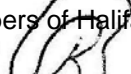




P.O. Box 1749  
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**Item No. 11.1.10**  
**Halifax Regional Council**  
**June 23, 2015**

**TO:** Mayor Savage and Members of Halifax Regional Council  
Original signed by 

**SUBMITTED BY:** \_\_\_\_\_  
Richard Butts, Chief Administrative Officer  
Original Signed by \_\_\_\_\_  
Mike Labrecque, Deputy Chief Administrative Officer

**DATE:** June 8, 2015

**SUBJECT:** **Summer Festivals Grants Report 2015**

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**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 Halifax Regional Council Approve the 2015/16 Summer Festivals grant awards for a total of \$24,975 as identified in Table 1 to be funded from the approved 2015/16 Operating Budget Account No. C760, Culture & Events.

## **BACKGROUND**

This report is intended to assist Regional Council in its deliberations respecting the Summer Festivals grants allocation for the 2015/16 budget in accordance with the Grant Application Eligibility and Evaluation Process (Attachment 1).

The Summer Festival Grant Program funds community events located within the former Halifax County (see Attachment 2 for Summer Festival history). The total value of the grant program is \$25,000. Prior to 2012, eligible applications were reviewed by a sub-committee of three (3) HRM Councillors who represented the former Halifax County. On March 7, 2012, the Special Events Advisory Committee (SEAC) motioned to discontinue the Summer Festival Sub-Committee and have the Summer Festival report brought directly to SEAC.

There were nine (9) applications received for 2015:

1. *Canada Day in Beaver Bank*
2. *Cole Harbour Harvest Festival*
3. *Fall River Canal Days*
4. *Lake and Shore Days*
5. *North Preston Days*
6. *Peggy's Cove Area Festival of the Arts*
7. *Sambro Sou' Wester Days 2015*
8. *Seaside Harvest Festival*
9. *Tallahassee Days*

On May 26, 2015, Regional Council approved a new Administrative Order (AO) which outlined a new process and categories for the provision of event grants. Since the event grant process was already underway for the 2015 season, applications were received under the existing process and the new AO and categories will take effect for the 2016/17 fiscal year. Pursuant to the existing process, this report was scheduled to go to SEAC on July 8, 2015, and subsequently onto Regional Council for consideration on July 21, 2015. As the many of community events are scheduled for July 1<sup>st</sup>, and therefore require funding confirmation as soon as possible, staff was requested to bring the report directly to Regional Council. This change has been supported by the Chair of SEAC.

## **DISCUSSION**

Upon review of the applications, it was determined that all events meet eligibility criteria. Staff reviewed each application based on the following grant criteria:

- Free/ low cost;
- Arts & culture included;
- Attendance size;
- Accessible to general public;
- Publicized regionally;
- Secured sponsorship;
- Community engagement; and
- Partnerships secured.

A summary of each application is outlined in Attachment 3. After reviewing the applications, it was determined that while there were two (2) new applicants to the program, all events were similar in scale and merit. From 2012 to 2014 and under similar circumstances, the Summer Festival grant budget has been split equally between all eligible applicants.

Using this existing decision process, the 2015 Summer Festivals grant awards would be divided equally among the applicants. Therefore, it is recommended that all applicants receive a \$2,775 grant award for 2015/16 (Table 1).

It should be noted that the reduction in each grant of \$725.00 from the 2014 amount of \$3,500.00 is in no way a reflection on the quality of the applicants, but rather that additional applicants to the program have impacted the total available funds.

<b>TABLE 1: 2015/16 PROPOSED FUNDING SUMMER FESTIVAL GRANT PROGRAM (C760)</b>		
<b>Event Name</b>	<b>Requested</b>	<b>Proposed</b>
Canada Day in Beaver Bank	\$5,000	\$2,775
Cole Harbour Harvest Festival	\$22,000	\$2,775
Fall River Canal Days	\$5,000	\$2,775
Lake and Shore Days	\$5,000	\$2,775
North Preston Days	\$5,000	\$2,775
Peggy's Cove Area Festival of the Arts	\$5,000	\$2,775
Sambro Sou' Wester Days 2015	\$3,500	\$2,775
Seaside Harvest Festival	\$10,000	\$2,775
Tallahassee Days	\$10,000	\$2,775
<b>TOTAL</b>	<b>\$70,500</b>	<b>\$24,975</b>

#### **FINANCIAL IMPLICATIONS**

All recommendations can be accommodated in the approved 2015/16 operating budget account C760-6933.

#### **COMMUNITY ENGAGEMENT**

None

#### **ENVIRONMENTAL IMPLICATIONS**

None identified

#### **ALTERNATIVES**

Regional Council could choose to change the distribution of the funding amounts pending budget capacity.

#### **ATTACHMENTS**

- Attachment 1: Grant Application Eligibility and Evaluation Process
- Attachment 2: Past Summer Festival Grant Awards
- Attachment 3: Event Descriptions and Information

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 490.4327

Financial Approval by: Bruce Fisher, Acting Director of Finance & ICT/CFO, 490.6308

Report Approved by: Brad Anguish, Director, Parks & Recreation, 490.4933

## **Attachment 1**

### **Grant Application Eligibility and Evaluation Process**

The application process requires several steps until a final decision is made by Regional Council, as outlined below:

#### **Step One: Eligibility Screening**

The approved Civic Events Granting Framework and Policy guides all decisions respecting event categories that may be considered for funding. Applications are reviewed to determine eligibility and whether the proposal qualifies for the Summer Festivals program.

#### **Step Two: 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

#### **Step Three: 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 Four: Regional Council Decision**

Upon review of the recommendations provided by 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**  
**Past Summer Festival Grant Awards**

<b>Year</b>	<b>Event</b>	<b>Grant Amount</b>
2014	Canada Day in Beaver Bank	\$3,500
	Cole Harbour Harvest Festival	\$3,500
	Fall River Canal Days	\$3,500
	Lake and Shore Days	\$3,500
	North Preston Days	\$3,500
	Sambro Sou'Wester Days	\$3,500
	Seaside Festival	\$3,500
2013	Beaver Bank Canada Day Festival	\$5,000
	Cole Harbour Harvest Festival	\$7,500
	Fall River Canal Days	\$5,000
	Seaside Harvest Festival	\$7,500
2012	Beaver Bank Canada Day Festival	\$3,550
	Cole Harbour Harvest Festival	\$3,550
	Fall River Canal Days	\$3,550
	Lake and Shore Days	\$3,550
	North Preston Day Community Festival	\$3,550
	Sambro Sou' Wester Days	\$3,550
	Seaside Harvest Festival	\$3,550
2011	Cole Harbour Harvest Festival	\$4,500
	Hubbards Cove Waterfront Festival	\$8,000
	Lake & Shore Days	\$4,500
	Seaside Harvest Festival	\$8,000
2010	Beaver Bank Canada Day	\$6,250
	Fall River Canal Days	\$6,250
	Sambro Sou Wester Days	\$12,500
2009	Cole Harbour Harvest Festival	\$25,000
2008	Prospect Community Festival	\$25,000
2007	Weir Rockin'	\$25,000

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### Attachment 3 Event Descriptions and Information

The following is the descriptions of the eligible events being recommended:

**1. Canada Day in Beaver Bank**

**Organization:** Beaver Bank Kinsac Community Centre

**When:** June 30 - July 1, 2015

**Where:** Beaver Bank Rd. Community Centre, school on Kinsac Rd, ball field in Beaver Bank

**Program Description:** Free Canada Day Celebrations including beer tent, open mic, pancake breakfast, flag raising, family fair, youth event and fireworks.

**Attendance:** 1,700

**Budget:** \$37,000

**HRM Request:** \$5,000

**Proposed HRM Funding:** \$2,775

**2. Cole Harbour Harvest Festival**

**Organization:** Cole Harbour Harvest Festival Society

**When:** September 12, 2015

**Where:** In and around Cole Harbour Place

**Program Description:** A free event to celebrate the Cole Harbour community including a music concert with local bands, and children's entertainment that includes face painting, art, culture, healthy living and food displays. Sports events include a skateboard competition and a free skate, a Farmer's Market, street parade and fireworks show.

**Attendance:** 5,000

**Budget:** \$28,250

**HRM Request:** \$22,000

**Proposed HRM Funding:** \$2,775

**3. Fall River Canal Days**

**Organization:** Fall River Canal Days Society

**When:** July 1, 2015

**Where:** Gordon R. Snow Community Centre, Fall River

**Program Description:** A free event open to the public celebrating the community of Fall River on Canada Day including community breakfasts, road parade, a flag ceremony, children's activities and fireworks.

**Attendance:** 3,137

**Budget:** \$28,000

**HRM Request:** \$5,000

**Proposed HRM Funding:** \$2,775

**4. Lake and Shore Days**

**Organization:** Porter's Lake Community Services Association

**When:** August 3 - 9, 2015

**Where:** Porter's Lake Community Centre

**Program Description:** Events for all age groups that are a combination of free/low-cost including youth and teen dances, special bingo, teddy bear picnic and children's fair and local adult entertainment. There will also be a Grand street parade, parade of lights on Porter's Lake and grand finale fireworks show.

**Attendance:** 2,500 people

**Budget:** \$31,545

**HRM Request:** \$5,000

**Proposed HRM Funding:** \$2,775

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**5. North Preston Day**

**Organization:** Women with a Vision

**When:** August 7 - 9, 2015

**Where:** 44 Simmonds Road, North Preston

**Program Description:** Combination of both public access and community rental - summer carnival involving other community organizations, parade, BBQ, talent shows, marching bands, and entertainment for youth, adults and seniors.

**Attendance:** 1,000

**Budget:** \$18,650

**HRM Request:** \$5,000

**Proposed HRM Funding:** \$2,775

**6. Peggy's Cove Area Festival of the Arts**

**Organization:** Peggy's Cove Area Festival of the Arts

**When:** July 9 - 19, 2015

**Where:** HRM communities surrounding Peggy's Cove, from Prospect Road to East River

**Program Description:** Festival featuring live music, refreshments, a silent auction of art and craft works, demos by artists and artisans creating works in a variety of media and a 'Community Canvas' created by attendees. There is also *Paint Peggy's Cove & Beyond*, a four day painting event where 35 artists from across the Maritimes interact with visitors as they paint outdoors in Peggy's Cove and Hubbards. There's also an arts fair and the final event is a studio tour involving over 60 artists in their studios.

**Attendance:** 5,000

**Budget:** \$38,600

**HRM Request:** \$5,000

**Proposed HRM Funding:** \$2,775

**7. Sambro Sou' Wester Days 2015**

**Organization:** Sambro & Area Community Association

**When:** August 7 - 9, 2015

**Where:** St. James Memorial Ball Field; parking lot off of the Harrietsfield-Sambro Fire Station, Crystal Crescent beach, Sambro Island light house and community wharf

**Program Description:** This event has a range of activities that are both free and gated. Included in the gated events are a children's carnival, a washer toss tournament, and a community adult dance. The beer garden/tailgate party is free but alcohol must be purchased. There is a fee to join the ball team in tournament but no cost to watch the game. There are also free self-guided historical walking tours, the blessing of the fleet, a local talent/ceilidh, a community parade and the closing fireworks.

**Attendance:** 2,000

**Budget:** \$35,000

**HRM Request:** \$3,500

**Proposed HRM Funding:** \$2,775

**8. Seaside Harvest Festival**

**Organization:** Seaside Harvest Festival

**When:** September 25 & 26, 2015

**Where:** Tallahassee Community Recreation Centre

**Program Description:** This two (2) day festival is free and includes live music, children's entertainment and crafts, and art expos. All of the activities are intended to bring people together to celebrate the community while enjoying local culture.

**Attendance:** 5,000

**Budget:** \$12,000

**HRM Request:** \$10,000

**Proposed HRM Funding:** \$2,775



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**9. Tallahassee Days**

**Organization:** Fisherman's Cove Development Association

**When:** August 21 - 23, 2015

**Where:** Fisherman's Cove in Eastern Passage

**Program Description:** A program of free events include the Sea of Lights boat parade, live music, treasure hunts, live mermaids, free food/drinks and marine ecology education sessions.

**Attendance:** 4,000

**Budget:** \$10,111

**HRM Request:** \$10,000

**Proposed HRM Funding:** \$2,775