should retain their status?***

The Committee agreed to use the Hallmark Tourism Event definition contained in the Civic Events policy to guide their discussions. The definition states that a Hallmark event is “a recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become inseparable in terms of their image.”

Based on this definition, the Committee agreed that the 3 events previously identified in the policy (Halifax International Busker Festival, Royal NS International Tattoo, and NS International Air Show) satisfy the definition and should retain the Hallmark status.

#### ***Decision 1 (b) Should the Hallmark category be expanded to include new events?***

Upon hearing from the event community, the Committee agreed that three additional events should be added to the category based on the Hallmark definition. The Committee felt strongly that each of these events have proven themselves as significant events and demonstrate potential for continued growth. The existing events to be added include:

- Atlantic Film Festival;**
- Atlantic Jazz Festival; and**
- Blue Nose International Marathon**

***Decision 2 (a) What is an appropriate level of funding for events qualifying through the MLSER?***

As noted in the background, the Marketing Levy Special Events Reserve is used to fund Hallmark events and non-annual events in various event categories (sport, tourism, commercial etc). The total value of the Reserve varies each year, but is estimated at 1.6 million for 2008/09. (However, the Committee will prefer to allocate only 1.3 million in any given year.)

The Reserve typically is used to fund major events that are large in scale and require significant levels of funding. SEAC's approach to its annual funding decisions must therefore acknowledge future demands for funding and plan for such events accordingly.

In consideration of funding allocations, staff developed a set of guiding principles to assist in decision-making. However, despite this level of discipline added to the decision making process, staff recognize that the process of grant allocation remains somewhat subjective, and accounts for such.

**The Principles:**

- A minimum of 20% should be retained in the reserve to address new event opportunities that emerge through the year.
- Of the existing applications, it is not necessary to allocate the full 80% of the Reserve.
- All Hallmark events will be reviewed using the same funding model. Therefore, the grant allocation assigned to the 3 original Hallmark events last year may change.
- The 3 new Hallmark events will be funded through the Reserve with the additional capacity created in the operating being redirected to support existing annual events in the operating budget.
- The funding allocation percentages contained in the policy are a guide. SEAC will employ its best judgement for allocating percentages among each event category. (Sport (30), Hallmark (15), Tourism(30), Commercial (15), Other (10).
- Only events scoring 50% or greater will qualify for funding.

**The Grant Allocation Funding Model**

- Any event scoring between 50 - 60% will be eligible for a minimum of 25% of their ask to a maximum of 45% of their ask.
- Any event scoring between 61 - 70% will be eligible for a minimum of 45% of their ask to a maximum of 65% of their ask.
- Any event scoring 71% or above will be eligible for a minimum of 65% of their ask to a maximum of 100% of their ask.
- Any request less than \$5,000 that received a score of 60% or more receives full request.
- Any event previously approved by Regional Council will receive the assigned value and cannot be disputed by SEAC.

**Proposed Funding Allocations**

Based on the above principles and funding model, **Table 1** below outlines staffs assessment and recommendations for funding for the 08/09 budget year.

<b>TABLE 1 - PROPOSED FUNDING AMOUNTS FROM MARKETING LEVY SPECIAL EVENTS RESERVE</b>				
<b>Event Name</b>	<b>Former Grant</b>	<b>Request</b>	<b>Score %</b>	<b>Proposed \$</b>
<b>Hallmark Events</b>		<b>15% of 1.3 mill (80%) = \$195,000</b>		
<i>(*It is recommended that the proposed funding for Hallmark events be consistent for 3 years)</i>				
Atlantic Film Festival	\$5,000	\$75,000	63%	\$40,000
Blue Nose International Marathon	\$1,500	\$75,000	67%	\$40,000
Royal Nova Scotia International Tattoo	\$60,000	\$100,000	78%	\$90,000
Atlantic Jazz Festival	\$5,000	\$50,000	60%	\$25,000
Halifax International Busker Festival	\$43,000	Pending presentation	Pending presentation	Pending presentation
Halifax International Air Show	\$40,000	\$40,000	71%	\$30,000
<b>SUBTOTAL</b>				<b>\$225,000</b>
<b>Sporting Events</b>		<b>30% of 1.3 m (80%) = \$390,000</b>		
Midget Baseball (no presentation)		\$15,000	50%	\$4,000
Canadian Sprint Canoe (no presentation)		\$3,000	62.5%	\$3,000
Canadian Dance Sport (no presentation)		\$1,500	43%	\$0
Laser World Champ		\$50,000	72%	\$40,000
IIHF World Hockey Championships * Council pre-approved		\$250,000	56%	\$250,000
Bosom Buddies Boat Race		\$20,000	56%	\$10,000
<b>SUBTOTAL</b>				<b>\$307,000</b>
<b>Tourism Events</b>		<b>30% of 1.3 m (80%) = \$390,000</b>		



Tall Ships 2009	\$750,000	72%	\$540,000 (270,000 over 2 years)
Black Loyalist Amistad Event	\$25,000	71%	\$20,000
Ride The Lobster (no presentation)	\$10,000	50%	\$2,500
SUBTOTAL			<b>\$292,500</b>
<b>Commercial Events</b>		<b>15% of 1.3 m (80%) = \$195,000</b>	
Halifax International Fireworks Competition	\$75,000	67%	\$0
Common Concert	\$300,000	RC	\$300,000
Great Atlantic Blues & Beyond Festival	\$100,000	0%	\$0
SUBTOTAL			<b>\$300,000</b>
<b>TOTAL</b>			<b>\$1,124,500</b>

**Decision 2 (b) Festival and Events Proposed Grant Allocations**

As noted in the background, the Festival and Event program is used to support annual local events in various categories defined by the Civic Events Policy. The total value of the grant program is \$35,000. In determining proposed funding allocations the following principles and funding model guided the discussions and decision making:

**Guiding Principles:**

- It is not necessary to allocate the full grant program budget to existing applications
- Returning events qualify 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
- Local sporting events are not eligible for funding
- Fundraising dinners/functions of a similar nature are not eligible for funding

**Funding Model:**

- no limits on maximum grant awards
- crowd estimates dictate grant amount
- returning events receive the same as previous years

<b>TABLE 2 - FESTIVAL AND EVENTS PROPOSED FUNDING</b>	
<b>Event Name</b>	<b>Proposed Funding</b>
Adsum Fun For Family Woman and Children	\$250
African Night - All Africans - Dalhousie	\$250
Acadian Day (Chezzetcooke)	\$200
Bayers Westwood (3499 McAlipine Avenue)	\$750
Cole Harbor Festival - CHP Commons	\$750
Concert on Other Hill - Fort Needham	\$500
Canadian National Soling - 1 Meter Championship - Bedford Basin Yacht Club - Radio Boat Controlled	\$250
Canada Day - Viva Flamenco Dancing	\$250
Christmas Tree Lighting (1st Annual) - Acadia Hall	\$450
UHPA Can Jam Festival - Basket Ball	\$500
Dingle Park Fling - 100th Anniversary	\$1,250
Eastern Shore Heritage Homecoming	\$500
Eastern Passage/Cowboy Holiday Festival	\$750
HRM Earth Day Event	\$1,000
Foundation of Sambro Lighthouse - Sambro Island	\$1,000
Festival For Gardening - Triangle	\$500
Hubbards Cove Days	\$750
Hope for Wildlife Society - Head Chezzetcooke	\$250
Scottish Highland Games - Dartmouth	\$3,000
Local Food Committee	\$750
La Fete du la Musique - Public Gardens and Grand Parade	\$750
Lake Shore Days - Porter's Lake	\$1,000
Mental Health - Healthy Minds - Dartmouth Waterfront	\$1,000

Bridge Mile - MacPass	\$1,000
Maritime Fiddle Festival	\$2,000
Musquodobit Harbour and Lions Fair	\$2,000
North Woodside Community Centre - Canada Day Idol Talent Contest and Family BBQ	\$750
Northern Lights - Lantern Festival	\$1,250
Quinpool Cruise	\$500
Super Nova Theater Festival and Kids Festival - Alderney Landing	\$500
Sheet Harbor Days	\$3,500
Urban Farm Harvest Fair - Spryfield Farm	\$300
Ward 5 Block Party	\$750
Mastodon Days	\$500
<b>Total</b>	<b>\$29,700</b>

***Decision 2 (c) Summer Festival Proposed Grant Allocations***

As noted in the background, the Summer Festival grant program is used to support local event(s) in the former Halifax County area of HRM. The total value of the grant program is \$50,000, of which 25,000 is annually allocated to the County Exhibition. Therefore, in determining the proposed funding allocation for the remaining \$25,000, the following principles and funding model guided the discussions and decision making:

**Guiding Principles:**

- subjectivity was part of the evaluation process
- it is desired to allocate the full grant for the budget cycle approval process
- the fund can be used as seed money for new events
- the grant can support annual events to help develop over several years
- there is a desire to disperse funding support throughout the County
- no preference given to new events
- events would be accessible to the general public
- emphasis on events that had no or low cost gate fees

**Funding Model:**

- maximum grant award is \$25,000

TABLE 3 - PROPOSED FUNDING AMOUNTS FROM SUMMER FESTIVAL			
Event Name	Request	Score %	Proposed \$
Prospect Community Festival	\$25,000	100%	\$25,000

**BUDGET IMPLICATIONS**

Projected capacity for Reserve budget Q315 is approximately \$2,000,000, which is adequate to accommodate the proposed funding amounts. The project budget for C760 community events provides for the proposed 25,000 and 35,000 grant programs respectively.

Provided the realignment of three new Hallmark events from operating budgets to the Reserve is approved by Council, a capacity of approximately \$11,500 will be created in C760 community events. This capacity will be allocated among existing annual events funded through operating.

**FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

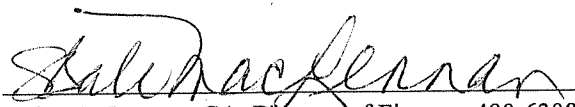
This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation, except as it relates to the existing Marketing Levy Reserve Business Case. The relevant Reserve Business Case is recommended to be revised to be consistent with the other recommendations contained in this report.

**ATTACHMENTS**

- Attachment 1 - List of Event Organizer Presenters
- Attachment 2 - Hallmark Events
- Attachment 3 - Reserve Business Case (to be circulated Monday)

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.

Report Prepared by : Andrew Whittemore, A/Manager, Community Relations & Cultural Affairs

Report Approved by:   
Dale MacLennan, CA, Director of Finance, 490-6308

**ATTACHMENT 1**  
**List of Event Applicants Presenters by Category**

**Sport:**

Laser World Sailing Championships  
Bosom Buddies Atlantic Survivors Dragon Boat Festival

**Tourism:**

Black Loyalist Amistad Society Event  
Tall Ships 2009  
Great Atlantic Blues & Beyond Festival

**Hallmark:**

Halifax Comedy Festival  
Nova Scotia Multicultural Festival  
Atlantic Fringe Festival  
Atlantic Jazz Festival  
Atlantic Film Festival  
Word on the Street  
Blue Nose International Marathon

**(Existing Hallmark Status)**

Nova Scotia International Air Show  
Nova Scotia International Tattoo  
Halifax International Busker Festival (invited but did not present)

**Commercial:**

Halifax International Fireworks Competition

**Other:**

None

**ATTACHMENT 2  
Existing and Proposed Hallmark Events**

**Existing:**

Royal Nova Scotia International Tattoo  
Halifax International Air show  
International Busker Festival

**Proposed:**

Atlantic Jazz Festival  
Atlantic Film Festival  
Blue Nose International Marathon