




P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

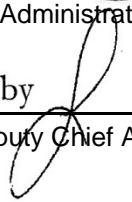
Item No. 11.1.11
Halifax Regional Council
June 23, 2015

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 5, 2015

SUBJECT: Festivals and Events Grant Report 2015

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 Festivals and Events grant awards of \$35,000 as identified in Table 1 to be funded from the approved 2015/16 Operating Budget - C760 Community/Civic Events.

BACKGROUND

This report is intended to assist Regional Council in its deliberations respecting the Festivals and Events grants allocation in accordance with the Grant Application and Eligibility Process (Attachment 1).

The Festivals and Events program supports annual, small scale, local community events in various categories. The total value of the grant program is \$35,000. In past years \$25,000 of the budget has been allocated through the HRM operating budget and \$10,000 has been provided by the Province of Nova Scotia. After discussions with the Province of Nova Scotia, it was determined that events applying to this program did not sufficiently align with the Province's marketing criteria and that the supplementary amount to this fund would not be provided for the 2015/16 program. Instead the provincial funding will be used to complete three (3) onsite surveys of large, tourism events occurring this summer. These surveys will provide further essential data to assist with future municipal grant assessments. As a result, for the 2015/16 fiscal the full \$35,000 was allocated from HRM operating budget.

Each application received is evaluated based on the following granting criteria:

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

Additionally, each event must qualify in 1 of the 3 following categories:

- i. **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.
- ii. **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.
- iii. **Professional Festivals** – 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 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.

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 the Special Events Advisory Committee (SEAC) on July 8, 2015, and then forwarded to Regional Council for consideration on July 21, 2015. As the many of community events are scheduled for July 1st 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

There were 46 applications for funding, of which 20 are new events/applicants to the Festival and Events Program. All applicants were deemed to be eligible (see Attachment 2).

The events in Table 1 are the recommended grant awards for the eligible applicants. An overview of the analysis and proposed recommendations, by category (and alphabetically within each category), is provided in Attachment 3.

TABLE 1: PROPOSED FUNDING FESTIVALS AND EVENTS GRANT PROGRAM			
Event Name	Budget	Request	Proposed
a) Community Celebrations			
14 Days in December*	\$500	\$500	\$250
ACORN Community BBQ*	\$3,600	\$500	\$250
Canada Day Bossa NS*	\$525	\$250	\$250
Canada Day Celebration*	\$1,700	\$500	\$250
Carribbean Diaspora Celebration*	\$6,500	\$1,500	\$750
Carrolls Corner Mastodon Days	\$2,950	\$500	\$500
Celebrate Canada with a taste of East Preston *	\$14,300	\$1,500	\$750
Cultureshock*	\$8,500	\$1,500	\$250
East Dartmouth Community BBQ	\$4,200	\$1,500	\$750
Gottingen Fest*	\$38,240	\$2,500	\$1,000
Gregg LeRock Concert*	\$11,100	\$5,000	\$500
Halloween Haunted House & Kids Party*	\$700	\$500	\$250
Harvest Hootenanny and Pumpkin Smash	\$9,755	\$1,750	\$250
Lake & Shore Comedy Night *	\$4,155	\$4,155	\$250
Na Sgeulaichean	\$690	\$500	\$250
Newcomers Welcome BBQ*	\$13,000	\$5,000	\$1,250
North End Uriaubs Winter Holiday Festival	\$9,195	\$2,500	\$750
Portland Street Party*	\$10,000	\$2,500	\$500
Sackville Christmas Tree Lighting	\$8,632	\$2,000	\$1,000
School Farm Day	\$1,350	\$525	\$500
Seacoast Trail Arts Association Exhibition	\$1,445	\$500	\$250
Spring Garden Children's Festival*	\$6,000	\$500	\$500
Ward 5 Block Party	\$1,200	\$700	\$500
Winter Carnival*	\$500	\$500	\$250
Sub-Total	\$158,737	\$37,380	\$12,000
b) Community Festivals	Budget	Request	Proposed
Africa Festival of Arts & Culture	\$85,862	\$4,030	\$1,000
Art of Disability	\$10,000	\$1,290	\$500
Artist for A Day	\$10,000	\$1,250	\$500
Celebrating Diversity Eastern Shore Arts Festival	\$4,298	\$3,698	\$750
Emerging Lens	\$14,700	\$1,200	\$1,000
Halifax Urban Folk Festival*	\$95,837	\$15,000	\$2,000
Jeux regionaux de la Nouvelle-Ecosse 2015	\$65,000	\$5,000	\$1,000
Maritime Fiddle Festival	\$25,260	\$3,500	\$1,000
Mayworks Halifax Festival	\$22,600	\$2,000	\$750
Mother Goose Festival	\$12,000	\$2,500	\$1,500
Northern Lights Festival	\$23,000	\$5,000	\$1,500
Nova Scotia Contra Dance Festival*	\$7,650	\$500	\$500
OUTeast Film Festival	\$75,000	\$5,000	\$1,000
Queer Acts Theatre Festival*	\$36,700	\$3,500	\$1,500
Quinfest	\$9,500	\$2,000	\$1,000
Re-jigged Festival	\$15,625	\$1,500	\$750
Sail Canada East	\$32,000	\$2,500	\$500
Snow Days*	\$8,632	\$2,000	\$500
Trunk 7 2015 Music Festival*	\$6,000	\$1,500	\$500
Upper Hammond Plains CanJam Festival	\$5,825	\$500	\$500
Sub-Total	\$562,565 ,489543	\$63,468	\$18,250
c) Professional Festivals			
Festival des cultures francophones	\$109,000	\$5,000	\$2,000

Nova Scotia Kiwanis Music Festival	\$118,500	\$5,000	\$2,750
Sub-Total	\$227,500	\$10,000	\$4,750
TOTAL	\$951,726	\$110,848	\$35,000

** Indicates first time applicant*

FINANCIAL IMPLICATIONS

All above recommendations totaling \$35,000 can be accommodated in the approved 2015/16 operating budget for Community/Civic Events, account C760-6933.

COMMUNITY ENGAGEMENT

None

ENVIRONMENTAL IMPLICATIONS

None identified

ALTERNATIVES

Alternative 1: Regional Council may choose to amend the report recommendations 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

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.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, 902.490.4933

Attachment 1

Grant Application and Eligibility 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:

- Community-based festivals, 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 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 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

Proposed Eligible Events

Upon review, all applications submitted are considered eligible for consideration through the Festivals & Events program. The following provides a brief description of each event in alphabetical order:

1. 14 Days in December

Organization: Meagher's Grant Volunteer Fire Department

When: December 6, 2015

Where: Meagher's Grant Community Hall

Program Description: A free event that brings the community together to promote peace and includes the tree lighting, carol singing, a bonfire, live music and children's entertainment.

Budget: \$500

HRM Request: \$500

Proposed HRM Funding: \$250

2014 HRM Funding: N/A

2. ACORN Community BBQ

Organization: Acorn Canada

When: September 15, 2015

Where: Dartmouth North Community Centre, Highfield

Program Description: A free event consisting of a community hosted BBQ, games for children, raffle draws and speeches focused on the positive changes in the community and the importance of being involved.

Attendance: 100

Budget: \$3,600

HRM Request: \$500

Proposed HRM Funding: \$250

2014 HRM Funding: N/A

3. African Festival of Arts & Culture

Organization: African Festival of Arts & Culture Society (AFACS)

When: July 24 – 26, 2015

Where: Sackville Landing, Lower Water St, Halifax

Program Description: A free, annual celebration of the culture, arts, crafts and food of people of African descent in Nova Scotia.

Attendance: 3500

Budget: \$85,862

HRM Request: \$4,030

Proposed HRM Funding: \$1,000

2014 HRM Funding: \$1,000

4. Art of Disability

Organization: Independent Living Nova Scotia

When: July 31, 2015

Where: Alderney Landing, Dartmouth

Program Description: A free event to provide artists with a disability the opportunity to highlight their talent. The past events have included photography, music, painting, and drawing and spoken word performances.

Attendance: 200

Budget: \$10,000

HRM Request: \$1,290

Proposed HRM Funding: \$500

2014 HRM Funding: \$500

- 5. Artist for a Day**
Organization: Nova Scotia College of Art and Design Alumni Association
When: May 9, 2015
Where: 1107 Marginal Road, NSCAD University's Port Campus
Program Description: A free event held during the I LOVE LOCAL "Open City" at which the public can enjoy hands-on art making activities with a "back to the future" theme".
Attendance: 3,500
Budget: \$10,000
HRM Request: \$1,250
Proposed HRM Funding: \$500
2014 HRM Funding: \$1,000
- 6. Canada Day Bossa Nova Scotia**
Organization: Bossa Nova Scotia
When: July 1, 2015
Where: Sackville Landing and Halifax Waterfront
Program Description: A festival celebration in support of Canada Day events including samba and bossa nova music from Brazil featuring three different musicians in a one hour long performance.
Attendance: 300
Budget: \$525
HRM Request: \$250
Proposed HRM Funding: \$250
2014 HRM Funding: N/A
- 7. Canada Day Celebration**
Organization: Meagher's Grant Volunteer Fire Department
When: July 1, 2015
Where: Meagher's Grant Community Hall
Program Description: The event includes free sports, a duck race, children's activities, BBQ, community music and a firework show.
Attendance: 150
Budget: \$1,700
HRM Request: \$500
Proposed HRM Funding: \$250
2014 HRM Funding: N/A
- 8. Caribbean Diaspora Celebration**
Organization: Jamaican Cultural Association of NS (JCANS)
When: August 3, 2015
Where: Halifax South Commons
Program Description: A free day that provides cultural music, games, friendly competitions, ethnic foods, poetry and dance. It also includes educational displays and presentation to introduce participants to people from the Caribbean to those who have made significant contributions to life in Halifax.
Attendance: 500
Budget: \$6,500
HRM Request: \$1,500
Proposed HRM Funding: \$750
2014 HRM Funding: N/A
- 9. Carrolls Corner Mastodon Days**
Organization: Carrolls Corner Community Centre
When: July 18, 2015
Where: Carrolls Corner Community Centre
Program Description: The event include a pancake breakfast, parade, BBQ, a soccer tournament, children's games with bouncy tent, educational components and an adult dance.
Attendance: 300

Budget: \$2,950
HRM Request: \$500
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

10. Celebrate Canada with a Taste of East Preston

Organization: East Preston United Baptist Church
When: July 1, 2015
Where: East Preston
Program Description: A free event with a community wide parade, games, culturally specific food, entertainment and activities for all age groups.
Attendance: 300
Budget: \$14,300
HRM Request: \$1,500
Proposed HRM Funding: \$750
2014 HRM Funding: N/A

11. Celebrating Diversity Eastern Shore Arts Festival

Organization: The Old School Community Gathering Place
When: August 9 - 15, 2015
Where: Old School Community Gathering Place, Musquodoboit Harbour
Program Description: A combination of free and small cover- charge events. The Festival is a week-long celebration of events planned in the arts. This year's theme is diversity and includes performances, workshops and presentations from artists/performers.
Attendance: 500
Budget: \$4,298
HRM Request: \$3,698
Proposed HRM Funding: \$750
2014 HRM Funding: \$500

12. Cultureshock

Organization: Start with a Smile Society
When: Summer (to be determined), 2015
Where: HRM (to be determined)
Program Description: Free but donations to local food banks will be encouraged. This will be an evening of open conversation, artistic performances and engaging presentations focused on integrating international students and immigrants into the community.
Attendance: 100 people
Budget: \$8,500
HRM Request: \$1,500
Proposed HRM Funding: \$250
2014 HRM Funding: N/A

13. East Dartmouth Community BBQ

Organization: Boys and Girls Club of Greater Halifax
When: August 8, 2015
Where: East Dartmouth Community Centre
Program Description: Free events including a BBQ, community information booths, music and children's activities.
Attendance: 450
Budget: \$4,200
HRM Request: \$1,500
Proposed HRM Funding: \$750
2014 HRM Funding: \$750

14. Emerging Lens

Organization: Charles Taylor Theatre and Media Arts Association

When: April 22 - 25, 2015

Where: Halifax Central Library, DaVinci College, The Black Cultural Centre

Program Description: Free events that includes the screening of cultural films and one workshop with industry professionals. There are discussions with filmmakers following the screenings and evening receptions.

Attendance: 500

Budget: \$14,700

HRM Request: \$1,200

Proposed HRM Funding: \$1,000

2014 HRM Funding: \$1,000

15. Festival des cultures francophones

Organization: Conseil communautaire du Grand-Havre

When: October 15- November 8, 2015

Where: Francophone and Immersion schools, public libraries in HRM, Canadian Museum of Immigration at Pier 21, Spatz theatre, NSCC Akerley Campus

Program Description: A combination of events including free francophone workshops and book a fair. The concerts will be gated and as well there will be a visual art exhibition.

Attendance: 7,500

Budget: \$109,000

HRM Request: \$5,000

Proposed HRM Funding: \$2,000

2014 HRM Funding: \$1,500

16. Gottingen Fest

Organization: North End Business Association

When: September, 2015

Where: 2183 Gottingen St.

Program Description: A free event which is a one day festival with live music, a beer tent, street vendors selling crafts and food and children's activities. Local artists are encouraged to participate through street art and activating the festival grounds.

Attendance: 4,000

Budget: \$38,240

HRM Request: \$2,500

Proposed HRM Funding: \$1,000

2014 HRM Funding: N/A

17. Gregg LeRock Concert

Organization: Canadian Parents for French- Halifax Peninsula & Mainland South Chapter (CPF-NS)

When: November 25, 2015

Where: Rebecca Cohn Auditorium

Program Description: A \$10 fee to students plus the cost of bussing there - Gregg's show is inclusive, and high-energy. There are pre and post show activities to help students learn French.

Attendance: 2,080

Budget: \$11,100

HRM Request: \$5,000

Proposed HRM Funding: \$500

2014 HRM Funding: N/A

18. Halifax Urban Folk Festival

Organization: Halifax Urban Folk Festival Society

When: August 29 - September 6, 2015

Where: Numerous bars/ restaurants (Carleton, Seahorse, Shoe Shop, Rockbottom), Halifax

Program Description: There is a mix of ticketed and free events, a diverse mix of live music events that encourage collaboration between local and visiting artists.

Attendance: 3,325
Budget: \$95,837
HRM Request: \$15,000
Proposed HRM Funding: \$2,000
2014 HRM Funding: N/A

19. Halloween Haunted House and Kids Party

Organization: Meagher's Grant Volunteer Fire Department
When: October 31, 2015
Where: Meagher's Grant Community Hall
Program Description: This event is for children to participate in storytelling, wear costumes and bring the children together with a haunted house maze, crafts and refreshments.
Attendance: 100
Budget: \$700
HRM Request: \$500
Proposed HRM Funding: \$250
2014 HRM Funding: N/A

20. Harvest Hootenanny and Pumpkin Smash

Organization: Common Roots, a project of Partners for Care
When: November 7, 2015
Where: Common Roots Urban Farm, Halifax
Program Description: Free event where the farm transforms into a "village" with a stage for musicians, a space for contra-dancing, 5 yurts to accommodate host story collecting activities, a feasting area, children's activity space, apple cider pressing and communal meal.
Attendance: 300
Budget: \$9,755
HRM Request: \$1,750
Proposed HRM Funding: \$250
2014 HRM Funding: \$250

21. Jeux regionaux de la Nouvelle-Ecosse 2015

Organization: Comite provincial des Jeux de l'Acadie Nouvelle-Ecosse
When: May 14-17, 2015
Where: Various locations throughout Halifax Regional Municipality
Program Description: A cultural and athletic competition for Nova Scotia's francophone youth aged 10 to 16.
Attendance: 3,000
Budget: \$65,000
HRM Request: \$5,000
Proposed HRM Funding: \$1,000
2014 HRM Funding: N/A

22. Lake & Shore Comedy Night

Organization: Lake & Shore Community Recreation Society
When: May 9, 2015
Where: Lake & Shore Community Recreation Centre, Porter's Lake
Program Description: Night of laughter and music for local community including the Trunk 7 Choir, a professional youth choir and Tony Quinn, comedian.
Attendance: 140
Budget: \$4,155
HRM Request: \$4,155
Proposed HRM Funding: \$250
2014 HRM Funding: N/A

23. Maritime Fiddle Festival

Organization: Maritime Fiddle Festival

When: July 2 - 6, 2015

Where: East Dartmouth Community Centre, Smitty's Main St., 6-8 seniors homes in HRM

Program Description: Concerts, workshops, an old time kitchen party, numerous spontaneous jam sessions featuring top notch local talent and celebrating traditional and new fiddle styles.

Attendance: 2,000 people

Budget: \$25,260

HRM Request: \$3,500

Proposed HRM Funding: \$1,000

2014 HRM Funding: N/A

24. Mayworks Halifax Festival

Organization: Mayworks Halifax Festival Society

When: April 30 - May 16, 2015

Where: Khyber Arts Centre, Anne Leonowens Gallery, Halifax Central Library, The Bus Stop Theatre, Alderney Landing Theatre, The Company House, Grafton Street Dinner Theatre, Halifax

Program Description: Combination of free and low cost gated events, i.e. film screenings, musical theatre performances.

Attendance: 760

Budget: \$22,600

HRM Request: \$2,000

Proposed HRM Funding: \$750

2014 HRM Funding: \$500

25. Mother Goose Festival

Organization: Kiwanis Club of Dartmouth

When: August 1, 2015

Where: Dartmouth Ferry Terminal

Program Description: Free event including arts and crafts, games, bouncy castles, theatre productions, petting zoo, Mother Goose themed characters and activities for young families.

Attendance: 5000

Budget: \$12,000

HRM Request: \$2,500

Proposed HRM Funding: \$1,500

2014 HRM Funding: \$1,500

26. Na Sgeulaichean

Organization: Gaelic Language Society of Halifax

When: May 25, 2015

Where: St. Agnes Church Hall, Mumford Rd, Halifax

Program Description: To host an evening of traditional Gaelic storytelling and feature emerging Gaelic musicians. There is a \$5 fee to attend except free for students, volunteers, children, speakers, storytellers.

Attendance: 100

Budget: \$690

HRM Request: \$500

Proposed HRM Funding: \$250

2014 HRM Funding: \$250

27. Newcomers' Welcome BBQ

Organization: The Welcome BBQ Association

When: August 8, 2015

Where: Halifax South Commons

Program Description: A free, family event to welcome newcomers of all cultures to Halifax that includes activities, food, dance and crafts.

Attendance: 1,500

Budget: \$13,000
HRM Request: \$5,000
Proposed HRM Funding: \$1,250
2014 HRM Funding: N/A

28. North End Uriaubs Winter Holiday Festival

Organization: North End Business Association
When: November 21 2015
Where: Agricola Street, at the corner of Charles
Program Description: A free event, inspired by the German Christmas Markets including a beer tent that serves mulled wine, local performers, and a vendors market. Local businesses participate by offering in-store specials and giveaways.
Attendance: 1,500
Budget: \$9,195
HRM Request: \$2,500
Proposed HRM Funding: \$750
2014 HRM Funding: \$500

29. Northern Lights Program

Organization: Northern Lights Lantern Festival Society
When: August 8, 2015 (Rain date August 13)
Where: Merv Sullivan Memorial Park, Halifax
Program Description: A free event including an afternoon and evening of activities such as live entertainment, a BBQ, games, face painting, a petting zoo, pony rides and bouncy castles.
Attendance: 6,000
Budget: \$23,000
HRM Request: \$5,000
Proposed HRM Funding: \$1,500
2014 HRM Funding: \$1,500

30. Nova Scotia Contra Dance Festival

Organization:
When: September 27 - October 3, 2015
Where: Various churches in Halifax, Sackville Landing on the waterfront, Halifax Seaport Market
Program Description: A combination of free concerts and dance workshops.
Attendance: 200
Budget: \$7,650
HRM Request: \$500
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

31. Nova Scotia Kiwanis Music Festival

Organization: Nova Scotia Kiwanis Music Festival Association
When: May 5 – 10, 2015
Where: At various locations throughout HRM including the Rebecca Cohn auditorium, The Music Room, The Maritime Conservatory of Performing Arts, the Waterfront Campus of the NSCC, MSVU's Seton auditorium and local churches.
Program Description: Participants pay a nominal fee to participate in this festival and the adult audience members pay \$5/day. School age children are admitted free of charge. The Festival holds 350 classes resulting in 1500 performances that include piano, strings, percussion, jazz, etc.
Attendance: 8,000 students and 10,000 audience members.
Budget: \$118,500
HRM Request: \$5,000
Proposed HRM Funding: \$2,750
2014 HRM Funding: \$2,500

32. OUTeast Film Festival Association

Organization: OUTeast Film Festival Association

When: June 11-14, 2015

Where: Museum of National History, Halifax Seaport Market, Garrison Brewery & Cineplex, Halifax

Program Description: Each day of this film festival hosts between one and four film screenings. The festival also hosts a professional development conference for emerging LGBTQ filmmakers in HRM. Most screenings priced at \$10-\$15 and Sunday Youth Programming is free.

Attendance: 7,000

Budget: \$75,000

HRM Request: \$5,000

Proposed HRM Funding: \$1,000

2014 HRM Funding: N/A

33. Portland Street Party

Organization: Downtown Dartmouth Business Commission

When: June 7, 2015

Where: Portland Street, Alderney to Prince Albert Road, Dartmouth

Program Description: A free event that encourages participants to use active transportation like bikes, scooters and walking to explore the city. Event will present musical stages, street art and children's activities.

Attendance: 3,000

Budget: \$10,000

HRM Request: \$2,500

Proposed HRM Funding: \$500

2014 HRM Funding: N/A

34. Queer Acts Theatre Festival

Organization: Queer Acts Theatre Festival Society

When: July 21-24, 2015

Where: The Bus Stop Theatre, Halifax

Program Description: The Queer Acts Theatre Festival features a diverse line-up of performances for the LGBTQ+ community and their allies. A minimum of five productions will be shown in addition to workshops and talk back sessions. This event originally applied to the Interim Professional Arts Grants program and was directed to Festivals and Events.

Attendance: 1,000

Budget: \$36,700

HRM Request: \$3,500

Proposed HRM Funding: \$1,500

2014 HRM Funding: N/A

35. Quinfest

Organization: Quinpool Road Mainstreet District Association

When: September 19, 2015

Where: Quinpool Road, Halifax

Program Description: A free event held by businesses located on Quinpool Road to give back to their community. Local businesses showcase their inventory and there is also entertainment such as live music, face painting, clowns, henna tattoos, carnival games, BBQs, balloons, a reptile zoo and food sampling.

Attendance: 3,500

Budget: \$9,500

HRM Request: \$2,000

Proposed HRM Funding: \$1,000

2014 HRM Funding: \$1,000

36. Re-Jigged Festival

Organization: New Trad Society

When: October 23 & 24, 2015

Where: Christ Church Hall and First Baptist Church, Dartmouth

Program Description: A gated festival (ticket range \$5 - \$30) consisting of children's workshops, lunchtime seminars, a gala concert and a Céilidh dance. The Re-Jigged festival aims to celebrate and showcase new traditions in Celtic music and dance while growing the Celtic arts community in Nova Scotia.

Attendance: 750

Budget: \$15,625

HRM Request: \$1,500

Proposed HRM Funding: \$750

2014 HRM Funding: \$500

37. Sackville Christmas Tree Lighting

Organization: Sackville Business Association

When: December 4, 2015

Where: Acadia Park, Sackville

Program Description: A free event featuring the tree lighting, hot chocolate, live local music and a visit from Santa.

Attendance: 3,000

Budget: \$8,632

HRM Request: \$2,000

Proposed HRM Funding: \$1,000

2014 HRM Funding: \$1,000

38. Sail Canada East

Organization: St. Margaret Sailing Club.

When: July 15 -19, 2015

Where: St. Margaret's Bay

Program Description: The purpose of the event is an annual competitive sailing competition for youth and developing sailors in Eastern Canada. Sail East is the regional competition for Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador. Sail East is 1 of 3 competitions under Sail Canada alongside Sail Central and Sail West.

Attendance: 500

Budget: \$32,000

HRM Request: \$2,500

Proposed HRM Funding: \$500

2014 HRM Funding: N/A

39. School Farm Day

Organization: Urban Farm Museum Society of Spryfield

When: June 4, 2015

Where: Urban Farm, Rockingstone Rd., Spryfield

Program Description: A free event at which students interact with the local senior's group and celebrate the farm's 19th birthday.

Attendance: 100

Budget: \$1,350

HRM Request: \$525

Proposed HRM Funding: \$500

2014 HRM Funding: \$500

40. Seacoast Trail Arts Association Exhibition

Organization: Seacoast Trail Arts Association

When: August 16, 2015

Where: Lions Centre, Sheet Harbour

Program Description: An event to showcase artists and their work from the Eastern Shore during the Seaside Festival - sale of arts and crafts to raise money for a yearly bursary given to a student at Duncan MacMillan High who is planning to study art.

Attendance: 250

Budget: \$1,445
HRM Request: \$500
Proposed HRM Funding: \$250
2014 HRM Funding: \$250

41. Spring Garden's Children's Festival

Organization: Spring Garden Area Business Association Limited
When: August 8, 2015
Where: Victoria Park
Program Description: A free event, although donations to IWK will be encouraged, brings people of all ages together to enjoy the park. A variety of activities include face painting, a bouncy castle, board games, balloon artists, free giveaways and live entertainment.
Attendance: 1,500
Budget: \$6,000
HRM Request: \$500
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

42. Snow Days

Organization: Sackville Business Association
When: February 12-15, 2016
Where: Various locations throughout Sackville
Program Description: Both free and gated events (two dances are \$12.50/person). The festival includes a Winter Play day, dances, free skates, free swims, ice fishing, pancake breakfast, a free movie, costume party, sledding and parking lot hockey.
Attendance: 3,000
Budget: \$8,632
HRM Request: \$2,000
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

43. Trunk 7 Music Festival

Organization: Trunk 7 Musical Festival Association
When: July 24 & 25, 2015
Where: Peace Park, Musquodoboit
Program Description: The events include an adult concert, a community parade, an outdoor concert, and fireworks show.
Attendance: 1,000
Budget: \$6,000
HRM Request: \$1,500
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

44. Upper Hammonds Plains CanJam Festival 2015

Organization: Upper Hammonds Plains Community Development Association
When: June 30 to July 1, 2015
Where: Upper Hammonds Plains, NS
Program Description: Free events include a Canada Day Parade, community fireworks, a basketball tournament, a horseshoe tournament, games/activities for children and youth and BBQs.
Attendance: 250
Budget: \$5,825
HRM Request: \$500
Proposed HRM Funding: \$500
2014 HRM Funding: N/A

45. Ward 5 Block Party

Organization: Ward 5 Neighborhood Centre, Halifax

When: August 20, 2015

Where: Russell Street, between Gottingen and Isleville Streets

Program Description: A free annual "end of summer" celebration with food/BBQ, games, face painting, bouncy castles and prizes.

Attendance: 400

Budget: \$1,200

HRM Request: \$700

Proposed HRM Funding: \$500

2014 HRM Funding: \$500

46. Winter Carnival

Organization: Meagher's Grant Volunteer Fire Department

When: February 6, 2015

Where: Meagher's Grant Community Hall, Meagher's Grant

Program Description: A free skating party, snow sculptures, outdoor games, a bonfire, refreshments, crafts and snow art.

Attendance: 100

Budget: \$500

HRM Request: \$500

Proposed HRM Funding: \$250

2014 HRM Funding: N/A

Ineligible Events

There were no applications deemed ineligible for consideration through the Festivals & Events program.

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 Celebrations

Upon review, staff has assessed the applications and recommends that 24 events fall within the community celebrations category with the following grant awards:

1. Recommend an award of \$250 to the following events on the basis that each event meets the minimum criteria, and have similar anticipated levels of attendance:
 - **14 Days in December**
 - **ACORN Community BBQ**
 - **Canada Day Bossa Nova NS**
 - **Canada Day Celebration**
 - **Cultureshock**
 - **Halloween Haunted House & Kids Party**
 - **Harvest Hootenanny and Pumpkin Smash**
 - **Lake & Shore Comedy Night**
 - **Na Sgeulaichean**
 - **Seacoast Trail Arts Association Exhibition**
 - **Winter Carnival**
2. 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:
 - **Carrolls Corner Mastodon Days**
 - **Gregg LeRock Concert**
 - **Portland Street Party**
 - **School Farm Day**
 - **Spring Garden Children's Festival**
 - **Ward 5 Block Party**
3. Recommend an award of \$750 to the following events on the basis the events meet the minimum criteria, creates a unique experience and have a higher anticipated level of attendance:
 - **Carribean Diaspora Celebration**
 - **Celebrate Canada with a taste of East Preston**
 - **East Dartmouth Community BBQ**
 - **North End Uriaubs Winter Holiday Festival**
4. Recommend an award of \$1,000 to the following events on the basis that the event meets the minimum criteria, has a higher anticipated level of attendance and larger budgets:
 - **Gottingen Fest**
 - **Sackville Christmas Tree Lighting**
5. Recommend an award of \$1,250 to the following event on the basis that the event meets the minimum criteria, has a higher anticipated level of attendance and larger budgets:
 - **Newcomers Welcome BBQ**

b) Community Festivals

Upon review, staff has assessed the applications and recommends that 20 events fall within the community festival category with the following grant awards:

1. Recommend an award of \$500 to the following events on the basis that the events meets the minimum criteria:
 - **Art of Disability**
 - **Artist for a Day**
 - **Nova Scotia Contra Dance Festival**
 - **Sail Canada East**
 - **Snow Days**
 - **Trunk 7 2015 Music Festival**
 - **Upper Hammond Plains CanJam Festival**
2. Recommend an award of \$750 to the following events on the basis that the events meets the minimum criteria and has a larger event budget:
 - **Celebrating Diversity Eastern Shore Arts Festival***
 - **Mayworks Halifax Festival**
 - **Re-jigged Festival**
3. Recommend an award of \$1,000 to the following events on the basis that the events surpass the minimum criteria, have an anticipated higher level of attendance and a larger event budget:
 - **Africa Festival of Arts & Culture**
 - **Emerging Lens**
 - **Jeux regionaux de la Nouvelle-Ecosse 2015**
 - **Maritime Fiddle Festival**
 - **OUTeast Film Festival**
 - **Quinfest**
4. Recommend an award of \$1,500 to the following events on the basis that each event surpasses the minimum criteria, have an anticipated higher level of attendance, a strong marketing campaign, have budgets that show proportional good value, and the event organizers have a track record of delivering quality events:
 - **Mother Goose Festival**
 - **Northern Lights Festival**
 - **Queer Acts Theatre Festival**
5. Recommend an award of \$2,000 to the following event on the basis that event surpasses the minimum criteria, has an anticipated higher level of attendance, a strong marketing campaign, a budget that show proportional good value, and the event organizers have a track record of delivering quality events.
 - **Halifax Urban Folk Festival**

c) Professional Festivals

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

1. Recommend an award of \$2,000 to the following event on the basis that the event meets the minimum criteria, has 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, offers a free and low cost event accessible to the public and celebrates HRM's francophone community:
 - **Festival des cultures francophone**

2. Recommend an award of \$2,750 to the following event on the basis that the event meets the minimum criteria, has an anticipated high level of 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:
 - **Nova Scotia Kiwanis Music Festival**