

Item No. 10.3.1
Halifax Regional Council
November 22, 2011

TO: Mayor Kelly and Members of Halifax Regional Council

Original Signed

SUBMITTED BY: _____
Councillor Sue Uteck, Chair, Special Events Advisory Committee

DATE: November 15, 2011

SUBJECT: Festival and Events Grant Program – Second Intake

ORIGIN

October 6, 2011 staff report and the November 9, 2011 Special Events Advisory Committee meeting.

RECOMMENDATION

It is recommended that Halifax Regional Council approve the 2011/2012 Festival & Event grant awards (2nd Intake) for a total of \$5,250, as presented in Table 1 of the October 6, 2011 staff report, subject to confirmation of event attendance and financial information to confirm that the funding is still required.

BACKGROUND

As per the October 6, 2011 staff report. See Attachment 1.

DISCUSSION

As per the October 6, 2011 staff report. See Attachment 1.

BUDGET IMPLICATIONS

As per the October 6, 2011 staff report. See Attachment 1.

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

The Special Events Advisory Committee is comprised of four citizens at large, four representatives from the following organizations: Greater Halifax Partnership; Destination Halifax; Hotel Association of Nova Scotia and the Chamber of Commerce. There are also four elected officials who serve on the Committee. The Special Event Advisory Committee meetings are open to the public.

ALTERNATIVES

1. Halifax Regional Council may choose not to approve the 2011/12 Festival and Event grant awards (2nd Intake) as presented. This is not the recommended option.
2. Halifax Regional Council may choose to amend the proposed 2011/12 Festival and Event grant awards (2nd Intake) pending budget capacity. This is not the recommended option.

ATTACHMENTS

1. October 6, 2011 staff report.

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.


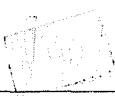
Report Prepared by: [Chis Newson, Legislative Assistant, 490-6732]



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Item No.
Special Events Advisory Committee
November 9, 2011

TO: Special Events Advisory Committee

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

DATE: October 6, 2011

SUBJECT: Festival and Events Grant Program – Second Intake

ORIGIN

HRM’s biannual Civic Event Granting Program solicited several grant applications during Phase Two (June – September) 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 Halifax Regional Council approve the 2011/12 Festival & Events grant awards (2nd Intake) for a total of \$5,250, as presented in Table 1 of this report, subject to confirmation of event attendance and financial information to confirm that the funding is still required.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event granting services including:

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

This is the final report in a series of four and it addresses event applications for the 2011/12 Festival and Events grant program.

Festival and Events Program

The Festival and Event program is used to support annual small scale, local community based events, in various categories defined by the Civic Events Policy. The total value of the grant program is \$35,000, of which \$25,000 is allocated through the HRM operating budget, and \$10,000 from a provincial grant. The first intake process is limited to the \$25,000, with the remaining \$10,000 earmarked for the second intake process. The first intake process awarded \$24,500 of the allotted \$25,000.

DISCUSSION

This report outlines the staff recommendations to SEAC respecting the Festival and Events grant allocation for 2011-2012.

Proposed Eligible Events

Upon review of the event applications in accordance with HRM's Grant Application and Evaluation Process (Attachment 1), staff determined that 5 of the 6 applications submitted were eligible for consideration through the Festival & Events program. The following provides a brief description of the 5 eligible events:

Name: African Festival of Arts & Culture

When: July 12 & 23, 2011

Where: Sackville Landing, Halifax Waterfront, Halifax

Program Description: A free showcase of culture, visual and performing arts of 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.

Attendance Size: 1,000

Budget: \$10,000

Name: Great East Dartmouth Community BBQ

When: August 28, 2011

Where: East Dartmouth Community Centre

Program Description: The free event includes inflatable bouncies, face painting, organized games for youth, cotton candy, BBQ and local group exhibits.

Attendance Size: 1700

Budget: \$3,650

Name: Photopolis

When: October 1 – 31, 2011

Where: Various locations throughout HRM

Program Description: Photopolis is a free city wide celebration of photography taking place throughout Halifax. Photopolis is organized collaboratively between participating galleries, and includes exhibitions, photo based works by local, national and international artists, artist talks and other special events focusing on contemporary photography.

Attendance Size: 7,000

Budget: \$20,000

Name: Supernova Theatre Festival 2011

When: May 18 - 29, 2011

Where: Neptune Studio Theatre, Argyle Street, Halifax

Program Description: Supernova Theatre Festival is Atlantic Canada's national Professional Theatre Festival. The festival presents six to eight productions over the twelve day festival. There are outreach activities such as talk back sessions, workshops and school performances.

Attendance Size: 2000+

Budget: \$190,000

Name: Quinfest

When: September 17, 2011

Where: Quinpool Road, from Beech Street to Quinpool Education Centre, Halifax

Program Description: The free event will offer a Jon Mullan concert, inflatable bouncies, carnival games, displays, demonstrations, popcorn, snow cones, BBQ, yard sale, kids area, mural painting and arts and crafts.

Attendance Size: 4000-5000

Budget: \$15,000

Ineligible Events

Upon review, staff determined that 1 of the 6 applications submitted were ineligible for consideration through the Festival & Events program. The one application that was deemed ineligible was the Big Brothers Big Sisters – Littles vs Halifax Mooseheads event. This event is listed as a fundraiser and under current policy fundraising events are not supported.

1. Review and Analysis

The following provides a brief overview of the analysis for each event and proposed recommendation, which are summarized for ease in Table 1.

a) Community Festivals

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

1. Staff recommends an award of \$750 to the following events based on the fact that each event meets the minimum criteria, has a larger budget, and an anticipated high level of attendance:
 - *QuinFest*
2. Staff recommends an award of \$1,000 to the following event based on the fact that the event meets the minimum criteria, has a larger event budget, and promotes diversity and culture:
 - *Africa Festival of Arts & Culture*

b) Community Celebrations

Upon review, staff have assessed the applications and recommends that 1 event falls within the community celebrations category with the following grant awards:

1. Staff recommends an award of \$500 to the following events based on the fact that each event meets the minimum criteria, as well as a higher anticipated level of attendance:
 - *Great East Dartmouth Community BBQ*

c) Professional Festivals

Upon review, staff have assessed the applications and recommend that 4 events fall within the professional festival category with the following grant awards:

1. Staff recommends an award of \$1,000 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 2,000, and a budget that shows proportional good value. The event also demonstrates a professional caliber of art and offers free events accessible to the public.
 - *Photopolis – Halifax Festival of Photography*
2. Staff recommends an award of \$2,000 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 2,000, with a significant budget and event organizers with a good track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, and offers both free and low cost events accessible to the public.
 - *Supernova Theatre Festival*

The following table provides a summary of the requested and recommended funding:

TABLE 1: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
<i>a) Community Festivals</i>		
Africa Festival of Arts & Culture	\$3,500	\$1,000
QuinFest	\$3,000	\$750
Sub-Total	\$6,500	\$1,750
<i>b) Community Celebrations</i>		
Great East Dartmouth Community BBQ	\$1,000	\$500
Sub-Total	\$1,000	\$500
<i>c) Professional Festivals</i>		
Photopolis – Halifax Festival of Photography	\$2,445	\$1,000
Supernova Theatre Festival	\$3,000	\$2,000
Sub-Total	\$5,445	\$3,000
TOTAL	\$12,945	\$5,250

It should be noted that these events have already taken place. Therefore, staff recommend that SEAC approve the funding subject to submission of confirmation of event attendance and financial information to confirm that the funding is still required.

BUDGET IMPLICATIONS

The funding for the 2011/12 Festival & Events grant awards (2nd Intake), totaling \$5,250, can be accommodated within operating account C760-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 staff seeking the input of relevant and knowledgeable stakeholders through the Special Event Advisory Committee to advise on the proposed events. Event organizers are also invited to attend a SEAC meeting to present and to answer questions.

ALTERNATIVES

- Alternative 1: SEAC could choose to approve the report with amendments to specific funding amounts.
- Alternative 2: SEAC could choose to not approve the report. This is not recommended as these events play an important role in communities.

ATTACHMENTS

Attachment 1: Grant Application and Evaluation Process

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: Paul Forrest/Event Coordinator, Community Development and Partnerships. 490-6979

Report Approved by:

Original Signed

Denise Schofield, Manager, Community Development and Partnerships

Original Signed

Financial Approval by:

James Cooke, CGA, Director of Finance/CFO, 490-6308

Attachment 1: 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 May and closes the last Friday of August. Grant applications are located on the 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 and an application reference number is provided.

Step Two: Eligibility Screening

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program.

a) Organizational Status:

While the approved civic event policy framework is silent respecting group status, Section **80(2)** of the Halifax Regional Municipality Charter states “The Municipality may not provide any form of direct financial assistance to a business or industry”. Further, Section **88 (1)** states Council may expend money for purposes of “a grant or contribution to...any charitable....cultural, community, sporting or social organization within the Province. It should be noted that moneys expended for grants through the Marketing Levy Special Events Reserve are excluded from these provision, as the Marketing Levy is governed by its own legislation.

Further, pursuant to HRM’s Policy Statement for Non-Profit Registration Eligibility Requirements, in some cases, SEAC may choose to consider an application from an unregistered, community-based, organization. In such cases, there must be strong rationale for considering an unregistered group – including but not limited to: length of duration (short-term projects i.e. events), partnership opportunities, public safety, etc.

b) Event Type:

The approved Civic Event Policy framework guides all decisions respecting the event types which may be considered for funding including:

- 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 celebration events with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Parades.

Step Three: Staff Review

A staff team is struck to review all eligible applications, and to make recommendations to SEAC based on the following guidelines:

- May be an annual event;
- 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.

In evaluating each application, staff apply the following granting criteria:

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

Additionally, each event is screened against the following three definitions:

Community Festivals – More than one day events operated by non-profit community committees and encompass a broad definition of culture. Minimum grant amount awarded is \$500 with a maximum \$1,500.

Community Celebrations – More than one day events operated by non-profit community committees and encompass a broad definition of culture. Minimum grant amount awarded is \$250 with a maximum of \$500.

Professional Festival – Events produced by non-profit committees occurring for longer than one day that have secured commercial and government sponsorship with budgets over \$50,000 that professionally advance arts and culture. These events have paid artistic participants and usually administration, however, the focus is still on community engagement and low cost/ free access to the public. Minimum grant amount awarded is \$1,000, with a maximum of \$5,000

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.