

Special Events Advisory Committee
September 11, 2013

TO: Chair and Members of Special Events Advisory Committee

SUBMITTED BY: Original Signed
Brad Anguish, Director, Community and Recreation Services

DATE: August 14, 2013

SUBJECT: Friends of the Halifax Common Exception Report

ORIGIN

July 30, 2013, Regional Council motion: "That Halifax Regional Council request staff to offer the Friends of Halifax Common an application for Marketing Levy Special Events Reserve funding and request an Exception report to be submitted to the Special Events Advisory Committee at their next meeting for the Committee's consideration."

LEGISLATIVE AUTHORITY

HRM Charter, Section 79 (av) (v)

RECOMMENDATION

It is recommended that the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council:

- (1) Approve a one-time event grant from the 2013/14 Marketing Levy Special Events Reserve (MLSER), Q315, in the amount of \$21,500 to the Friends of the Halifax Common Association to fund the event Celebrate the Common 250; and
- (2) Grant payment be conditional upon the Friends of the Halifax Common Association reactivating their status within the Nova Scotia Registry of Joint Stock Companies.

BACKGROUND

On July 30, 2013, Regional Council directed staff to offer an application for funding from the Marketing Levy Special Events Reserve (MLSER) via the Exceptional Circumstances Clause to the Friends of the Halifax Common Association for Celebrate the Common 250. The Exceptional Circumstances Clause states that when requests for funding from the Reserve fall outside the approved policy, a separate report for funding may be created for Regional Council's consideration. The MLSER is an operating reserve funded through the hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of event and economic development.

Celebrate the Common 250 marks the 250th anniversary of the gift of the 235 acre Halifax Common to the inhabitants of Halifax by King George III (1763-2013). The free three-day celebration will invite citizens and visitors to join in the celebrations the Halifax Common through a schedule of activities that will include the launch of a poetry anthology, public lectures, public art installations, photography exhibitions, performances, public panels and recreational activities. The event is scheduled for October 3-6, 2013, and has an estimated event attendance of 3,500 people all from within the Halifax Regional Municipality.

The event has a proposed budget of \$104,200 and is requesting a grant award of \$40,500 (Attachment 1). The Friends of the Halifax Common Association have received a total of \$63,700 in confirmed government and corporate funding for the event. The following is a breakdown of the financial support for the event:

Federal Government Contribution: \$42,300
Nova Scotia Government Contribution: \$12,500
Corporate Funding: \$8,900

Further, on July 22, 2013 the Association made a request to Mayor and Council that HRM waive any municipal services that "HRM provides for the event or that the Association requests be provided or that are provided by HRM employees or service providers" (Attachment 2). On August 20, 2013, staff received an email stating the Association wished to make the same request as part of the MLSER application submitted on August 8, 2013.

DISCUSSION

The MLSER Business Case provides the opportunity for Regional Council to consider events that fall outside of the existing process through the Exceptional Circumstances Clause. Currently the second intake of HRM's event grant process is open and closes on Friday, August 30, 2013. Based on the required analysis of the applications and consideration by SEAC and Regional Council, successful applications can expect to receive confirmation of funding in mid to late fall. Celebrate the Common 250 has an event date of October 3-6, 2013, so the confirmation date may be after their event. While the event granting framework does permit provision of grant amounts after conclusion of an event, Celebrate the Common 250 has indicated it requires a decision regarding HRM's level of support prior to the event and as such have requested to be considered outside the second established intake process via the exception clause.

HRM staff was contacted by Friends of the Halifax Common Association in October, 2012. At that time, the Friends of the Halifax Common Association was informed that the first intake of HRM's event grants closed on Friday, January 25, 2013, and as such, would be the suitable intake process for their application in order to obtain confirmation of potential funding prior to their event. No application was received in the first intake from Friends of the Halifax Common Association as the Association indicated notification related to their application for funding to Canadian Heritage was delayed and this information was required prior to being able to apply for municipal funding.

Application Process

Staff undertakes the grant application and evaluation process resulting in recommendations to SEAC. All recommendations respecting the allocations of the MLSER are guided by the Civic Events Granting Framework and Policy and the MLSER Reserve Business Case. Both the Civic Events Granting Framework and Policy and the MLSER Reserve Business Case allow for funding to major civic celebrations and anniversaries.

The Celebrate the Common 250 application was scored using the MLSER Major Civic Celebration Score Sheet (Attachment 3). The event scored 64 points out of 100 on the score sheet which results in a grant award equal to 53% of the requested level of funding (\$40,500). As a result, the recommended grant award for the Celebrate the Common 250 is \$21,500.

Regarding the Association's request that HRM waive any costs associated with municipal service provision, this is not recommended by staff. Currently HRM operates on a cost recovery system for municipal services. As such, there is no exemption from any costs of services that HRM provides; however, based on the event programming information available to date, it is estimated the costs for services will be minimal. Staff has clarified both these issues with the Friends of the Halifax Common Association.

Not for profit organizations applying to the HRM MSLER grant program must have "active" status with the Nova Scotia Registry of Joint Stock Companies to receive funding. At the time of writing this report the Nova Scotia Registry of Joint Stock Companies lists the Friends of the Halifax Common Association status as defaulted for non-payment since July 5, 2013. Should Regional Council grant funding to The Friends of the Halifax Common Association, they will be required to reactivate their status before HRM can release any grant award to the organization.

FINANCIAL IMPLICATIONS

Budget Summary, Q315

Projected balance

March 31, 2014 as at July 31/13 \$6,471

Awards made within the recommendations on page 1 are included in the Council approved withdrawals from the reserve in 2013/14. Currently the 2013/14 Reserve Budget has \$199,543 remaining in the "Anticipated Other" in the civic events category. This remaining funding will be used for the requests submitted to the second intake of the MLSER event grant program. The deadline for submissions for this intake is August 30, 2013 therefore at this time there is no

determination on how much funding may be requested. The award to the Friends of the Halifax Common Association in the amount of \$21,500 would be withdrawn from the remaining \$199,543 budget, leaving \$178,043 available for the second intake of the MLSER event grant program.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None.

ALTERNATIVES

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend the proposed grant award.

ATTACHMENTS

Attachment 1: Celebrate the Common 250 Application

Attachment 2: Letter to Mayor and Council from Peggy Cameron, Co-chair, Friends of Halifax Common

Attachment 3: MLSER Major Civic Celebration Score Sheet

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.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: Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-4387
Paul Forrest, ~~Coordinator, Events & Cultural Initiatives~~, 490-6979

Original Signed

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

Financial Approval by:

Original Signed

Greg Keefe, Director of Finance & ICT/CFO, 490-6308



Civic Event Grant Application

FOR OFFICE USE ONLY

Reference Number:	Date Received:
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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.

Name of Event

Applicant Signature *Date*

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

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 the ***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	Complete all required sections of this application form , and the Checklist to confirm that you have completed all relevant sections of the form and have included all required support material.
Step 3	Ensure that you have read the insurance requirements, freedom of information act and have signed the last page of the application.

** 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.*

** All information submitted is subject to the freedom of information disclosure clause (FOIPOP).*



Civic Event Grant Application

GRANT DESCRIPTIONS

Marketing Levy Special Events Reserve (MSLER)

The purpose of the MLSER is to provide funding to attract and host exceptional Tourism, Culture, & Heritage events that typically are national or international in calibre and occur on an infrequent basis, where HRM provides a leading and/or hosting role. The MLSER support events that focus on tourism and economic development as the primary outcomes.

Conferences, sporting events, private events, fundraising events, political events, or events receiving funding from other HRM sources do not qualify for this grant. As well, this program is only applicable to registered non-profit and charitable organizations.

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

Mail:
Halifax Regional Municipality
Community & Recreation Services
Attn: Civic Event Grant Process
P.O. Box 1749
Halifax, NS B3J 3A5

Drop off:
Halifax Regional Municipality
Community & Recreation Services
Attn: Civic Event Grant Process
Alderney Gate, 2nd Floor
40 Alderney Drive
Dartmouth, NS

Fax: 902.490.5950

Email: forrestp@halifax.ca

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



Civic Event Grant Application

Please ensure that the application is completed in its entirety.

Event Title Celebrate the Common - 250

Event Date October 3, 4, 5, 6th, 2013

Event Location Halifax Common

Hosting/Planning Organization Friends of Halifax Common (Association)

Proof of Not-for-Profit Status (Nova Scotia Registry of Joint Stock ID Number or similar): 3219632

Primary Contact Peggy Cameron Position Co-chair

Address REMOVED

Phone Office) REMOVED Home) REMOVED

Cell) REMOVED Fax) REMOVED

Email REMOVED Website www.halifaxcommon.ca

Full name and complete mailing address of payee if the event is awarded a grant (if different than above):

Mailing Address _____

1. How much funding are you requesting from HRM for your event? \$40,500
2. What will the requested funding be used for?
administration, management, marketing, research, planning, volunteer support, rental, insurance
3. Yes No Has your event previously received support from HRM? If so, how much and when? _____
4. Yes No Does the event have an outstanding debt owed to HRM? If yes, please indicate the owing amount: _____
5. Yes No Is your event receiving any other type of funds or support from HRM this year?
If yes, your event does not qualify under any current grant program. Further consideration will not be given to your application.
6. Yes No Is your event a conference, competition, banquet, dinner, or is the primary purpose of your event fundraising?
If yes, your event does not qualify under any current grant program. Further consideration will not be given to your application.



Civic Event Grant Application

7. Is the event gated (fees to participate) or free to the public to attend? Is there is a combination of both gated and free for different activities/ events? Please describe the fees associated with each:

There will be no fees associated with participation in this event

8. Is this the first year for the event or is the event annual, bi-annual, or another recurring event? Please explain.

This is a one-time only event.

9. What is the theme of the event?

This year marks the 250th anniversary of the gift of the 235 acre Halifax Common "to the inhabitants of the town of Halifax forever" by King George III (1763-2013). Friends of Halifax Common (FHC) will commemorate the gift with a premiere signature one-time only celebration of the Halifax Common.

10. Please provide a brief description of the overall event.

The three-day celebration will invite citizens and visitors to come out and Celebrate the Halifax Common through a schedule of activities to prospectively include:

- ~launch of a poetry anthology about the Halifax Common submitted in response to a call by FHC and published by Gaspereau Press;
- ~a public lecture exploring the environmental theme of the Common with Dr. Philip Kitcher, Colombia University & reception, in collaboration with Dalhousie's College of Sustainability;
- ~two days of 10-12 curated public art installations and performances on the Halifax Common;
- ~a public lecture on the history of the Halifax Common;
- ~two days with a schedule of recreational activities ie drumming, meditation, yoga, Nordic Pole walking etc.;
- ~a photography exhibition of past and present images (by Alvin Comitor) with a commemorative catalogue;
- ~two days with a schedule of interpretive talks or walks;
- ~partnerships with the Halifax Public Garden, Nova Scotia Museum, Dalhousie University, NSCAD, ngos etc.
- ~a public panel on the culture of the Common with Dr. Max Haven, Dr. George Caffentzis and Dr. Silvia Federici in collaboration with Nova Scotia College of Art and Design;

11. Please describe how the event plans to engage the local community and how the local community will benefit from this event (partnerships, volunteers, identity, etc.).

The Halifax Common, as one of Canada's oldest urban parks, is the central outdoor destination for the Halifax Peninsula. This event will engage HRM citizens and visitors by offering them a series of unique experiences on and about the Halifax Common that explore the history, environment and culture. FHC has reached out to or partnered with Dalhousie's College of Sustainability, Nova Scotia College of Art and Design, Common Roots Urban Garden, Heritage Trust, Public Gardens, Nova Scotia Museum of Natural History, Parks Canada and curators from Saint Mary's Art Gallery, Dalhousie Art Gallery, and NSCAD as well as non-governmental organizations, schools and Halifax churches to ensure that this celebration is a top destination. The community will benefit from discovering or rediscovering its history, culture and heritage; meeting new people; celebrating its outdoor spaces and strengthening the identity of the Halifax Common as a destination.

Civic Event Grant Application

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

Because Celebrate the Common - 250 is to commemorate the 250th anniversary of the original grant of the Halifax Common the entire programme of events is culture and or heritage based.

Highlights include:

- ~10-12 public art installations to animate the Halifax Common;
- ~a schedule of 3 public talks on the environment, history and culture of the common;
- ~scheduled interpretive walks, talks and performances themed to explore the history of the Common and what its nature is in the present;
- ~an exhibition and catalogue of selected archival maps, images, photos and illustrations of the Halifax Common and present day photos that reflect similar vantage points;
- ~ a poetry anthology on the theme of the Halifax Common selected from a call for submissions by the FHC and published by Gaspereau Press.

13. Please describe how the event plans to include and celebrate HRM's diversity.

- ~Friends of Halifax Common has received over 50 poems in response to a call for submissions for a poetry anthology on the topic of the Halifax Common. This publication by Gaspereau Press is already a celebration of diversity with submissions by every range of common and great citizen: George Elliot Clarke (Poet Laureate of Toronto), Wanda Robson (sister of Viola Desmond) and Sue Goyette (former Poet Laureate of Halifax).
- ~Friends of Halifax Common has reached out to the first nations community to invite their participation. As well lectures/talks will review the Peace and Friendship Treaties and the historical context of the time of the gift of the Common.
- ~Friends of Halifax Common has partnered with many institutions and NGOs
- ~Friends of Halifax Common will reach out to new Canadians through volunteers and faith-based organizations.

14. Please state the event's three main goals (*a goal is an inspirational statement that can be measured*):

Goal 1: to celebrate the 250th anniversary of the Halifax Common with art installations, talks & walks

Goal 2: to actively engage citizens & visitors in learning about the history and importance of the Common

Goal 3: to publish a poetry anthology and have a photo exhibition of historical and present day images of the Halifax Common with a catalogue.

15. Approximately how many people will be participating with your event this year?

Spectators/ Audience	<u>2-3,50</u>
Participants/ Athletes	<u>50</u>
Volunteers	<u>55</u>
Staff	<u>.5</u>
Total	<u>2-3,60</u>

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

Spectators/ Audience	_____
Participants/ Athletes	_____
Volunteers	_____
Staff	_____
Total	_____



Civic Event Grant Application

17. Yes No Has the event contacted Destination Halifax to discuss marketing opportunities?
If no, please visit www.destinationhalifax.com or call (902) 422-9334 to arrange a meeting.

18. Yes No Has the event applied for funding/ support from the Provincial government, Federal government or anything other organization?
If yes, please inform us:

FHC has successfully received

1. Federal Government contribution from Canadian Heritage of \$42,300
2. Provincial Government contribution of \$12,500
3. Gaspereau Press in-kind contribution for publication of poetry anthology valued at \$8,900
4. Dalhousie College of Sustainability in-kind contribution valued at \$2,000
5. Nova Scotia College of Art and Design in-kind contribution valued at \$2,000

19. How will the event be evaluated? Please describe:

The event will be evaluated by:

- ~estimating attendance numbers at events;
- ~surveying artists, organizers, volunteers, audience members and partners;
- ~assessing media interest;
- ~assessing social media interest;
- ~interest in promotional material, catalogue and poetry anthology;

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

Describe marketing plan (scope of marketing, promotion outside HRM/ NS/ Canada, etc), exposure, profile, etc.

FHC is working with Halifax based design firm Co. & Co. www.coandco.ca to develop a brand for the promotional material; design the catalogue for the photo exhibition; create the webpage; and co-ordinate with design for the Gaspereau Press poetry anthology.

Steering Committee members have extensive experience in promotion, public relations and marketing.

Marketing and promotion will be through press releases, psa, web, posters, social media, interviews, e-mail, and the large number of partnering organizations, their staff, students and volunteers.

This event will benefit HRM's tourism by raising interest in and awareness about the Halifax Common as one of Canada's oldest urban parks by:

1. promoting the Halifax Common as a destination for a one-time premiere celebration of the 250th anniversary;
2. raising awareness of the Halifax Common as a culturally and historically significant urban space in Canada; &
3. promoting Halifax as an exciting and beautiful city.

21. How will the event generate economic growth and benefit for HRM?

Describe HRM's return on investment, economic development, local expenditures, employment, etc.

This event will generate economic growth by having ~2-3,500 individuals spend an enjoyable and interesting time in and around the Halifax Common over 4 days. It will market the area as a destination and will result in local expenditures (restaurants, transportation, shopping) and benefit businesses and staff providing those services.

Scheduled activities on the Common will be for free but will be provided by independent business persons (yoga, tai chi, Nordic Pole walking, drumming). The event will provide an opportunity to promote these businesses.

Many of the artists engaged are graduates or professors from NSCAD. The event will support the cultural sector.

Parks Canada and the Nova Scotia Museum of Natural History are tourist destinations. Partnerships with the celebration will promote these historic, research and educational facilities and their services.



Civic Event Grant Application

22. What is the event's legacy for HRM?

Legacy includes infrastructure, social and cultural factors.

The legacy for HRM will include printed social and cultural artifacts from this time:

1. the Celebrate the Common - 250 exhibition catalogue.
2. the Celebrate the Common poetry anthology.

The photographs of the Halifax Common by Alvin Comitor for the photo exhibition will be a visual documentation of the Halifax Common from this time.

23. What steps has the event taken to ensure it's sustainability?

Event quality, volunteer training & capacities, partnerships, organizer's experience.

FHC has a highly experienced steering and advisory committee.

The curatorial advisory committee for the arts installations includes curators from Dalhousie, Saint Mary's and Nova Scotia College of Art and Design.

Partnerships include Dalhousie, NSCAD, Nova Scotia Museum, Public Gardens, Heritage Trust, Parks Canada.

24. Please provide where the estimated event attendance will be from:

Spectator Attendance:

Are from HRM?	<u>2-300</u>	example: 2,000
Are from outside HRM?	<u>500</u>	1,000
Are from outside NS?	<u>90</u>	200
Are from outside of Canada?	<u>26</u>	0

Participant Attendance (if applicable):

Are from HRM?	<u>100%</u>
Are from outside HRM?	_____
Are from outside NS?	_____
Are from outside of Canada?	_____

25. Where will the estimated attendance stay while at the event?

Please check which places are applicable and provide the total number of nights.

- Friends/ relatives _____
- Campgrounds _____
- Bed & Breakfasts? _____
- Universities? _____
- Hotels? _____
- Other? _____

If other, please state: _____



Civic Event Grant Application

Application Checklist

MARKETING LEVY SPECIAL EVENTS RESERVE APPLICANTS

- Have you completed: The entire application including all questions and checkboxes
- 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 is relevant

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



Civic Event Grant Application

INSURANCE REQUIREMENTS

The Halifax Regional Municipality (HRM) 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.

FREEDOM OF INFORMATION DISCLOSURE

The provisions of the Halifax Charter (2008) shall be followed with respect to freedom of information and the right to privacy (FOIPOP). Funding applicants/recipients are advised that information pertaining to a request for funding may be shared with staff reviewers, HRM committees (including members of the public serving on same), or may be requested by third parties through a formal FOIPOP request. The Municipal Auditor may also request material in the course of a random or non-randomized financial audit of the BID Investment Fund or an internal service review.

ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, _____ (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. We also acknowledge and accept the freedom of information disclosure.

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. We also confirm and understand that submitting any knowingly false information could result in prosecution.

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, 490-6979, forrestp@halifax.ca

Celebrate the Common - 250

Committee Members

Organizational Committee

Peggy Cameron (FHC co-chair, researcher, event coordinator)
Beverly Miller (FHC co-chair, marketing, event coordinator)
Renee Gruzecki (researcher, archivist, volunteer coordinator)
Sheilagh Hunt (curator, arts administrator and presenter)
Keith McPhail (arts co-ordinator and public administrator)
Alan Rufman (researcher)

Curatorial Advisory Committee

Peter Dykhuis- Dalhousie Art Gallery Curator
Robin Metcalf- St Mary's Art Galler Curator
Mary Maclachlan- Nova Scotia College of Art and Design

Photographic Exhibition

Alvin Comitor, Professor of Photography, Nova Scotia College of Art and Design

Poetry Anthology Publication

Andrew Steeves, Gaspereau Press

Placemaking Committee (subject to separate grant)

Sophia Horowitz
Greg Woolner

Halifax Common Celebration-250th anniversary**Budget**

Description		
Artist/performers	(8-12 artists/performers)	\$30,000
Place-making	(co-ordination, materials, costs)	\$10,000
Project Administration & Management		\$12,000
	Coordinate catalogue, artists, schedule, technical support	
Marketing		
	Poster design, printing, website, social media, ads	\$4,500
Research & Planning		
	History of Commons, research, writing, editing, translation	\$2,600
Poetry Anthology-Gaspereau Press		
	Co-ordination, editing, design, printing	\$8,900
Volunteer Support		
	Snacks, Transportation, First Aid Kits etc.	\$300
Photo Exhibit		
	Photographer, research, production	\$6,000
	Catalogue design & printing	\$18,500
Rental		
	Tent, printer, computer, projector & technical etc.	\$6,000
Food & Beverages		\$2,000
Insurance		\$1,400
Contingency		\$2,000
Total Budget		\$104,200
Federal Government Contribution		\$42,300
Nova Scotia Government Contribution		\$12,500
Gaspereau Press Contribution		\$8,900
Total Contribution Confirmed		\$63,700
HRM Contribution Requested		\$40,500

FRIENDS OF THE

c/o 6032 Charles Street
Halifax, NS B3K 1L1
July 19, 2013

HRM Mayor and Council Members
Halifax Regional Municipality
PO Box 1749, Halifax, NS, B3J 3A5

re: Halifax Common Festival- 250

Dear Mayor and Council Members:

This year marks the 250th anniversary of the gift of the 235 acre Halifax Common "*to the inhabitants of the town of Halifax forever*" by King George III (1763-2013). To that end Friends of Halifax Common (FHC) intends to commemorate the gift with a celebration of the Halifax Common (Oct 3-5, 2013 with the 6th as a rain date). This will be a premiere signature one-time only celebration to engage citizens and visitors in a discovery and animation of place, people, history and culture. We hope that you are able to support our celebration programme, which will be one of community-engagement, public education, participation and activity where everyone will find something to enjoy.

Members of FHC have met with Councilor Wayne Mason who is supportive of having HRM provide a financial contribution for the commemorative celebration. FHC is pleased to provide details as follows: confirmed financial contributions; a tentative schedule; a revised budget and as well the original and successful proposal submitted to Canadian Heritage.

Based on a revised budget and reduced scale Festival, FHC is seeking a one-time only cash contribution from HRM of \$40,500. FHC also requests that HRM does not bill FHC for any municipal services that HRM provides for the event or requests be provided or that are provided by HRM employees or service providers. Some examples would include support from HRM staff, HRM police, electricity or garbage removal. There will be no road closures requested for the celebration and FHC will procure its own event insurance.

Thank you in advance for your interest and please let me know if there is any further information required.

Best regards,

(by email)

Peggy Cameron
Co-chair, Friends of Halifax Common

cc: FHC Executive and Festival Steering Committee

Friends of Halifax Common: Halifax Common Festival-250

Financial Contributions

Federal Government Financial Contribution - confirmed

In late May 2013 FHC received notification that it was the recipient of a \$42,300 grant from Canadian Heritage for the Halifax Common Festival-250. (For more information on the proposed project supported by Canadian Heritage please see the attachment.) This is an obvious endorsement that the project has merit. Although this is good news in and of itself FHC is past all deadlines for other grant opportunities from both the province and from HRM. The grant received from Canadian Heritage is approximately 40% for the revised and reduced budget for what is now a re-conceived and smaller festival.

Provincial Government Financial Contribution - confirmed

Minister Minister of Communities, Culture and Heritage Leonard Preyra has confirmed that the province will support the celebration with a \$12,500 contribution.

Gaspereau Press Contribution - confirmed

Gaspereau Press is undertaking the publication of an anthology of poetry about the Halifax Common and will contribute the associated costs at a value of \$8,900.

HRM Financial Contribution - requested

The Halifax Common Festival-250 will be an excellent opportunity to ensure that Halifax, as the capital city is able to celebrate its heritage and culture and to show off its artists in a way that will engage both visitors and citizens. Despite working diligently on a number of collaborations and the Festival preparation, the monetary shortfall is urgent and the need immediate to meet our budget requirements.

FHC therefore seek a cash contribution from HRM of \$40,500. FHC also requests that HRM not bill FHC for any municipal services that HRM would request us to provide or that are provided by HRM employees or service providers such as HRM staff and HRM police. FHC will procure its own insurance for the Festival.

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## Proposed Schedule of Events Halifax Common Festival-250

### Thursday, October 3, 2013

Launch of Poetry Book, published by Gaspereau Press (confirmed)  
Public Lecture in collaboration with Dalhousie College of Sustainability (Dr. Philip Kitcher, Colombia University, confirmed)  
Placemaking: H.O.P.E. (Sophia Horowitz/Greg Woolner- this will be developed as the result of an on-going public engagement process to culminate on the Festival dates.)

### Friday, October 4, 2013

Common art projects- performance / walks / installation  
Public heritage walks will be held late afternoon and early evening (approximately 3-6)  
Night sky observation and talk

### Saturday, October 5, 2013

Common Art Projects- performance/walk/installation  
11am-3 pm enjoyment of the Common- to potentially include meditation, drumming, yoga, tai chi, nordic pole walking, music, theatre, heritage walks, face painting, step dancing, pleine air painting  
Photo Exhibition: (Alvin Comitor, confirmed)  
Public panel- collaboration with NSCAD (Silvia Federici & George Caffentzis confirmed)  
Community toast to the Common- collaboration with Common Roots Urban Roots/Jayme Melrose)

### Artists/Advisors

FHC has had a high level of interest from various artists & advisors including but not limited to:

#### Advisors

Peter Dykhuis - gallery director / curator  
Renee Gruszecki – consultant / arts manager  
Max Haiven – NSCAD professor  
Keith McPhail – consultant / arts manager  
Mary MacLaughlin – NSCAD professor /curator

#### Artists / performers

Susan Choi – dancer / choreographer  
David Clark - NSCAD professor / new media artist  
Alvin Comitor - NSCAD professor / photographer  
Simon Docking - Dalhousie Professor / pianist.  
Dan Joyce – gallery director / curator / artist  
Robin Metcalfe – curator / gallery manager / advisor  
Sageev Oore – St Mary's Professor / pianist  
Scott Saunders – curator / artist

Finally FHC have been working closely with Parks Canada at the Citadel and with the Common Roots Urban Garden to develop further collaboration.

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Attachment 3
MLSER Major Civic Celebration Score Sheet

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	2/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	2 /8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2
Tourism Period (Seasonality)	6 /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
Financial Support	6 /6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Frequency of event -Provides HRM a competitive advantage	3 /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 ROI Information - local investment and HST spin-off	2 /10	Local expenditures including rental equipment and talent. \$100,000 budget with good local expenditures
Final Point Total	64 /100	

Percentage of grant award proposed: 53% of \$40,500 requested amount.

Recommended grant award: \$21,465 → \$21,500