



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.3.1

**Halifax Regional Council
July 8, 2008**

TO: Mayor Kelly and Members of Halifax Regional Council

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

DATE: July 3, 2008

SUBJECT: Special Events Advisory Committee Civic Events Grants

ORIGIN

A staff report was brought before Special Events Advisory Committee on July 2, 2008.

RECOMMENDATION

Special Events Advisory Committee recommends that Regional Council:

1. **Approve Halifax International Busker Festival as a Hallmark Event and provide 2008/09 funding as outlined in revised Table 1 (Attachment 2); and**
2. **Approve additional 2008/2009 funding amounts from the Festival and Events Grant program as outlined in revised Table 2 (Attachment 3).**

BACKGROUND/DISCUSSION

A staff report was tabled with Special Events Advisory Committee on July 2, 2008. Upon review of the proposed staff report, Special Events Advisory Committee agreed to an amended report as contained in the revised tables.

BUDGET IMPLICATIONS

As per the motion of Special Events Advisory Committee, the recommended allocation of funding in the staff report dated June 9, 2008 has decreased by a total of \$7,000 as noted in the revised tables. This \$7,000 will be earmarked for the Scotia Music Festival and the Halifax Pop Explosion until such time that Special Events Advisory Committee has had an opportunity to hear from the proponents and consider their status as Hallmark Events.

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

None

ATTACHMENTS

- Attachment 1 - Staff Report dated June 9, 2008
- Attachment 2 - Revised Table 1 (Marketing Levy Special Events Reserve grants)
- Attachment 3 - Revised Table 2 (Festival and events grants)

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: Barbara Coleman, Legislative Assistant

Report Approved by: [Name of Director/BU/Phone #]

Attachment 1 - June 9, 2008 Staff Report



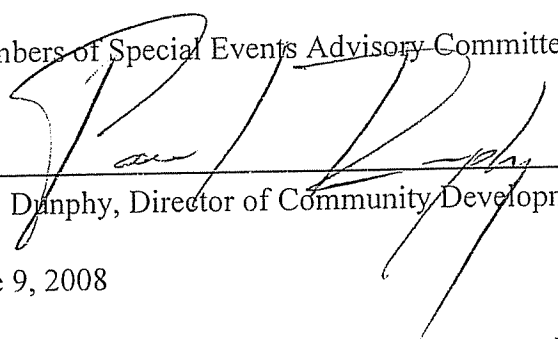
PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Special Events Advisory Committee
June 18, 2008

TO:

Members of Special Events Advisory Committee

SUBMITTED BY:


Paul Dunphy, Director of Community Development

DATE:

June 9, 2008

SUBJECT:

Civic Events Granting Process Overview and Discussion Paper

ORIGIN

On May 13, 2008 Halifax Regional Council approved the Civic Events Granting Process Overview and Discussion Paper report submitted by the Special Events Advisory Committee. Regional Council reallocated \$11,500 in capacity, created by this approval, to the Annual Event Grant Program and the HRM Festival & Events Grant process.

Staff event grant deliberations and event grant discussions by the Special Events Advisory Committee subsequent to the May 13 report submission.

RECOMMENDATION

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

- a) approve a 3 year funding schedule for Hallmark Events to include a Halifax International Busker Festival grant and the 2008/2009 funding for non-annual events from the Marketing Levy Special Events Reserve (Q315) (Table 1) as amended;
- b) approve 2008/2009 proposed funding amounts from the Festival and Events Grant program through Operating Budget C760 (as outlined in Table 2) as amended.

BACKGROUND

On May 13, 2008, Council approved the 2008/09 event grant recipients. This included recommendations around 4 grant streams including:

1. Annual Event Grant Program (C760) - Annual fund of \$158,500 for 21 events/programs. These annually funded events include:

- Atlantic Film Festival
- Annual Parade Program
- Atlantic Jazz Festival
- Atlantic Fringe Festival
- Word On the Street
- Multicultural Festival
- Sackville Patriot Days
- Kaloose Days
- Eastern Passage Cow Bay Summer Carnival
- Town Crier
- Waverley 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
- 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 the 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 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

An extensive review process managed by the Special Events Advisory Committee was undertaken. During this process certain existing Annual Event and Festival & Events grant recipients had

requested to become Marketing Levy Special Events Reserve Hallmark events in order to receive increased annual funding (see ATTACHMENT 1). Events that were unsuccessful in this regard were deemed to qualify for funding under the Annual Event or the Festival & Events grant programs through which they would have historically been funded. Because these decisions occurred at the end of the process the Committee agreed to a second phase of the review.

This report addresses the second phase.

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 was deferred to staff for recommendations.

The SEAC Festival & Events Grant sub-committee identified one event that should be considered for Marketing Levy Special Events Reserve funding during the first phase of grant process deliberations.

The Africville Reunion grant application was not included in the May 13 report and two other events were identified by staff as warranting HRM Festival & Events Grant process consideration. Staff utilized this second phase opportunity to reconsider the funding of certain events.

Council directed the Committee and staff to reallocate the \$11,500, created by certain events becoming Hallmark, to the Annual Event Grant and the Festival & Events Grant programs.

Staff, after reviewing Annual Event Grant deficiencies, determined that the Multicultural Festival warranted a \$2,500 increase to its grant.

Finally, SEAC's May 21, 2008 analysis of the Nova Scotia International Busker Festival presentation produced a grant recommendation outlined in this report. This presentation was subsequent to the May 13 report.

DISCUSSION

The following discussion outlines the proposed funding levels.

Between the months of February through May SEAC 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 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 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 1.3 million for 2008/09.

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.

Proposed Funding Allocations

Based on the above principles and funding model, **Table 1** below outlines staff's assessment and recommendations for funding for the 08/09 budget year. Amendments to the May 13 report are bolded.

TABLE 1 - PROPOSED FUNDING AMOUNTS FROM Marketing Levy Special Events Reserve				
Event Name	Former Grant	Request	Score %	Proposed \$
Hallmark Events 15% of 1.3 mill (80%) = \$195,000 <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 Air Show	\$40,000	\$40,000	71%	\$30,000
Halifax International Busker Festival	\$43,000	\$152,000	78%	\$50,000
SUBTOTAL				\$275,000
Sporting Events 30% of 1.3 m (80%) = \$390,000				
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

2008 National Lawn Bowls Championships	\$12,000	63%	\$5,000
SUBTOTAL			\$312,000
Tourism Events		30% of 1.3 m (80%) = \$390,000	
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			\$292,500
Commercial Events		15% of 1.3 m (80%) = \$195,000	
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			\$300,000
Major Civic Celebrations and Infrastructure		10% of 1.3m (80%) = \$130,000	
Africville Reunion Celebration	\$5,000	64%	\$5,000
GRAND TOTAL			\$1,184,500

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;

Proposed Funding Allocations

Based on the above principles and funding model, **Table 2** below outlines staffs assessment and recommendations for funding for the 08/09 budget year. Amendments to the May 13 report are bolded.

TABLE 2 - FESTIVAL AND EVENTS PROPOSED FUNDING	
Event Name	Proposed Funding
Adsum Fun For Family Woman and Children	\$250
African Night - All Africans - Dalhousie	\$250
Acadian Day (Chezzetcook)	\$200
Bayers Westwood	\$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/Cowbay 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 Chezzetcook	\$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
Musquodoboit 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
Sheet Harbour Days	\$3,500
Urban Farm Harvest Fair - Spryfield Farm	\$300
Ward 5 Block Party	\$750
Mastodon Days	\$500
Eye Level Gallery Parade	\$150
100 Mile Local Food Picnic	\$500
Pop Explosion	\$2,000
Eastern Front Theatre/SuperNova Theatre Festival	\$2,000
Scotia Music Festival	\$5,000
Comedy Festival	\$3,000
Total	\$41,850

BUDGET IMPLICATIONS

The proposed funding requirement from the Special Events Reserve Q315 for 2008-09 is \$1,184,500. The projected capacity for Reserve budget Q315 is approximately \$1,600,000, which is adequate to accommodate the proposed funding amounts. The projected budget for C760 community events plus the \$9,000 capacity created from events reclassified as Hallmark provides for the proposed \$41,850 grant program.

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.

ATTACHMENTS

Attachment 1 - Annual Event and Festival & Events Grant Recipients Requesting to become Marketing Levy Special Events Reserve Hallmark Events

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 : Michael Gillett, Civic Events Coordinator

ATTACHMENT 1

Annual Event and Festival & Events Grant Recipients Requesting to become Marketing Levy Special Events Reserve Hallmark Events

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

Attachment 2 - Revised Table 1 - July 2, 2008
(Revisions are bolded and italicized)

TABLE 1 - PROPOSED FUNDING AMOUNTS FROM MARKET LEVY SPECIAL EVENTS RESERVE				
Event Name	Former Grant	Request	Score %	Proposed \$
Hallmark Events 15% of 1.3 mill (80%) = \$195,000				
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 Air Show	\$40,000	\$40,000	71%	\$30,000
<i>Halifax International Busker Festival</i>	<i>\$43,000</i>	<i>\$152,000</i>	<i>78%</i>	<i>\$50,000</i>
SUBTOTAL				\$275,000
Sporting Events 30% of 1.3 m (80%) = \$390,000				
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
<i>2008 National Lawn Bowls Championships</i>		<i>\$12,000</i>	<i>63%</i>	<i>\$5,000</i>
SUBTOTAL				\$312,000

Tourism Events		30% of 1.3 m (80%) = \$390,000	
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			\$292,500
Commercial Events		15% of 1.3 m (80%) = \$195,000	
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			\$300,000
Major Civic Celebrations and Infrastructure		10% of 1.3m (80%) = \$130,000	
<i>Africville Reunion Celebration</i>	<i>\$5,000</i>	<i>64%</i>	<i>\$5,000</i>
GRAND TOTAL			\$1,184,500

Attachment 3 - Revised Table 2 - July 2, 2008
(Revisions are bolded and italicized)

TABLE 2 - FESTIVAL AND EVENTS PROPOSED FUNDING	
Event Name	Proposed Funding
Adsum Fun For Family Woman and Children	\$250
African Night - All Africans - Dalhousie	\$250
Acadian Day (Chezzetcook)	\$200
Bayers Westwood	\$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/Cowbay 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 Chezzetcook	\$250
Scottish Highland Games - Dartmouth	\$3,000
Local Food Committee (100-Mile Local Food Picnic 2008)	\$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
Musquodoboit 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
Sheet Harbour Days (Seaside Festival)	\$3,500
Urban Farm Harvest Fair - Spryfield Farm	\$300
Ward 5 Block Party	\$750
Mastodon Days	\$500
<i>Eye Level Gallery Parade</i>	<i>\$150</i>
<i>Eastern Front Theatre/SuperNova Theatre Festival</i>	<i>\$2,000</i>
<i>Comedy Festival</i>	<i>\$3,000</i>
Total	\$34,350