




PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
July 4, 2006

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 

Carol Macomber, Acting Director
Community, Culture and Economic Development

DATE: June 21, 2006

SUBJECT: Events Funding Review - Update

INFORMATION REPORT

ORIGIN

Staff review of HRM funding programs for festivals and events, including a previous Information Report to Regional Council entitled *Events Funding Review*, March 7, 2006.

BACKGROUND

Through its annual budget process, Halifax Regional Council approves a variety of different funds to support festivals and events throughout the municipality. In relation to recent initiatives such as the Economic Development Strategy and Cultural Plan, Community, Culture, and Economic Development (CCED) initiated a review of grants and contributions programs used to disseminate these funds. A previous Information Report to Regional Council provided an overview, time lines, and expected outcomes for the review process. This previous report is attached.

DISCUSSION

The paper attached to this report outlines the main process and administrative recommendations that have been implemented by staff to date related to individual event funding programs and event funding in general. In addition, the paper outlines further recommendations and actions that will be implemented in the upcoming months. Further follow up on these actions may or may not require future Council approval, depending on the nature of the work (i.e. assessment of approaches to deal with municipal costs for events, development of debt and sponsorship policies, etc.).

The recommendation and actions contained in the paper are a result of several activities. These include a review of existing HRM tools, processes, and guidelines for funding events and festivals; consultation with HRM events, culture, and finance staff; consultation with several event organizers; consultation with staff from the Federal and Provincial governments, and a thorough review of funding programs and policies in other municipal jurisdictions throughout Canada.

In addition to the material in the attached paper, future work and recommendations in relation to the events funding review will examine the linkage of CCED event funding and processes to other potential or existing HRM initiatives and decision-making structures. These include the Cultural Plan (in terms of future programming needs), the Event Hosting Strategy, the Immigration Action Plan, the Youth Strategy, and the Economic Development Strategy. Any recommended changes or new initiatives requiring Council approval in these areas will be provided to Council at a future date(s). Moreover, CCED and Community Grants staff have recently initiated a joint review of HRM grants policy that will result in better coordination of HRM community grants programs and closer alignment of community grants to HRM strategic goals. Further information on this review will be provided to Council in upcoming months.

BUDGET IMPLICATIONS

There are no direct budget implications as a result of the material discussed herein.

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

There are no recommended alternatives

ATTACHMENTS

- (1) Event Funding Recommendations - Progress Update
- (2) Information Report to Regional Council entitled *Events Funding Review*, March 7, 2006.

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 Johnston / Business Services Coordinator / 490-5623



Financial Review :

Barb Palmet / Financial Consultant / 490-7221

COMMUNITY, CULTURE AND ECONOMIC DEVELOPMENT

Event Funding Recommendations - Update

June 2006

Introduction

Halifax Regional Council, through its annual budget process, approves a variety of different funds to support festivals and events throughout the municipality. In relation to the recently developed Economic Strategy and Cultural Plan, Community, Culture, and Economic Development (CCED) has initiated a review of CCED grants and contributions processes used to disseminate these funds. This review is expected to address a variety of questions, issues and concerns raised by Council, staff and event organizers regarding the tools and procedures used by CCED to support festivals and events. The purpose of this paper is to provide a progress update on actions implemented to date as a result of this review and to identify further actions that will be addressed in upcoming months.

Background

There are two categories of events delivered in HRM. The first category consists of events which are organized and implemented directly by HRM staff and/or HRM Committees of Council. The second category consists of events that receive funding from the municipality but are conducted by external event organizers. These events range from annual community and regional events to large national or international events hosted in HRM.

Civic Events and Festivals staff support events in the following ways. Staff and/or committees working with staff plan and deliver internal events. In terms of events conducted by external organizers, staff provide advice and consultation services regarding logistics and municipal services and infrastructure as well as regularly advising internal HRM stakeholders (i.e. other HRM staff) on the organization and implementation of major events. Civic Events staff chair the HRM Special Events Task Force, a multi-disciplinary inter-departmental HRM committee, which manages human risk and financial risk to the municipality created by special events by providing regular feedback and guidance to event organizers.

Funding Support

All internal events are supported directly from the CCED operating budget. The HRM contribution for each of these events is enhanced significantly by contributions from external sponsors. External events are funded in several ways. Direct grants from operating are provided to annual events that are conducted by external event organizers. In addition, two grant programs are funded from operating. The Festivals and Events (F&E) Grants Program is an annual program that provides grants to community non-profit organizations to assist in hosting community events. The Summer Festival grant is awarded annually to provide a legacy enhancement for a community event that is geographically located within the former Halifax County Municipal boundaries. The Special Events Reserve provides financial assistance for hosting national or international events that do not occur annually.

Approximate annual funding provided directly to internal and external events from operating (including the Summerfest and F&E programs) is \$538,585. Funds available annually in the Special Events Reserve varies annually but is generally in the range of \$750,000 to \$1,000,000.

(1) Special Events Reserve

Summary

Based on a Council approved Business Case and Guidelines, the Special Events Reserve provides financial assistance for hosting national or international cultural, sports and heritage events that do not occur annually. Preference is given to events and activities which are free or low cost for the public to attend, cost-shared with other government partners, occur between November 1st and April 30th, and have broad public appeal and community interest. In addition twinnings, memorials, commemoratives, receptions and other special functions are eligible to apply for funding. Eligible expenses also include the provision and maintenance of HRM infrastructure for special events. Approximately \$650,000 is generated annually by 1/3 of the HRM hotel marketing levy and transferred into the reserve. Projected revenue for the 2006/07 Events Reserve is \$950,000 (\$695,000 marketing levy, \$50,000 transfer from operating, \$250,000 carry over from previous year).

Actions Implemented

(1) Develop a formal process to collect and file consistent application information for each event seeking funding from the reserve

A detailed proposal is required to access funding from the reserve. However, in previous years no formal application form or process was in place. For 2006/07 requests for funding from the reserve, staff developed draft application forms, criteria sheets, and screening tools based on the existing Reserve Business Case and Guidelines. These new tools have been used for development of the 06/07 budget and will be revised based on experience and further results of the event funding review.

(2) Establish an annual deadline for applications to the Special Events Reserve

In conjunction with the above recommendation, setting an annual deadline date for receipt of applications for Events Reserve funding will create more efficiency and a higher degree of equity in the screening / approval process. Currently, the guidelines indicate that the municipality should receive a request for reserve funding one year in advance of a proposed event or six months in advance of a proposed bid. For 2007/08, a specific deadline will be set to allow for more consistency in screening, prioritizing and determining funding for proposed bids and events.

(3) Require an evaluation / status report post-event and attach hold back of a percentage of funding until the report is received

Funding from the event reserve is provided based on proposals which list draft budgets, funding requirements, proposed activities and anticipated outcomes. In the past, total funding approved was provided prior to an event or a bid submission and no follow-up information was required from the applicant post-event. Beginning this year, follow-up evaluation and/or a status report on events or bid processes supported by HRM will be required and 20% of all approved grants over \$5,000 will be held back until a final report is received by HRM.

Pending Actions

(1) Establish a committee to annually approve reserve funds (see July 4, 2006 Council report)

According to the Reserves Business Case for the event reserve, all requests for withdrawals must be initiated by Tourism (now CCED) and approvals are primarily done through the annual budget process or

on an individual basis prior to being approved by Council, based on staff recommendations. The CAO, DCAO, and Director of CCED pre-approve a list of known expenditures from the reserve for the upcoming year prior to Council's budget deliberations. In order to establish a more formalized and transparent process for screening and approving reserve funds, it is recommended that Council and other stakeholder representation be added to the review process for the Special Events Reserve. This additional participation in the review and granting process would allow for a broader scope of accountability and transparency to the process. To achieve this goal, establishment of an events funding committee consisting of Councillors, and external stakeholders will be recommended to Council to serve the purpose of making recommendations on funding from the event reserve and other existing event funding programs. In addition, this committee will assist staff in the implementation of the "Pending Actions" identified in this document.

Target Date - July 2006

(2) Festivals and Events Grants Program

Summary

The Festivals and Events (F&E) Grants Program is an annual program that provides grants to community non-profit organizations to assist in hosting community events. Generally, the level of assistance is in the range of \$250 - \$1,000. There is an annual deadline in the Spring and applications are received, vetted and prioritized by a staff committee. Total annual funding for the F&E program is \$25,000 in the Civic Events and Festivals operating budget (C760), which is enhanced by an additional \$10,000 provided by the Province of Nova Scotia.

Actions Implemented

(1) Require that standard information be submitted with F&E applications in order for applications to be considered for screening

The F&E program has a standard application form, deadline date, and screening process. For the sake of consistency, it is important that some standard information (i.e. budget detail, committee information, copies of minutes) be provided as evidence that the applicant is planning a true community event. Beginning this year, a request for this information will be included with each application. In future years, applications that do not contain this information will be considered incomplete and ineligible.

(2) Require post event follow up to ensure that funded events were held

All events that receive municipal funding through F&E should send some form of follow-up information to confirm that their event was held. The amount of the grants provided through the program does not warrant an evaluation report, but provision of some information proving the occurrence of the event will be standard. The relatively small grants that are awarded through F&E are not conducive to implementing a financial hold back until such information is received but funding in subsequent years may be withheld if follow-up documentation has not been received from a previous year.

Pending Actions

(1) Explore opportunities for better integration with Community Grants

As process and administrative changes for HRM event funding are being recommended and assessed, it is important to examine potential linkages with grants provided to other cultural groups through HRM. In

this regard, opportunities to share resources, processes or administrative procedures with the HRM Community Grants Program will be pursued and linkages with the HRM Cultural Plan and overall HRM Grants Policy will be identified and enhanced.

Target Date - A work plan on a comprehensive review of HRM grants policy will be before Council in September

(2) Revise program eligibility criteria to ensure a focus on community events

Large scale regional events that do not receive operational funding from HRM often apply to the F&E program because there is no other available HRM funding source for annual events that are regional in nature. Goals, objectives and eligibility criteria for the F&E program will be reviewed and revised to ensure that the program is meeting its mandate of supporting community events throughout HRM. This assessment will be done in conjunction with a review of operational funding to events to ensure that appropriate Regional events have an avenue to access HRM funding programs.

Target Date - Fall 2006 (to ensure readiness for 2007/08 application process)

(3) Summer Festival Grant

Summary

The Summer Festival grant is awarded annually to provide a legacy enhancement for a community event that is geographically located within the former Halifax County Municipal boundaries. There is an annual deadline in the Spring and an application process. A Summer Festival Grant Committee, comprised of three Councillors from Districts within the former Halifax County, is appointed by Halifax Regional Council to assist staff in selecting a host(s) community(ies). Total annual funding for the Summer Festival grant is \$50,000 in the Civic Events and Festivals operating budget (C760).

Actions Implemented

(1) Require that standard information be submitted with Summer Festival Grant applications in order for applications to be considered complete

The Summer Festival Grant program has a standard application form, deadline date, and screening process. For the sake of consistency, it is important that some standard information (i.e. budget detail, committee information, copies of minutes) be provided. Beginning this year, a request for this information will be included with each application. In future years, applications that do not contain this information will be considered incomplete and ineligible.

(2) Require post event follow up to ensure that funded events were held

All events that receive municipal funding through the Summer Festival Grant should send some form of follow-up information to confirm that their event was held. The nature of the community events generally supported through this program does not necessarily warrant a requirement for an evaluation report, but provision of some information proving the occurrence of the event should be standard. In addition, 20% of funds for approved grants over \$5,000 will be held back until a final report is received by HRM.

(4) Annual Event Grants from Operating

Summary

Annual events supported with funding from the operating budget fall into two basic categories. The first category consists of sixteen events and initiatives which are organized and managed directly by HRM staff and/or HRM Committees of Council (i.e. Natal Day, Canada Day, New Year's Eve, etc.). The second category is direct grants to thirteen annual events that are conducted by external event organizers (i.e. Buskers Festival, Atlantic Film Festival, Atlantic Jazz Festival). There is no application process for this funding. The total funding available is approximately \$387,685 for internal events and initiatives and approximately \$150,900 for external events, for a total of \$538,585 in the Civic Events and Festivals operating budget (C760).

Actions Implemented

(1) Require post event follow up to ensure that funded events were held

Annual events that receive funding should send standard follow-up information to confirm that the event was held. Depending on the amount of the grants provided through the program, a formal evaluation report may not be required, but provision of some information proving the occurrence of the event should be standard. In addition, 20% of approved grants will be held back until follow-up information is received by HRM should be implemented for any funding amount greater than \$5,000 provided.

Pending Actions

(1) Establish a program to provide funding for annual external events that are Regional in nature

Levels of funding for the annual events funded directly from the Civic Events operating budget were established at amalgamation. Since amalgamation the budget line, list of annual events supported, and the annual amount provided to each event has remained fairly static. Funding is provided annually to the same group of events at the same amounts. All events are established annual community and/or regional events but there is no application process or supporting information required to access this funding. There is little flexibility in the operating budget to increase funding to those events currently supported by HRM, provide funding to existing annual events not funded by HRM, or support new annual festivals or events. Therefore, the events currently funded from operating and the levels of funding provided to those events needs to be reviewed and rationalized and a more formal process put in place to assess funding requests select and justify funding levels for events funded from the operating budget.

Target Date - Fall 2006 (to ensure readiness for 2007/08 application process)

(2) Formally define "Internal" Civic Events and "External" Festivals and Events and establish separate approaches to funding the two categories

Annual events sponsored with direct grants from the operating budget fall into two basic categories - "internal" events and initiatives which are organized and managed directly by HRM staff and/or HRM Committees of Council and "external" events that are conducted by external event organizers and supported by direct grants. In relation to funding criteria and funding levels, the municipality should formally define and separate the two categories of events into separate budget lines. Annual operating funding for defined internal / civic events should be established and preserved. Generally, these are events that are delivered directly by HRM staff and/or Committees of Council and are linked to Holidays or special occasions that the municipality is bound to recognize for its citizens (i.e. Natal Day, Canada

Day, Halifax Explosion anniversary, Holiday Season events, etc.). Once defined, each of these events could be granted a set amount each year in the operating budget (similar to the current situation) but be reviewed annually and subject to the same conditions as external events in terms of the information required to access funding (i.e. budget information, evaluation information, committee structure, etc.).
Target Date - Fall 2006 (to ensure readiness for 2007/08 application process)

(5) General Program Recommendations

Note: Work on the following general program recommendations has been initiated and will be completed with assistance from the Cultural Advisory Committee and proposed Major Events Funding Committee.

(1) Review and revise policy regarding municipal costs on external events

In providing support to events, each HRM Business Unit works on a cost recovery basis. For example, if an event requires services from HRM as a direct result of event logistics (i.e. barricades for road closures, no parking signs, police on site) the event organizer is charged the labour costs incurred by HRM. The costs charged to events increase annually due to labour rate increases deemed by collective bargaining agreements, changes in overtime policies, etc. Therefore, annual events have seen a gradual rise in municipal costs over time. In some cases, the funding provided to events has been outpaced by the rising municipal costs billed to the event. However, this is a difficult issue to address as the majority of costs charged to event organizers is cost recovery on staff labour. Therefore, a scenario such as reducing fees (i.e. for municipal property rental) would have a minimal impact and any reduction in the more significant labour costs would have to be absorbed by HRM at significant expense to the municipality. A global policy needs to be developed related to costs associated with municipal services required for events. As labour costs continue to rise annually the impact on event organizers will continue to increase and event organizers will increasingly turn to HRM to provide enhanced funding to address the issue.

(2) Develop policy regarding HRM event funding in relation to previous debt owed to the municipality

As municipal costs charged to events continue to rise, there is a need to develop policy regarding debt owed to the municipality by event organizers. For annual events funded by HRM, those groups owing debt to HRM may be considered ineligible for further funding, continued funding may be contingent on full debt repayment and/or repayment schedules could be established to use HRM funding to pay debt prior to paying the event organizer. The major drawback of providing debt relief to events, especially annual events, is the potential creation of a culture of dependency on municipal funding to cover expenditures that should be budgeted and paid for by event organizers. In the case of annual events, many of which have indicated that HRM charges too much for services and/or does not provide enough financial support, the existence of debt relief funding may provide a strategy to avoid paying municipal service costs. Eventually, the draw on HRM event funding sources to cover unpaid debt will decrease the funding available to directly support new or existing events.

(3) Develop a sponsorship rights and benefits policy

HRM provides well in excess of \$1 million in funding annually to festivals and events but has no formal policy regarding acknowledgement of the municipality's financial contribution. Most cities in Canada require any festival or event receiving municipal funding to recognize the contribution in all communications and marketing tools and mediums used to promote the event. HRM should establish basic criteria for recognition of sponsorship and attach appropriate conditions to funding provided to events. Different expectations could be established for different scales of contribution - i.e. the requirements attached to a \$250,000 contribution to a major national or international event would be much more intensive than those attached to a \$1,500 contribution to a community event.



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
March 7, 2006

TO: Mayor Kelly and Members of Halifax Regional Council

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

DATE: February 27, 2006

SUBJECT: Events Funding Review

INFORMATION REPORT

ORIGIN

Staff

BACKGROUND

Halifax Regional Council, through its annual budget process, approves a variety of different funds to support festivals and events throughout the municipality. In relation to the recently developed Economic Strategy and Cultural Plan, HRM Recreation Tourism and Culture (RTC) has initiated a review of RTC grants and contributions programs used to disseminate these funds. This review is expected to address a variety of questions, issues and concerns raised by Council, staff and event organizers regarding the tools and processes used by RTC to support festivals and events. The purpose of this report is to provide an overview, time lines, and expected outcomes for the review process.

In addition to the review of event funding, RTC has initiated a review of the Heritage and Culture Reserve and the Major Events Facilities Reserve. Any recommended changes to these reserves will be provided to Council at a future date.

DISCUSSION

There are two basic categories of events delivered in HRM. The first category consists of events which are organized and implemented directly by HRM staff and/or HRM Committees of Council. The second category consists of events that receive funding from the municipality but are conducted by external event organizers. These external events range from annual community and regional events to large national or international events hosted in HRM. All internal and external events supported by HRM are funded from one of two sources - the RTC operating budget and the Special Events Reserve. An overview document which provides summaries, histories, and funding information for each of the funding sources available for festivals and events is attached to this report.

The intention of the review of festival and event programs is to develop revised criteria, application procedures, and funding models in advance of the 2007/2008 fiscal year. All of the funding sources listed in the attached overview are being reviewed and input is being actively sought from stakeholders. This work will result in a new process which will formalize HRM's funding framework for events. Any significant changes to programs or funding levels recommended by this review will be implemented in the 2007/2008 fiscal year.

It is expected that the following materials will be produced by the review:

- Project Overview and Work Plan (attached to this report);
- Overview of RTC event funding programs including summary, history, and funding information for each program (attached to this report);
- Issue and opportunities paper, which will highlight the primary issues, requirements, and gaps for festival and event funding in HRM;
- Discussion paper on recommended process and administrative changes for each of the RTC funding programs and for the Business Unit as a whole;
- Report to Council with recommendations for program, policy and funding revisions (i.e. Reserve Business Case, Reserve Guidelines, Grant Review Structure, etc).

Recommendations will focus on three areas:

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

Generally, recommendations will also examine areas related to costs for municipal services, debt owed to HRM by external event organizers, and the linkage of RTC event funding and processes to other HRM initiatives and structures such as the Community Grants Program, the Cultural Plan, the Event Hosting Strategy, the Economic Strategy.

To date, some work on the review process has been conducted and initial steps taken. This work includes development of revised applications, criteria, and screening procedures for the Special Events Reserve, based on the existing Council approved Business case and guidelines for the reserve. A detailed work plan and time line for the review is attached to this report. It is expected that a report with recommended changes will be before Council in May or June 2006.

BUDGET IMPLICATIONS

There are no direct budget implications as a result of the material discussed herein.

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

There are no recommended alternatives

ATTACHMENTS


- (1) Events Funding Program Inventory
- (2) Event Funding Review - Work Plan

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 Johnston, Business Services Coordinator 490-5623

Financial Review :


Barb Palmeter, Financial Consultant 490-7221

RECREATION, TOURISM AND CULTURE

Review of Funding Programs

Events Funding Program Overview

Special Events Reserve

Summary

Based on a Council approved Business Case and Guidelines, the Special Events Reserve provides financial assistance for hosting national or international cultural, sports and heritage events that do not occur annually. Preference is given to events and activities which are free or low cost for the public to attend, cost-shared with other government partners, occur between November 1st and April 30th, and have broad public appeal and community interest. Twinning, memorials, commemoratives, receptions and other special functions may be eligible for funding. Eligible expenses also include the provision and maintenance of HRM infrastructure for special events.

History

In 2001, in response to urging from the tourism industry, a hotel room levy was established through Provincial legislation and Council approval. Implemented at the beginning of the 2002-2003 fiscal year, the levy rate was set at 1.5% of the daily room rental fee and is now applicable to all tourism accommodation properties containing 20 or more rental rooms. The revenue collected on a monthly basis by HRM is distributed 2/3 to Destination Halifax and 1/3 to the Special Events Reserve.

Funds

Approximately \$650,000 is generated annually by 1/3 of the levy. Revenue for the 2005/06 Events Reserve to date is approximately \$1,100,000 - \$650,000 hotel tax, \$50,000 transfer from operating, and \$400,000 carry over from 2004/2005.

Festivals and Events Grants Program

Summary

The Festivals and Events Grants Program is an annual program that provides grants to community non-profit organizations to assist in hosting community events. The level of assistance is generally in the range of approximately \$250 - \$1,000. There is an annual deadline in the Spring and applications are received, vetted and prioritized by a staff committee.

History

Prior to amalgamation, the Metro and Area Tourism Association (MATA) provided funding grants to small events throughout the former Cities of Halifax and Dartmouth, former Town of Bedford, and a portion of the former Halifax County. Funding for the program was provided by the Province. MATA was one of several Tourism associations throughout the Province that received this funding. At amalgamation, MATA was dissolved and the HRM Tourism Department took over responsibility for the program. Initially, HRM matched the Province's contribution but some incremental funding has been added to HRM's contribution to the program budget since that time.

Funds

\$25,000 in Civic Events and Festivals operating budget (C760). An additional \$10,000 is provided by the Province of Nova Scotia.

Summer Festival Grant

Summary

The Summer Festival grant is awarded annually to provide a legacy enhancement for a community event that is geographically located within the former Halifax County Municipal boundaries. There is an annual deadline in the Spring. A Summer Festival Grant Committee, comprised of three Councillors from Districts within the former Halifax County, is appointed by Halifax Regional Council to assist staff in selecting a host(s) community(ies).

History

In 1995, an event known as “Septemberfest” was organized by the staff of the former Halifax County Municipality in partnership with local community organizations. At the time, this event was intended to become an annual celebration held in communities throughout the former Halifax County. After amalgamation, Council approved a \$70,000 budget to continue to deliver Septemberfest. The intention was to maintain annual funding for an event in the non-urban, former Halifax County Municipality to balance the annual funding provided to Halifax and Dartmouth Natal Days, Bedford Days and Canada Day. Since that time, the funding stream was renamed Summer Festival grant allow eligibility for community events staged during the entire summer season.

Funds

\$35,000 in Civic Events and Festivals operating budget (C760)

Annual Event Grants from Operating

Summary

Annual events sponsored with direct grants from operating fall into two basic categories. The first category consists of sixteen events and initiatives which are organized and managed directly by HRM staff and/or HRM Committees of Council (i.e. Natal Day, Canada Day, New Year’s Eve). The HRM contribution for some of these events is enhanced significantly by contributions from external sponsors. The second category is direct grants to thirteen annual events that are conducted by external event organizers (i.e. Buskers Festival, Atlantic Film Festival, Atlantic Jazz Festival). There is no application process for this funding.

History

Prior to amalgamation, the former municipalities funded a variety of civic and community events and festivals. At amalgamation, a report to Council recommended that annual special events funded by the previous municipalities continue to receive funding at their former levels. At that time, three categories of events were recommended for continued financial assistance - (1) events organized and managed directly by the former municipalities; (2) small community events which had received discretionary funding from Councillors of the former municipalities; and (3) events organized by independent groups but supported by the former municipalities to offset the costs of essential municipal services. Since that time, funding has not been added to the events operating budget for any new annual event but funding to some external events was eliminated or reduced as a result of a HRM budget cut in 1998.

Funds Available

Currently \$387,685 for internal events and initiatives and \$120,900 for external events, for a total of \$508,585 in the Community Events cost element of the Civic Events and Festivals operating budget (C760).

COMMUNITY, CULTURE AND ECONOMIC DEVELOPMENT
Review of Funding Programs
Event Funding Review Work Plan / Time Line
(Revised June 2006)

Task	Target Date	Complete
Complete Project Overview	August 2005	√
Complete Program Inventory of RTC Grants and Contributions Programs including summary, history and funding information for each program	August 2005	√
Complete issue/opportunities paper which will highlight the primary issues, requirements and gaps for each of the RTC funding programs and for the BU as a whole	September 2005	√
Draft letter to event organizers supported by RTC operating budget asking for event details, budgets and performance objectives for 06/07 and providing notice of review.	January 2006	√
Information Report to Council describing review process, time lines, and expected outcomes.	February 2006	√
Initial consultation with stakeholder groups, event organizers and other levels of government on criteria and models for assessing and funding festivals and events.	January 2006 - March 2006	√
Review criteria, structure and models for assessing and funding festivals and events used by other municipalities.	January 2006 - March 2006	√
Discussion paper and draft recommendations on process and administrative changes for each of the CCED funding programs and for the Business Unit as a whole	March 2006 or April 2006	√
Prepare reports to Council on (a) recommended decision-making body and (b) update on implemented / pending actions	June 2006	√
Communication of program and/or funding changes and revisions to event organizers currently funded by HRM	September 2006 - October 2006	
Incorporate new processes, criteria and required funding for events in 2007/2008 business plan and draft budget	October 2006 - November 2006	
Set application deadlines and conduct screening	February 2007 - March 2007	
Approve and allocate funds to event organizers	April 2007 - May 2007	

Consultation and Research:

Stakeholders consulted to date include:

- HRM Culture and Heritage Staff
- HRM Civic Events and Festivals Staff
- HRM Cultural Plan committees and staff
- HRM Grants and other Finance staff
- Provincial and Federal cultural funding agencies
- Event Organizers
- Marketing Levy Committee of Council

Additional stakeholders to be consulted include (*note - these stakeholders are proposed to be represented on a new HRM Festival and Event Funding committee*):

- Events Halifax
- WTCC
- Destination Halifax
- Individual Members of Halifax Regional Council
- Business Commissions

Other municipalities reviewed include:

- City of Vancouver
- City of Victoria
- City of Calgary
- City of Edmonton
- City of Lethbridge
- City of Regina
- City of Saskatoon
- City of Winnipeg
- City of Ottawa
- City of Toronto
- City of Hamilton
- City of Sudbury
- City of London
- Regional Municipality of York
- Regional Municipality of Waterloo
- Regional Municipality of Halton
- Regional Municipality of Niagara
- City of Moncton
- City of Fredericton
- City of St. John's