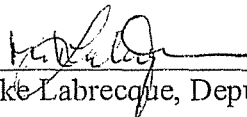




P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Special Events Advisory Committee
August 10, 2011

TO: Special Events Advisory Committee

SUBMITTED BY: 
Mike Labrecque, Deputy Chief Administrative Officer, Operations

DATE: June 23, 2011

SUBJECT: Ballsy 2011 Event Grant Application

ORIGIN

May 11, 2011 - the Special Events Advisory Committee recommended that Regional Council defer consideration of the Ballsy 2011 grant application until further information was provided.

May 24, 2011 – Regional Council passed a motion to defer consideration of the Ballsy 2011 grant application until further information was provided.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Regional Council decline the Ballsy 2011 application for support from HRM.

BACKGROUND

The Proposed Event:

The Ballsy 2011 event is proposed for September 17, 2011 on the Halifax Central Commons, Halifax. The goal of the event is to host the first annual green festival supporting local music, art, sport and culture. The event aims to be a grassroots festival that positions HRM nationally and help save lives among the Canadian male population through awareness of male specific cancer and the benefits of getting screened. The expected attendance is approximately 5,000 – 10,000 people. The event proposes to fence off the Central Commons and host professional skateboarding and BMX athletes, classic car show (along Cogswell Street), zip lining infrastructure, rockwall climbing, UCW wrestling, break dancing, Hellcats Roller Derby, Redbull Rockband, NASCAD Art exhibits, Goodlife Fitness and major musical acts (with a contained alcohol area). The proposed event budget is approximately \$232,000. A request of \$200,000 has been made to HRM.

The Application process

The Ballsy 2011 event made application for funding during the first of the Civic Events Granting process (opened Friday, October 29, 2010 and closed Friday, January 28, 2011). Staff reviewed the application and found additional information was required before the application could proceed to the next stage. Specifically, clarity was required on the proposed budget, level and scale of talent and entertainment, experience of event organizers, revenue sources beyond government, risk management plan, and municipal service costs.

On May 11, 2011 the Special Events Advisory Committee (SEAC) recommended to Regional Council that the scoring of Ballsy 2011 be deferred until clarification was provided. Regional Council approved the recommendation at its May 24, 2011 session.

DISCUSSION

The following discussion is designed to outline staff's findings, and assist SEAC in its deliberations respecting the requested grant.

Analysis of the Event Application

As part of the review process, SEAC and Council may consider matters beyond the direct policy framework, such as delinquent or outstanding monies owed to HRM, event quality and image, event organizer's capacity and experience, and event organizer's governance structure. SEAC and Council may also consider matters related to other municipal supports - either from another grant program or capital investment in infrastructure required to support the event.

Staff contacted event organizers of Ballsy 2011 for clarification on the above noted issues. Ballsy 2011 re-submitted an updated grant application to address the areas of concern communicated to the event organizers.

The revised application demonstrates some strengths, primarily the proposed event is unique and offers a range of performances, interactive exhibits and demonstrations in one location. The proposed event is deemed to be a "green" event, meaning it would be environmentally friendly

and sustainable. As well, the Ballsy 2011 event is expected to be completely free to the public.

With respect to the proposed budget, while a revised budget shows more accurate figures related to costs and an overall decrease to the proposal expenditure due to scaled back programming, there is no indication of secured funding from either the Federal or Provincial government. Consequently, the success of this event seems to completely rest on the ability to successfully secure funding from HRM. Given that the approved Business Case only permits a maximum of one third (1/3) of the total operating budget, the maximum amount that HRM could award would be \$70,000, which would be inadequate to successfully deliver the proposed event.

With respect to the capacity of the event organizer, staff is not satisfied with the information provided regarding the organizer's experience and qualifications. Further, the attached score sheet (Attachment 1) demonstrates that the event is deficient in a number of categories. Notably, the event falls within the peak tourism season and the anticipated attendance size and non-resident participants for the level of funding requested is low, especially given that this application was submitted pursuant to the major tourism category. Additionally, staff question whether this event is of a national caliber.

Overall, while the Ballsy 2011 updated application addressed a majority of staff's clarification, there remain numerous concerns. Therefore, based on information contained within the application, staff has evaluated Ballsy 2011 and recommends a score of 46 points out of 100. Because this score translates falls below 50 points, it does not qualify for consideration.

BUDGET IMPLICATIONS

Staff's recommendation has no budget implications due to no grant award.

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of four (4) members at large and four (4) representatives of organizations such as the Greater Halifax Partnership, Destination Halifax, Hotel Association of Nova Scotia, and the Halifax Chamber of Commerce. There are also five (5) Councillors who serve on the Committee. All meetings are open to the public. The Community Engagement requirement has been met.

ALTERNATIVES

Alternative 1: SEAC could re-score the event application and recommend a grant award to Ballsy 2011. This is not staff's recommendation.

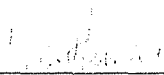
If SEAC were to decide to recommend a grant award, the amount would be funded from Q315 Marketing Levy Special Events Reserve, which would require another report to be sent through SEAC and Regional Council to approve the withdrawal from reserve.

ATTACHMENTS

Attachment 1: Ballsy 2011 Scoring Sheet
Attachment 2: Ballsy 2011 Application

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Paul Forrest, Event Coordinator, Community Relations & Cultural Affairs, 490-6979

Report Approved by: 
Andrew Whittemore, Manager, Community Relations & Cultural Affairs, 490-1585



**Marketing Levy Special Events Reserve (MLSER)
Scoring**

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.


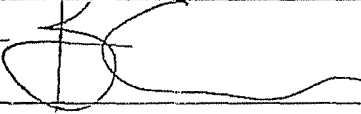

FOR OFFICE USE ONLY		Reference Number
Grant Reviewed	Approved Yes No	
	Sum:	

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15 /15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	less than 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	3 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3 /10	Urban = 3 Mixed = 6 Rural = 10

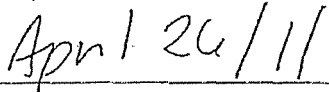


**Marketing Levy Special Events Reserve (MLSER)
Scoring**

Financial Support	2.5 /5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	1.5 /6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Prvince in terms of local investment and HST spin-off	5 /12	
Final Total		46 /100

Staff Signatures



Date



Civic Event Grant Application

FOR OFFICE USE ONLY

Reference Number

Received	*Prescreen Reviewed
*Prescreen Approved <input type="checkbox"/> Yes <input type="checkbox"/> No	Grant Approved <input type="checkbox"/> Yes <input type="checkbox"/> No
By:	Sum:

IMPORTANT: Please thoroughly read this page as our application process has recently changed.

COMPLETION AND SUBMISSION OF A CIVIC EVENTS GRANT APPLICATION DOES NOT GUARANTEE FUNDING.

FUNDING IS NOT CONFIRMED UNTIL AFTER HALIFAX REGIONAL COUNCIL APPROVAL.

I, the applicant, understand the above disclaimer and that in no way does submission of this application guarantee my event funding.

Applicant Signature

Date

This section must be signed and dated for applications to be processed.

2011 Grant Application Deadlines: 4:30pm January 28 and August 26**

**Summer Festival Grant Applications will ONLY be accepted for the January 29 deadline
Festivals and Events and Marketing Levy Special Events Reserve Grants will be accepted for both deadlines

HRM supports events that build community, foster good community relations, develop local economy and tourism industry, and enrich the quality of life of all residents and visitors. This application is for three of HRM Civic Event's Granting Streams, **Festivals and Events Grant, Summer Festival Grant, and Marketing Levy Special Events Reserve.**

Follow these three steps to apply for a Civic Events Funding Grant:	
Step 1	Read and sign the Completion and submission statement at the top of this page.
Step 2	Read the Grant Descriptions on page 2 to determine which grant stream you are applying for and what sections you are to complete.
Step 3	Complete all required sections of this application form for your grant stream, and the Checklist to confirm that you have completed all relevant sections of the form and have included all required support material.

* All Civic Events Grant Applications are put through an internal prescreen process to determine potential eligibility under the Civic Events Policy and Granting Framework. Applicants unsuccessful in the prescreen process will be notified. Successful completion of the prescreen process does not guarantee funding.

* Applicants will receive the results of their grant application approximately **five months** after the application deadline.

Civic Event Grant Application

GRANT DESCRIPTIONS

Please check which granting stream you are applying for. Separate applications must be completed if apply for multiple streams. If successful, only one grant stream will be awarded to an event.

Festivals and Event Grant

Sections to Complete

Part A

Part D

Funding geared to community non-profit organizations for events including festivals and celebrations, such as community festivals or summertime BBQs.

Fundraising events, reunions, conferences, sporting events, private events, political events or events receiving funding from other HRM sources **do not qualify** for this grant.

Summer Festival Grant

Sections to Complete

Part A

Part B

Part D

Funding to community events located within the former Halifax County Municipal boundaries for events including festivals and celebrations.

Fundraising events, reunions, conferences, sporting events, private events, political events or events receiving funding from other HRM sources **do not qualify** for this grant.

Marketing Levy Special Events Reserve

Sections to Complete

Part A

Part B

Part C

Part D

Funding for national or international culture, sport and heritage events that do not occur annually.

Fundraising events, reunions, conferences, private events, political events or events receiving funding from other HRM sources **do not qualify** for a grant.

Please complete this application and return **all pages** to:

Halifax Regional Municipality
Community Development
Attn: Civic Event Grant Process
Alderney Gate, 2nd Floor
P.O. Box 1749
Halifax, NS B3J 3A5
Fax. 902.490.5950
Email. CivicEventsGrants@halifax.ca

Grant deadlines are 4:30pm January 28 and August 26.

*Summer Festival Grant Applications will ONLY be accepted for the January 29 deadline
Festivals and Events and Marketing Levy Special Events Reserve Grants will be accepted for both deadlines

Applications must be received by HRM staff prior to the deadline.

Contact 490.2700 with any questions.

Civic Event Grant Application

PART A. To be completed by ALL applicants

Event Title Ballsy 2011

Event Date September 17th, 2011

Event Location Halifax South Common Grounds

Hosting/Planning Organization Ballsy Cancer Society For Profit Non Profit

Primary Contact Matthew Melvin (Per BCS) Position Event Director

Address Ballsy Cancer Society, Dartmouth, Nova Scotia, B2V 2P1

Phone Office) (902) 222-6960 Home) (902) 830-1726

Cell) (902) 222-6960 Fax) N/A

Email matt@ballsyjourney.com Webpage www.ballsycancersociety.org

1. How much funding are you requesting from HRM for your event? \$200,000.00

2. Which best describes your event?

- Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.
- Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.
- Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.
- Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.
- Other (please explain) _____

3. Yes No Is your event a fundraiser, conference, competition, banquet or dinner?
If yes, your event does not qualify under the Festivals and Events Grant nor the Summer Festival Grant. You do not need to continue the application.

Civic Event Grant Application

4. Yes No Does your event have a specific political or social perspective or agenda?
If yes, your event does not qualify under the Festivals and Events Grant, the Summer Festival Grant nor the Marketing Levy Special Events Reserve. You do not need to continue the application.
5. Yes No Has this event qualified for funding through other municipal granting programs for this year?
If yes, your event does not qualify under the Festivals and Events Grant, the Summer Festival Grant nor the Marketing Levy Special Events Reserve. You do not need to continue the application.
6. Yes No Is your event free to the public? If your event is ticketed, what are ticket prices?
7. Yes No Is your event geared towards a specific age group, demographic or community? If so, please explain.

It will be fun for all ages as we will have many different types of events for children and adults. It will promote healthy lifestyle and testicular cancer awareness although our primary focus will be community culture, sports, Music and the arts.
8. Yes No Is this the first year for your event?
9. Is your event annual, bi-annual or another reoccurring event? Please explain.

This will become an annual event as we believe it will showcase Nova Scotia's diverse culture on a local and international platform. It will be a positive step for raising awareness of male specific cancer in Canada.
10. What is the theme of the event?

Halifax N.S. Promoting everything local from clothing, food, music, and sport while raising awareness about male specific cancer in a non-traditional and Ballsy way! We will encourage young men to be proactive about their own health and change the stigma attached to the disease. We have also attached being green to the event, to encourage the public that a green commons is a clean commons and to keep the commons clean, both during and after the event.
11. Please provide a brief description of your event including activities.

To host the first annual green festival Supporting local Music, Art, Sport and Cultural on the Halifax south commons (pavilion grounds). This grass roots festival will promote HRM nationally and help save lives among the Canadian male population through awareness of male specific cancer and the benefits of getting screened. This event will showcase everything Halifax is made of such as; Local business vendors, Bands, DJ's, Hip Hop artists, HRM hosted BBQ, Prostate Cancer Rib Cook-off, Green Goblin Classic Car show, Pro Skateboards Skate and BMX event, Climb Nova Scotia rock wall climbing, The Trail Shop Slack Line event, UCW wrestling event, Hellcats Roller Derby event, Redbull Rockband event, Nascad Art exhibits, Goodlife
12. Please describe the relationship between your event and the community.

Nova Scotia is our home base for the Ballsy Cancer Society because it has the highest age-specific testicular cancer incidence rate at 17.98 per 100,000 in the 25-29 age group (Re:The Canadian Testicular Cancer Association). We feel that through this event we can bring our local community and businesses together and start something that will save lives of Atlantic Canadians and have a positive impact on Halifax's vibrant culture. All indications are that the local community will embrace this event because it will represent a change of stigma surrounding testicular cancer. 85% of the vendors, Artists, and Music groups will be local and will represent a wide segment of our community.

Civic Event Grant Application

13. Please describe any cultural components associated with your event (*heritage, performance, exhibit, etc.*)

We will be promoting local Nova Scotian music, Food, Clothing, and Art. For the music side of things we currently have expressed interest from Joel Plaskett, City and Colour, Classified, and Gettosocks as headliners for the first year, but we will have Three Sheet, The Mellotones, Jimi Swift Band, Broken Ohms, The Stanfields, Slowcoaster, The Fed Pennies, Overnight Enemy, Big Game Hunt and access to many more local acts and a number of other potential Local artists. We will also have local Car Show, Roller Derby, Wrestling, and Skate/BMX events, and nascad art at the festival, all of which will bring cultural contribution to the festival.

14. Please briefly list your event's key goals and outcomes.

We here at The Ballsy Cancer Society will be champions of the following changes:

1. Promote everything local that Halifax offers.
2. Change the stigma and save lives of Canadian men.
3. Promote Screening among men locally and internationally..
4. Create a cultural experience that will be remembered for next year.
5. Build awareness of our society and of support groups for testicular cancer survivors.

15. Yes No Has your event previously received support from HRM?
If so, how much and when? N/A

16. Approximately how many people are you expecting to participate in your event?

5000-10000+ People.

17. Approximately how many people participated last year in your event (if applicable)?

N/A

FESTIVAL AND EVENTS GRANT applicants please skip to Part D.

SUMMER FESTIVAL GRANT applicants please continue to Part B.

MARKETING LEVY SPECIAL EVENTS RESERVE applicants please continue to Part B.

Civic Event Grant Application

**PART B. FESTIVAL AND EVENTS GRANT applicants please skip to Part D.
SUMMER FESTIVAL GRANT applicants complete this section.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants complete this section.**

18. Please briefly describe the event marketing strategy.

Our publicist for the Ballsy Cancer Society will be doing a press release covering news print, television, and internet publications for the event. Live 105 will be doing radio promotions and have expressed interest in co-hosting the event. Tony Hawk, World leader in skateboarding has sponsored the event. We will be advertising through social media as well. Along with social networking we will ask local businesses to promote this event across Nova Scotia with a Ballsy festival poster.

19. Will the event be marketing outside of HRM? Outside of NS? Outside of the Atlantic Provinces? Please describe.

Because of the theme and scale of the festival, we will bring positive local, national and international attention to Halifax. We will be marketing the festival nationally across Canada and internationally in the US, with social media, national and international radio, television, and news print, With partnership from the Prostate Cancer Society and Goodlife Fitness. We will have the advantage of a big local radio and Facebook campaign, with VIP ticket giveaways and prizes from multiple businesses here in Nova Scotia. We had banners at the ECMA's to market and promote the Ballsy Cancer Society and the Ballsy Festival.

20. How will the event be evaluated?

The event will be evaluated on our ability to showcase Halifax music and culture, and change the stigma males have about male specific cancer. We know that with this festival we can spread the truth about just how bad male specific cancer has become among young males in our communities and we will share the statistics behind the stigma. We feel that through this event we can start something that will save lives of Atlantic Canadians and have a positive impact on Canadian culture. We also think that this event will impact the local alternative sport community encouraging involvement for HRM youth.

21. How will the event benefit HRM's tourism?

We know that the music acts, Celebrity appearances, and events at this festival will bring many people to the province as it will be the first of its kind on this scale for testicular cancer in Nova Scotia. It will bring many cancer survivors and families from other provinces that have gone through having a family member diagnosed with cancer. It will bring a positive light on Nova Scotia as a province that supports testicular cancer awareness.

**FESTIVAL AND EVENTS GRANT applicants please skip to Part D.
SUMMER FESTIVAL GRANT applicants please skip to Part D.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants please continue to Part C.**

Civic Event Grant Application

**PART C. FESTIVAL AND EVENTS GRANT applicants please skip to Part D.
SUMMER FESTIVAL GRANT applicants please skip to Part D.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants complete this section.**

22. What is the scope of the event?
 Regional National International
23. Approximately what percentage of your event attendance (spectators and participants)
- | | |
|-----------------------------|------------|
| Are from HRM? | <u>80%</u> |
| Are from outside HRM? | <u>10%</u> |
| Are from outside NS? | <u>5%</u> |
| Are from outside of Canada? | <u>5%</u> |
24. Approximately what percentage of your event attendance who are visitors stay
- | | |
|----------------------------|------------|
| With friends or relatives? | <u>15%</u> |
| In campgrounds? | <u>5%</u> |
| In hotels or motels? | <u>75%</u> |
| In bed and breakfasts? | <u>5%</u> |
| In other? (please explain) | <u>%</u> |
25. Approximately how many volunteers are involved in your event? 60
26. How will the event benefit HRM's economy?

The Ballys Cancer Society festival will bring people from all over Nova Scotia, Canada, US and Europe to attend. It will be 85+% local business vendors and showcase local music, art, food, and culture. The festival will benefit the Nova Scotia economy through hotel industry revenue, Tourism industry revenue, and generate tax revenues for HRM in the millions. This Festival will promote Nova Scotia nationally and internationally, showcasing our diverse and unique culture creating future tourism revenues for years to come.

27. Yes No Does the event have an outstanding debt owed to HRM?
- _____

ALL APPLICANTS continue to Part D.

Civic Event Grant Application

PART D. ALL APPLICANTS complete this section.

If your event receives funding, who should the cheque be made out to?

The Ballys Cancer Society

FESTIVAL AND EVENTS GRANT APPLICANTS

Have you completed: Part A
 Part D

Please attach: This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
 Last year's financial statement or operating budget (if applicable)
 A list of committee members and contact information*
 Any additional information you feel relevant

SUMMER FESTIVAL GRANT APPLICANTS

Have you completed: Part A
 Part B
 Part D

Please attach: This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
 Last year's financial statement or operating budget (if applicable)
 A list of committee members and contact information*
 A copy of the last committee meeting minutes (if applicable)
 Any promotional/marketing print materials applicable
 Any additional information you feel relevant

MARKETING LEVY SPECIAL EVENTS RESERVE APPLICANTS

Have you completed: Part A
 Part B
 Part C
 Part D

Please attach: This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
 Last year's financial statement or operating budget (if applicable)
 A list of committee members and contact information*
 A copy of the last committee meeting minutes (if applicable)
 Any promotional/marketing print materials applicable
 Any promotional/marketing print materials applicable
 Any additional information you feel relevant

**Please notify HRM of any changes to your committee member list and contact information the occur after the application submission*

ALL APPLICANTS continue to next page

Civic Event Grant Application

INSURANCE REQUIREMENTS

The Halifax Regional Municipality requires that special event organizers, whether all or part of the event takes place on or passes over HRM/public property, during setup, the event, and/or break-down, carry third party liability insurance at a level of not less than \$2,000,000, inclusive Bodily Injury and Property damage, in the case of the event serving or selling liquor, not less than \$5,000,000. The HRM shall be named as "Additional Insured," and again where liquor shall be served as part of the event, additional liquor liability insurance shall be obtained. A copy of all required insurance coverage shall be forwarded to HRM, care of Civic Events, at least seven (7) working days before the event start date.

ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, Balsy Cancer Society (organization name) hereby declare that we have adopted and will uphold equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

By signing below we hereby confirm that all information included on this application is, to the best of our knowledge, correct at the time of submission and if funds are awarded, we accept responsibility for the use of the funds in accordance with the terms set out in the HRM Civic Events Policy and Granting Framework. HRM will be contacted in writing if any of the above information changes.

This application was approved by the Board of Directors/Executive at its meeting held on _____ (dd/mm/yy).

Primary Contact Date

Committee Witness Committee Title

Please be sure to complete all sections of this application. Incomplete applications will not be processed. For questions on application process please contact our office, 490.2700, CivicEventsGrants@halifax.ca

2011 Grant Application Deadlines: 4:30pm January 28 and August 26