

**Special Events Advisory Committee
April 30, 2014**

TO: Chair and Members of Special Events Advisory Committee

Original Signed

SUBMITTED BY: _____
Brad Anguish, Director, Community & Recreation Services

DATE: April 3, 2014

SUBJECT: Summer Festival Grant Program 2014

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 the Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve the 2014/15 Summer Festival grant awards of \$24,500 funded from the Regional Recreation and Culture (C760-6933) 2014/15 Operating Budget as identified below:

Canada Day in Beavertown	\$3,500
Cole Harbour Harvest Festival	\$3,500
Fall River Canal Days	\$3,500
Lake and Shore Days	\$3,500
North Preston Days	\$3,500
Sambro Sou'Wester Days	\$3,500
Seaside Festival	<u>\$3,500</u>
	\$24,500

BACKGROUND

This report is intended to assist the Special Events Advisory Committee (SEAC) in its discussions respecting the 2014/15 Summer Festival grant allocation in accordance with the Grant Application and Eligibility Process (Attachment 1).

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

There were 7 applications received for 2014:

- 1) *Canada Day in Beaver Bank*
- 2) *Cole Harbour Harvest Festival*
- 3) *Fall River Canal Days*
- 4) *Lake and Shore Days*
- 5) *North Preston Days*
- 6) *Sambro Sou'Wester Days*
- 7) *Seaside Festival*

DISCUSSION

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

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

A summary of each application is outlined in Attachment 3. After reviewing the applications, it was determined that all events were similar in scale and merit. In 2012 and under similar circumstances, the Summer Festival grant was split equally between all seven applicants. In 2013 the Summer Festival grant was awarded using the same process; however two event's requests were less than the equal split of four applications. This resulted in 2 grants of \$5,000 and 2 grants of \$7,500 being awarded.

Using this existing decision process, the 2014 Summer Festivals grant awards would be divided equally among the applicants. Therefore, it is recommended that all applicants receive a \$3,500 grant award for 2014/15 (Table 1).

TABLE 1: 2014/15 PROPOSED FUNDING SUMMER FESTIVAL GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Canada Day in Beavercreek	\$5,000	\$3,500
Cole Harbour Harvest Festival	\$5,000	\$3,500
Fall River Canal Days	\$5,000	\$3,500
Lake and Shore Days	\$10,000	\$3,500
North Preston Days	\$5,000	\$3,500
Sambro Sou'Wester Days	\$15,000	\$3,500
Seaside Festival	\$20,000	\$3,500
TOTAL	\$65,000	\$24,500

FINANCIAL IMPLICATIONS

The HRM costs associated with this recommendation can be accommodated within the approved 2014/2015 operating budget for C760 Community/Civic Events.

COMMUNITY ENGAGEMENT

Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

1. SEAC may choose to recommend that Regional Council not approve the recommendations as outlined. This is not recommended.
2. SEAC may choose to recommend that Regional Council to amend the proposed grant awards pending budget capacity. This is not recommended.

ATTACHMENTS

Attachment1: Grant Application and Eligibility Process
Attachment 2: Past Summer Festival Grant Awards
Attachment 3: Event Description and Information

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.html> then choose the appropriate Community Council and 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, Events & Cultural Initiatives, 490-6979
Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-4387

Original Signed

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

Original Signed

Financial Approval by: Greg Keefe, Director of Finance & ICT/CFO, 490-6308

**Attachment 1
Grant Application and Eligibility Process**

There are two intake processes for all HRM event grants. Applications for the Summer Festival program are received during the first intake. Each intake process requires several steps as outlined below:

Step One: Eligibility Screening

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program.

Step Two: Staff Review

Staff team is struck to review all eligible applications and make recommendations to SEAC based on the following guidelines:

- Possibility of annual event status
- Local sport competitions do not qualify
- Fundraising dinners/functions of a similar nature are not eligible for funding
- Preference is not given to new events
- Community and corporate support for the event must be evident
- Events must be accessible to the general public
- Emphasis must be on low cost gate fees

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 and unsuccessful grant applicants are officially notified by letter of the grant amount awarded.

Attachment 2
Past Summer Festival Grant Awards

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

Attachment 3
Event Description and Information

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

1) *Canada Day in Beaver Bank*

Program Description: A free 1-day celebration of Canada to be held on July 1, 2014, at the Beaver Bank Kinsac Community Centre. The celebration's purpose is to promote a sense of unity and involvement. Events include a pancake breakfast, flag raising ceremony, family fair, youth talent concert and a fireworks display. Estimated attendance for 2014 is 1,600 and the proposed budget is \$17,000.

2) *Cole Harbour Harvest Festival*

Program Description: A free 1-day event to be held on September 6, 2014, at Cole Harbour Place (indoor & outdoor). The event includes a music concert featuring local bands, art and culture displays, youth sport events (skateboard competition), farmer's market, a free skate and inflatable games. The festival is held in conjunction with a Health Fair organized by Cole Harbour Place. Estimated attendance for 2014 is 5,000 and the proposed budget is \$18,600.

3) *Fall River Canal Days*

Program Description: A free 1-day community celebration of Canada Day to be held on July 1, 2014, at various locations in Fall River. The event starts with a community breakfast, parade of water crafts down the Shubenacadie Canal and then a flag raising ceremony at the Gordon R. Snow Community Centre. Also held at the community centre will be a fishing derby, pet show, and children's entertainment, live music by local groups, a pig roast and a fireworks display. Estimated attendance for 2014 is 3,300 and the proposed budget is \$28,000.

4) *Lake and Shore Days*

Program Description: A week long community celebration to be held on August 3-10, 2014, at various locations in Porters Lake. The majority of events are free however some events are gated with a ticket fee of \$5-\$15. Events include BBQs, breakfasts, a family movie, youth dance, teddy bear picnic, public yard sale, children's carnival, adult dance, parade, parade of lights on the lake and fireworks. Estimated attendance for 2014 is 2,500 and the proposed budget is \$27,000.

5) *North Preston Days*

Program Description: A free 3-day community celebration to be held on August 1-4, 2014, at various locations in North Preston. Events include talent showcases (dance, singing, rap and poetry), sports tournaments (boxing, basketball and hockey), community celebrations (parade and live concerts) and food (BBQ cooking contest). Estimated attendance for 2014 is 1,400 and the proposed budget is \$13,000.

6) *Sambro Sou'Wester Days*

Program Description: A free 3-day festival to be held on August 8-10, 2014, at various locations in Sambro. Events include historical water tours to Sambro Island, walking tours of the community, children's carnival, washer toss tournament, community parade,

and historic dory racing demonstrations, adult dance, adult comedy show, beer garden, local musical show and fireworks. Estimated attendance for 2014 is 2,000 and the proposed budget is \$28,000.

7) *Seaside Harvest Festival*

Program Description: A free 2-day community celebration to be held on October 3-4, 2014, at Fisherman's Cove, Eastern Passage. The event is focused on family, community and coastal heritage. Events include a farmer's market, pumpkin carving, scarecrow decorating, scavenger hunt, art exhibits, live music, storytelling and crafts that reflect the local culture and heritage. Estimated attendance for 2014 is 5,000 and the proposed budget is \$20,000.