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Halifax Regional Council
September 6, 2005

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: Carol Macomber
Carol Macomber, Director, Recreation, Tourism and Culture

DATE: August 31, 2005

SUBJECT: Funding Assistance - Halifax International Air Show

INFORMATION REPORT

ORIGIN

Halifax Regional Council meeting of August 9, 2005, Item 12.4, Councillor Snow - Funding Assistance - Halifax International Air Show. A staff report was requested to identify a funding source for \$30,000 to assist the Halifax International Air Show with reducing previous years debt.

BACKGROUND

The Halifax International Air Show has approached HRM with a request for \$30,000 to assist in reducing debt incurred in 2004. It is staff's understanding that the majority of this debt is an outstanding bill for services provided by the RCMP during the 2004 event. The Air Show has no outstanding payments owed for services provided by HRM during the 2004 event.

DISCUSSION

In 2004, the Air Show was provided a one time contribution of \$5,000 from HRM in recognition of the special circumstances associated with the transition year of moving from Shearwater to the Halifax International Airport. In addition, the event was provided a \$1,000 Attractions and Events grant in 2004. In 2005, the Air Show again applied to the Attractions and Events grant process and will be receiving \$1,000 to assist with this year's event. As an annual event, the Air Show is not eligible for funding from the Special Events Reserve, according to the Council approved business case for the Reserve.

HRM is not in the position to provide additional assistance for the 2005 Halifax International Air Show as funding has not been allocated for this purpose in the 2005/2006 operating budget. While the municipality appreciates the economic benefit that an event of this magnitude affords to local business and the entertainment value the show provides to residents, identifying \$30,000 in mid-year could only be achieved by over spending the Civic Events budget or re-aligning significant funding from other identified or committed priorities. In addition, as a note of caution, the Air Show is one of a number of annual festivals and events that have submitted requests to HRM for new or increased funding. Although the Air Show is a provincial event and provides significant economic benefit to the Province, the provincial government does not provide financial assistance to support the event. Provincial Economic Development participates in the Trade Show, but the event itself does not receive any funding from the Province.

RTC staff are in the process of reviewing the criteria and decision-making framework for the evaluation of requests for grants and contributions programming. This will include the process related to special event funding such as the Special Events Reserve, Attractions and Events Grants, Summerfest Grant and annual assistance provided to events from the RTC operating budget. A draft copy of the project overview is attached to this report. This review should assist HRM in formalizing and rationalizing the municipality's decision-making regarding funding for festivals and events. Once this review is complete, RTC will provide a report and recommendation to Council with any suggested changes and/or affected events.

BUDGET IMPLICATIONS

If Council approves funding to assist the Halifax International Air Show with reducing debt from the previous year, the appropriate account number would be C760 (Community/Civic Events). However, this would result in a \$30,000 over expenditure of RTC's operating budget in the 2005-2006 fiscal year, or in significant cuts to other approved programs.

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

N/A

ATTACHMENTS

- Draft copy of the Project Overview for the review of RTC grants and contributions programs.

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 :


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Financial Review :


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RECREATION, TOURISM AND CULTURE

Review of Funding Programs

Project Overview

Purpose

The purpose of this project is to review the criteria and decision-making framework for each of the RTC programs which provide funding to external parties. Throughout the review, RTC will provide information reports and updates as required to EMT and Council. Once this review is complete, RTC will provide a report to Council with any suggested changes.

Programs

The programs to be reviewed include:

- Special Events Reserve;
- Attractions and Events Grants program;
- Summerfest Grant program;
- Annual assistance provided to events from the RTC operating budget;
- Heritage Reserve;
- HRM Kids program.

Deliverables

The following materials will be produced during the review process:

- Project Overview;
- Program Inventory of RTC Grants and Contributions Programs including summary, history, and funding information for each program;
- Issue / opportunities paper which will highlight the primary issues, requirements, and gaps for each of the RTC funding programs and for the Business Unit as a whole;
- Discussion paper on required process and administrative changes for each of the RTC funding programs and for the Business Unit as a whole;
- Discussion paper on required process for determining re-alignment of funding among and within festival and event funding programs on both an initial and ongoing basis;
- Report to Council on recommendations for any required policy revisions (i.e. reserve guidelines);
- Report to Council regarding recommended funding re-alignment

Recommendations

Generally, recommendations will focus on three areas:

- Administrative changes - i.e. applications, forms, guidelines, program information, etc.;
- Process changes - i.e. screening process for requests, decision-making frameworks, evaluation and review process, linkages with other HRM resources, etc.;
- Funding changes - i.e. potential re-alignment of dollars within operating budget, among programs, among festivals and events, addition of new events, allocation model, etc.

Time Line

Task	Completion
Complete Project Overview	August 31
Complete Program Inventory of RTC Grants and Contributions Programs including summary, history, and funding information for each program	August 31
Complete issue / opportunities paper which will highlight the primary issues, requirements, and gaps for each of the RTC funding programs and for the Business Unit as a whole	September 23
Discussion paper and draft recommendations on process and administrative changes for each of the RTC funding programs and for the Business Unit as a whole - linkage to cultural plan	October 31
Discussion paper and draft recommendations on process for determining re-alignment of funding	Mid December
Develop and/or refine evaluation and monitoring criteria / procedures for each RTC grants and contribution funding program	Mid January
Report to Council on recommendations for any required policy revisions (i.e. reserve guidelines)	January / February
Report to Council regarding recommended funding re-alignment	February / March (budget process)
Consultation with internal stakeholders (see below) to ensure coordination and identification of opportunities to link with other HRM resources and initiatives	Ongoing

Stakeholders

Stakeholders who will be consulted in the initial phase of this project include:

- HRM Culture and Heritage staff
- HRM Civic Events and Festivals staff
- HRM Interdepartmental Cultural Committee and staff working on the Cultural Plan
- HRM Grants Program staff
- Provincial and federal cultural funders (external)
- Destination Halifax (external)
- Events Halifax (external)