

Special Events Advisory Committee

April 8, 2015



History & Role

- March 27, 2007 - Civic Event Granting Policy & Framework
- SEAC Terms of Reference:
 - “SEAC shall review, evaluate and make recommendations to Regional Council in regard to the allocation of the annual Special Event Reserve, Festivals & Events Grants and the Summer Festival Grants pursuant to the HRM Civic Events Policy Framework”



Funding Sources

- Operating Budget for Culture & Events (C760)
 - Annual Budget Approval Process
 - Festivals & Events \$25,000
 - Summer Festivals \$25,000
 - Annual Events \$66,000



C760 Event Programs

- Festivals & Events
 - Non-profit organizations for new, recurring and annual small scale community events
- Summer Festivals
 - Events located within the former Halifax County
- Annual Events



C760 Event Programs

Annual Events

- | | |
|-------------------------------------|--------|
| • Eastern Passage/ Cow Bay Carnival | 3,500 |
| • Greek Fest | 3,500 |
| • Halifax County Exhibition | 25,000 |
| • Keloose Days | 3,500 |
| • Light up Bedford Parade | 3,500 |
| • Sackville Patriot Days | 20,000 |
| • Spryfield Santa Parade | 3,500 |
| • Waverley Gold Rush Days | 3,500 |



Funding Sources

- HRM Marketing Levy Reserve (MLSER) (Q315)
 - By-Law H-400 Respecting the Marketing Levy
 - 40% of the 2.0% levy - 60% goes to DH
 - \$1.2 million
 - Hallmark, Tourism, Exception & Major Civic Celebration Programs



MLSER Event Programs

- Hallmark - \$400,000 in 2014
 - Recurring event possessing such significance in terms of tradition, attractiveness, image or publicity that it provides the host community with a competitive advantage
- Exception - \$231,000 in 2014
 - When requests fall outside the approved policy



MLSER Event Programs

- Tourism
 - Major events that attract tourists to HRM for multiple day visits
- Major Civic Celebration
 - Events celebration significant anniversaries



Presentations

- No presentations this year due to timeline



Grant Application Process

- Open application process
 - Tourism/ Sporting, Major Civic Celebrations, Festivals & Events, Summer Festivals
- Special application process
 - Hallmarks
- No application process
 - Annual Events



Grant Application Process

- Organizations submit an application to HRM staff.
- HRM Civic Event staff review & create report for SEAC
- HRM Civic Event staff SEAC Reviews & makes recommendations to RC
- RC Reviews & makes final recommendations
- Successful applicants are notified
- Grant agreements forwarded by staff
- Applicants complete agreements
- Grant award released – 80% / 20%
- Final Report



Questions

