

Special Events Advisory Committee
March 28, 2012

TO: Special Events Advisory Committee

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

DATE: February 24, 2012

SUBJECT: Festival and Events Grant Funding Request – First Intake

ORIGIN

Applications received through the first intake of HRM's biannual Civic Event Granting Program require 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 Regional Council approve the 2012/13 Festival & Events grant awards of \$23,700 funded from the proposed 2012/13 Operating Budget Account No. C760 Community/Civic Events as identified in Table 1.

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 (pending Provincial government approval).

The first intake process is limited to the \$25,000 with the remaining \$10,000 earmarked for the second intake process. 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 25 applications for funding, of which 24 are recommended to be considered eligible and one recommended to be ineligible (Attachment 2).

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>		
Africa Festival of Arts & Culture	\$3,500	\$1,000
Carrolls Corner Mastodon Days	\$500	\$500
Cedar Festival	\$7,000	\$1,000
Kiwanis Mother Goose Festival	\$4,000	\$1,500
Lake Echo Lions Fiesta Days	\$3,500	\$1,500
Northern Lights Lantern Festival	\$2,000	\$1,750
Outeast Film Festival	\$10,000	\$1,000
Peggy's Cove Area Festival of Arts	\$5,000	\$1,000
Sub-Total	\$35,500	\$9,250
<i>b) Community Celebrations</i>		
Canada Day - Beaverbank	\$5,000	\$500
Canada Day Celebration - Musquodoboit	\$1,000	\$250
Cow Bay Hall's Diamond Jubilee	\$800	\$250
Dartmouth Music & Art Showcase	\$1,200	\$750
Dominion Day Old Time Village Fair	\$500	\$500
Fox Hollow Home Owners Annual BBQ	\$200	\$200
International Dance Day	\$750	\$500
Na Sgeulaichean/Storytellers	\$600	\$500
Sackville Christmas Tree Lighting	\$2,000	\$1,000
School Farm Day - Urban Farm Museum Society of Spryfield	\$625	\$500
Upper Hammonds Plains Can Jam	\$700	\$500
Viva La Flamenco Canada Day	\$950	\$500
Ward 5 Block Party	\$1,000	\$500
Sub-Total	\$15,325	\$6,450
<i>c) Professional Festivals</i>		
Halifax Comedy Fest	\$25,000	\$3,500
Nova Scotia Kiwanis Music Festival	\$5,000	\$2,500
Supernova	\$3,000	\$2,000
Sub-Total	\$33,000	\$8,000
TOTAL	\$83,825	\$23,700

BUDGET IMPLICATIONS

If approved, the funding of \$23,700 for the Festivals & Events grants can be accommodated in the proposed 2012/13 Operating Budget Account No. C760-6933 Community/Civic Events.

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 could approve the report with amendments.

Alternative 2: SEAC could not approve the report (this is not staff's recommendation).

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 Event Coordinator, 490-6979

Report Approved by: 
Denise Schofield, Manager, Culture, Events & Community Partnerships, 490-6252



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

Attachment 1 Grant Application and Eligibility Process

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, 24 out of the 25 applications submitted are considered eligible for consideration through the Festival & Event program. The following provides a brief description of each:

African Festival of Arts and Culture

When: July 20 – 23, 2012

Where: Sackville Landing, Halifax Waterfront, Halifax

Program Description: A free showcase of culture and visual and performing arts of people of African descent. Artists will include Diasporas from Nigeria, Ghana, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Somalia, ADAM, the Caribbean and the African Nova Scotian Community.

Attendance Size: 1,200

Budget: \$80,000

HRM Request: \$3,500

Canada Day – Beaver Bank

When: July 1, 2012

Where: Beaver Bank Kinsac Community Centre

Program Description: Free access to celebrate Canada Day. Pancake breakfast, flag raising ceremony, country fair, youth open mic, fireworks display, beer garden, open mic (19+).

Attendance Size: 1,525

Budget: \$33,835

HRM Request: \$5,000

Canada Day Celebration - Musquodoboit

When: July 1, 2012

Where: Upper Musquodoboit

Program Description: Parade, games, face paint, activities, coffee, cake, fireworks, and entertainment.

Attendance Size: 140

Budget: \$1,200

HRM Request: \$1,000

Carroll's Corner Mastodon Days

When: July 21, 2012

Where: Carroll's Corner

Program Description: Birthday celebration featuring a community breakfast, parade, opening ceremonies, games, inflatables, BBQ, entertainment, sports tournament, adult dance party.

Attendance Size: 500

Budget: \$4,899

HRM Request: \$500

Cedar Festival

When: May 25, 26, 27 & 31 – June 1-3, 2012

Where: 3844 Joseph Howe Drive

Program Description: 10 Day festival on the grounds of Our Lady of Lebanon Church. Additional events at the Diman Lebanese Centre and Canadian Lebanon Society Centre.

Activity categories: culinary, artist and cultural and entertainment.

Attendance Size: 7,800

Budget: \$87,000

HRM Request: \$7,000

Cow Bay Hall's Diamond Jubilee

When: July 19 and August 23, 20112

Where: Cow Bay Hall

Program Description: Afternoon teas with music.

Attendance Size: 260

Budget: \$2700

HRM Request: \$800

Dartmouth Music & Art Showcase

When: May 2, 2012

Where: Dartmouth Sportsplex

Program Description: Musical event with professional lights and sound for Dartmouth music school and program student. A chance for students to work with professional musicians and a venue for students to display their art creations to an audience.

Attendance Size: 1,500

Budget: \$23,900

HRM Request: \$1,200

Dominion Day Old Time Village Fair

When: July 1, 2012

Where: Memory Lane Heritage Village, Lake Charlotte

Program Description: 1940 themed Sunday school/school picnics which held games, food, and other activities in the early summer.

Attendance Size: 450

Budget: \$2,100

HRM Request: \$500

Fox Hollow Home Owners Annual BBQ

When: June 17, 2012

Where: Fox Hollow Subdivision Multi Sport Field

Program Description: Annual community gathering to celebrate the spirit of community, cooperation and identify.

Attendance Size: 40

Budget: \$6,180

HRM Request: \$200

Halifax Comedy Festival

When: April 25-28, 2012

Where: Several Venues; including but not limited to Casino Nova Scotia

Program Description: Multi-day festival highlighting regional, national and international comedic talent.

Attendance Size: 4,500

Budget: \$420,466

HRM Request: \$25,000

International Dance Day

When: April 29, 2012

Where: Halifax Farmers Market

Program Description: Free salsa lesson and various dance performances.

Attendance Size: 400

Budget: \$1,700

HRM Request: \$750

Kiwanis Mother Goose Festival

When: August 4, 2012

Where: Ferry Terminal Park, Dartmouth

Program Description: The event includes games, art and activities for children, bouncy castles, a petting zoo, reading tents and short plays written and delivered by a local theatre company.

Attendance Size: 5,100

Budget: \$13,000.00

HRM Request: \$4,000

Kiwanis Music Festival

When: April 10-28, 2012

Where: Various Locations throughout HRM

Program Description: Competitive and non-competitive classes, representing approximately 8,000 student performances. The Festival gives HRM students the opportunity to receive valuable instruction from some of Canada's most accomplished musical talents.

Attendance Size: 8,000

Budget: \$131,000

HRM Request: \$5,000

Lake Echo Lions Fiesta Days

When: July 6-8, 2012

Where: Lake Echo Community Centre

Program Description: Parade, food, games, indoor events, youth dance, community celebration, using outdoor surroundings and lake for recreational use.

Attendance Size: 1,250

Budget: \$4,000

HRM Request: \$3,500

Na Sgeulaichean/ Storytellers

When: May 10, 2012

Where: Military Family Resource Centre, Windsor Park

Program Description: Gaelic culture and language celebration to celebrate Gaelic Awareness month each May.

Attendance Size: 200

Budget: \$600

HRM Request: \$600

Northern Lights Lantern Festival

When: August 11, 2012

Where: Merv Sullivan Memorial Park

Program Description: Free BBQ, free drinks, games, lantern making, entertainment, petting zoo, lantern parade procession and fireworks display.

Attendance Size: 6,000

Budget: \$18,164

HRM Request: \$2,000

Outeast Film Festival

When: June 21-24, 2012

Where: Downtown/North End Halifax

Program Description: Outeast Film Festival Association will feature film screenings events designed to engage with and support the LGBT community in HRM.

Attendance Size: 1,100

Budget: \$44,920

HRM Request: \$10,000

Peggy's Cove Festival of Arts

When: July 12-22, 2012

Where: St. Margaret's Bay from the Prospect Area to Hubbards

Program Description: Ten day yearly public festival celebration that highlights the cultural talent and creativity of painters, musicians, handicrafts, artisans, sculptors, storytellers, woodworkers, potters etc. who reside in the St. Margaret's Bay region.

Attendance Size: 2000

Budget: \$50,600

HRM Request: \$5,000

Sackville Christmas Tree Lighting

When: December 7, 2012

Where: Sackville Library

Program Description: Free event with tree lighting, local entertainment, hot chocolate, and a visit from Santa.

Attendance Size: 2,570

Budget: \$10,373

HRM Request: \$2,000

School Farm Day – Urban Farm Museum of Spryfield

When: June 7, 2012

Where: Urban Farm Field, Rockingstone Road, Spryfield

Program Description: Students from local schools celebrate Spryfield's agricultural past with animals and invitation to join "Come Growth With Us" gardening program. Garden tours, heritage games, meet and interact with seniors from Melville Lodge.

Attendance Size: 250

Budget: \$3,420.50

HRM Request: \$625

Supernova Theatre Festival 2012

When: May 9-20, 2012

Where: Neptune Studio Theatre, Argyle Street, Halifax

Program Description: Supernova Theatre Festival is Atlantic Canada's national Professional Theatre Festival. The festival presents six to eight productions over the twelve day festival.

There are outreach activities such as talk back sessions, workshops and school performances.

Attendance Size: 2000+

Budget: \$197,000

HRM Request: \$3,000

Upper Hammonds Plains Can Jam

When: June 30-July 2, 2012

Where: 711 Pockwock Road, Upper Hammonds Plains

Program Description: Celebration of the 200th anniversary of the War of 1812 as descendants of the Chesapeake Black Refugee. Display of pictures, artifacts, newspaper articles, photos etc. regarding the War of 1812, Canada Day parade, fireworks, outdoor basketball tournament, horseshoe tournament, children and youth activities, dances.

Attendance Size: 400

Budget: \$8,050

HRM Request: \$700

Viva Flamenco! Canada Day

When: July 1, 2012

Where: Sackville Landing, Halifax Waterfront

Program Description: A free performance featuring guitarists, percussionists and solo and ensemble dancing.

Attendance Size: 400

Budget: \$750.00

HRM Request: \$950

Ward 5 Annual Block Park

When: August 30, 2012

Where: Russell Street, Halifax

Program Description: Street party directed at children, seniors and families. Programs include games, drinks, BBQ, prizes, and entertainment.

Attendance Size: 350 people

Budget: \$3,300

HRM Request: \$1,000

Ineligible Events

Upon review, one application is deemed to be ineligible for consideration through the Festival & Events program. The ReachAbility Law Scholarship Event is listed as a fundraiser and under current policy fundraising events are not supported.

Attachment 3
Review & Analysis of Eligible Applicants

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 17 events fall within the community festival category with the following grant awards:

1. Recommend an award of \$500 to the following event based on the fact that each event meets the minimum criteria:
 - *Carrolls Corner Mastodon Days*
2. Recommend an award of \$1,000 to the following events based on the fact that each event meets the minimum criteria, has anticipated higher level of attendance and a larger event budget:
 - *Africa Festival of Arts & Culture*
 - *Cedar Festival*
 - *Outeast Film Festival*
 - *Peggy's Cove Area Festival of Arts*
3. Recommend an award of \$1,500 to the following events based on the fact that each event meets the minimum criteria, has an anticipated attendance exceeding 5,000, with a budget that shows proportional good value, and event organizers with a track record of delivering quality events.
 - *Kiwanis Mother Goose Festival*
 - *Lake Echo Lions Fiesta Days*

b) Community Celebrations

Upon review, staff has assessed the applications and recommends that 9 events fall within the community celebrations category with the following grant awards:

1. Recommend an award of \$200 to the following event based on the fact that the event meets the minimum criteria with a request of less than \$250.
 - *Fox Hollow Home Owners Annual BBQ*
2. Recommend an award of \$250 to the following events based on the fact that each event meets only the minimum criteria:
 - *Canada Day Celebration - Musquodoboit*
 - *Cow Bay Hall's Diamond Jubilee*
3. Recommend an award of \$500 to the following events based on the fact they each event meets the minimum criteria, and have a higher anticipated level of attendance:

- *Carrolls Corner Mastodon Days*
 - *Canada Day – Beaverbank*
 - *Dominion Day Old Time Village Fair*
 - *International Dance Day*
 - *Na Sgeulaichean/Storytellers*
 - *School Farm Day - Urban Farm Museum Society of Spryfield*
 - *Upper Hammonds Plains Can Jam*
 - *Viva La Flamenco Canada Day*
 - *Ward 5 Block Party*
4. Recommend an award of \$750 to the following event based on the fact that the event meets the minimum criteria, celebrates local youth talent and has a higher anticipated level of attendance and budget:
- *Dartmouth Music & Art Showcase*
5. Recommend an award of \$1,000 to the following event based on the fact that the event meets the minimum criteria, has a higher anticipated level of attendance and budget and is significant to the community.
- *Sackville Christmas Tree Lighting*

c) Professional Festivals

Upon review, staff has assessed the applications and recommends that 3 events fall within the professional festival category with the following grant awards:

1. Recommend an award of \$2,000 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 1,500, with a budget that shows proportional value, and event organizers with a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, and offers a free and low cost event accessible to the public.
 - *Supernova Theatre Festival*
2. Recommend an award of \$2,500 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 10,000, with a substantial budget and event organizers with a track record of delivering quality events. The event offers both free and low cost events accessible to the public.
 - *Nova Scotia Kiwanis Music Festival*
3. Recommend an award of \$3,500 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 5,000, with a substantial budget and event organizers with a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, lends good exposure to HRM and offers both free and low cost events accessible to the public.
 - *Halifax Comedy Festival*