

**Special Events Advisory Committee
October 26, 2012**

TO: Special Events Advisory Committee

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

DATE: October 22, 2012

SUBJECT: Festival and Events Grant Funding Request – Second Intake

ORIGIN

Halifax Regional Council approved the Civic Events Policy and Granting Framework on March 27, 2007, which supports HRM's biannual Civic Event Granting Program. Several applications were received during the Second Intake (May-August) of the HRM Event Grant Process which requires the consideration of the Special Events Advisory Committee before recommendations are tabled with Regional Council.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council approve the 2012/13 Festival & Events second intake grant awards identified in Table 1 totaling \$4,000 funded from the proposed 2012/13 Operating Budget Account No. C760 Community/Civic Events.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event grants including:

- (a) Hallmark Events
- (b) Non-Annual Major Events
- (c) Summer Festivals
- (d) Festivals and Events

Festival and Events Program

The Festival and Event program is used to support annual, small scale, local community events in various categories. The total value of the grant program is \$35,000, of which \$25,000 is allocated through the HRM operating budget and \$10,000 from a provincial grant.

The first intake process is limited to the \$25,000, with the remaining \$10,000 earmarked for the second intake process. The first intake of the 2012/13 Festivals and Events program awarded \$23,700 in grants.

In evaluating each application, the following granting criteria is applied:

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

Additionally, each event is screened against the following three definitions:

- i. **Community Festivals** – Multiple day events operated by non-profit community committees and encompass a broad definition of culture. Maximum grant amount award is \$2,000.
- ii. **Community Celebrations** – One day events operated by non-profit community committees and encompass a broad definition of culture. Maximum grant amount award is \$1,000.
- iii. **Professional Festival** – Events produced by non-profit committees occurring for longer than one day that have secured commercial and government sponsorship with budgets over \$50,000 that professionally advance arts and culture. These events have paid artistic participants and usually administration, however, the focus is still on community engagement and low cost/ free access to the public. Maximum grant amount award is \$4,000.

DISCUSSION

The event grant application and eligibility process is described in Attachment 1. There were 5 applications for funding, of which 3 are recommended to be considered eligible and two recommended to be ineligible (Attachment 2). All eligible events currently do not have any outstanding debt with HRM.

Typically, the Festivals and Events grant program receives a high volume of applications that restricts grant awards due to funding capacity. However, the second intake of the 2012/13 Festivals and Events program received fewer applications than normal which resulted in the ability to invest more funding into the specific community events. The following are recommended grant awards for the eligible applicants (for further overview of the analysis and proposed recommendations see Attachment 3):

TABLE 1: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
<i>a) Community Festivals</i>		
Arts & Cultural Freedom Festival	\$25,000	\$2,000
Sub-Total	\$25,000	\$2,000
<i>b) Community Celebrations</i>		
Gwen Noah Dance Soul Food	\$5,000	\$1,000
QuinFest	\$3,000	\$1,000
Sub-Total	\$8,000	\$2,000
TOTAL	\$33,000	\$4,000

BUDGET IMPLICATIONS

If approved, the funding of \$4,000 for the Festivals & Events second intake grants can be accommodated in the 2012/13 Operating Budget Account No. C760-6933 Community/Civic Events.

Budget Summary Festival & Events Program C760-6933:

Approved Balance, March 31, 2012	\$ 25,000
Plus: 12/13 Provincial Grant	\$ 10,000
Less: First intake grant awards	\$ (23,700)
Less Second intake grant awards	\$ (4,000)
Projected Balance March 31, 2013	\$ 7,300

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

Community engagement for this process involves the input from relevant stakeholders through the Special Event Advisory Committee. Event organizers are also invited to attend a SEAC meeting to present and to answer questions.

ALTERNATIVES

Alternative 1: SEAC may choose to amend the recommendations as outlined.
Alternative 2: SEAC may choose not to approve the recommendations as outlined.

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.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, Civic Events Coordinator (Events Grant Administrator), Regional Recreation & Culture, 490-6979



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



Financial Approval by: Greg Keefe, CMA – Director of Finance and Information Technology/CFO 490-6308

Attachment 1 – Grant Application and Eligibility Process

As outlined in the Civic Event Policy and Granting Framework, approved by Regional Council on March 127, 2007, there are two intake processes for all HRM event granting. The first intake process begins the last Friday of October and closes the last Friday of January. The second intake process opens the last Friday in May and closes the last Friday of August. Each intake process requires several steps as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, letter confirming receipt of the application and reference number is forwarded to the applicant.

Step Two: Eligibility Screening

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

The approved civic event policy framework guides all decision respecting the events types may be considered for funding including:

- Community-based festival 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 festival performing, visual, media or literary arts festivals 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 Three: Staff Review

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

- May be an annual event
- 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 Four: 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 Five: 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 – Proposed Eligible & Non-Eligible Events

The Proposed Eligible Events

Upon review, 3 out of the 5 applications submitted are considered eligible for consideration through the Festival & Event program. The following provides a brief description of each:

Arts and Cultural Freedom Festival

When: August 31 – September 1, 2012

Where: Alderney Landing, Dartmouth

Program Description: The festival incorporates local musicians, artists, storytellers and artisans from all the surrounding African Nova Scotia Communities. Featured at the event will be the talents of African Nova Scotians that include spoken word, gospel, jazz, hand drumming, African dance, basket weaving, quilting, wood crafts and accessories. The event is gated with a price of \$7 for entry on Saturday and \$5 on Sunday and children eight years old and younger are free.

Attendance Size: 620

Budget: \$75,000

HRM Request: \$25,000

Past HRM Funding: Received a 2011 Marketing Levy Special Event Reserve (MLSER) grant of \$15,000 for an anniversary event

Recommended Funding: \$2,000

Name: QuinFest

When: September 15th, 2012

Where: Quinpool Road, from Beech Street to Quinpool Education Centre, Halifax

Program Description: Quinfest encourages local businesses to showcase their wares while providing entertainment that includes live music, face painting and food sampling. The free event will also offer inflatable bouncies, carnival games, displays, demonstrations, popcorn, snow cones, BBQ, yard sale, kid's area, mural painting and arts and crafts.

Attendance Size: 3,500

Budget: \$10,000

HRM Request: \$3,000

Past HRM Funding: Received a 2011 Festivals and Events grant of \$750

Recommended Funding: \$1,000

Name: Gwen Noah Dance Soul Food

When: October, 2012

Where: Three sites: IWK Garden, QEII Veteran's Garden and the Urban Farm (Robie St.)

Program Description: The theme of the event is food for the soul, a musical/ dance explosion, presenting contemporary dance and music to a non-traditional audience. The overall event would be six thirty-five minute performances performed by Gwen Noah to the music of guitarist Jeff Torbert and trombonist/singer Tom Walsh.

Attendance Size: 600

Budget: \$8,460

HRM Request: \$5,000

Past HRM Funding: N/A

Recommended Funding: \$1,000

Ineligible Events

Upon review, two applications were deemed to be ineligible for consideration through the Festival & Events program:

***Name:* Eastern Passage/Cow Bay Summer Carnival (EPCBSC) Committee**

Request: \$500

Reason for ineligibility: The EPCBSC Committee requested a grant for the procurement of 2000 pin badges however the event currently receives an annual grant of \$3,500 from HRM which makes it ineligible for Festivals and Events funding.

***Name:* Les Voix d'Acadie - 40th Anniversary CD Recording**

Request: \$5,000

Reason for ineligibility: The event requested funding to cover the costs of producing a CD recording of a choir (expenses were renting studio time and the payment of musicians). The production of a CD recording as proposed does not constitute an event and therefore this application is not eligible for funding.

Attachment 3
Review & Analysis of Eligible Applicants
(Approved by Regional Council March 27, 2007 – Civic Event Policy and Granting Framework)

1. Review and Analysis

The following provides a proposed recommendation for each event and a brief rationale for that recommendation:

a) Community Festivals

Upon review, staff has assessed the applications and recommends that 1 event falls within the community festival category with the following grant award:

1. Recommend an award of \$2,000 to the following event based on the fact that the event meets the minimum criteria, celebrates diversity and has a large event budget:
 - *Arts & Cultural Freedom Festival*

b) Community Celebrations

Upon review, staff has assessed the applications and recommends that 2 events falls within the community celebrations category with the following grant awards:

1. Recommend an award of \$1,000 to the following event based on the fact that the event meets the minimum criteria, celebrates local culture and has a high level of attendance:
 - *Gwen Noah Dance Soul Food*
 - *QuinFest*

c) Professional Festivals

No applications qualified under the professional festival category.