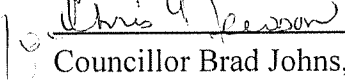


**Halifax Regional Council**  
**April 21, 2009**

**TO:** Mayor Kelly and Members of Halifax Regional Council

**SUBMITTED BY:**   
Councillor Brad Johns, Chair, Special Events Advisory Committee

**DATE:** April 15, 2009

**SUBJECT:** Special Events Grant Funding Requests

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**ORIGIN**

Special Events Advisory Committee meeting of April 8, 2009.

**RECOMMENDATION**

It is recommended that Regional Council:

1. Approve the 2009/10 funding amounts identified in Table 2 (page 6) of the report dated February 13, 2009 from the Marketing Levy Special Events Reserve (Q315) amended as follows:
  - (i) The CTV Olympic Celebration proposed funding amount of \$25,000 be reduced to zero (0).
2. Approve the 2009/10 funding amounts identified in Table 3 (page 11) of the report dated February 13, 2009 from the Festival & Events program (C760) as outlined in the Budget Implications section and amended as follows:
  - (i) The Atlantic Comedy Festival be awarded an increase of \$500 for a total award of \$3,500.00.
  - (ii) The Weir Rockin' Event be added and awarded \$2,000.
  - (iii) The Winter Regatta, Halifax-Dartmouth Waterfront proposed award of \$750 be removed as the event did not occur.

## **BACKGROUND**

See staff report dated February 13, 2009 attached as Attachment 1.

## **DISCUSSION**

The CTV Olympic Celebration proposed award of \$25,000 was reduced to zero as the Committee expressed concern that the event's timing (Sunday, February 14th from 3:00 p.m to 11:00 p.m.); venue; potential audience draw; and overall community impact were not substantive enough to support funding the event.

See also staff report dated February 13, 2009 attached as Attachment 1.

## **BUDGET IMPLICATIONS**

See staff report dated February 13, 2009 attached as Attachment 1.

## **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

## **ALTERNATIVES**

- 1, Council may choose not to approve the Special Event Grant Awards as presented. This is not the recommended option.

## **ATTACHMENTS**

1. Staff report dated February 13, 2009.

A copy of this report may be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Chris Newson, Legislative Assistant, 490-6732



PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

Special Events Advisory Committee

March 4, 2009

March 25, 2009

TO: Special Events Advisory Committee

SUBMITTED BY:

  
Paul Dunphy, Director, Community Development

DATE: February 13, 2009

SUBJECT: Special Events Grant Funding Requests

#### ORIGIN

HRM's biannual Civic Event Granting Program solicited several grant applications during Phase One (Oct-Jan) of the process which 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:

- a) approve the 2009/10 funding amounts identified in Table 2 from the Marketing Levy Special Events Reserve (Q315); and
- b) approve the 2009/10 funding amounts identified in Table 3 from the Festival & Events program (C760) as outlined in the Budget Implications section.

## EXECUTIVE SUMMARY

This report outlines the various granting programs HRM provides to event organizers. These include a non-annual, major event grant program, as well as a Hallmark Event, Common Concerts, Twinning and Event Infrastructure program that are funding through HRM's Marketing Levy Special Event Reserve.

A total budget of approximately \$1,656,500 is anticipated for 09/10 MLSER budget (which includes a carry-over of unspent funds from 08/09). Approximately \$1,640,000 of the total budget is recommended for consideration through the various programs including the Non-annual Major Event Program, the Hallmark Event Program, the Common Concert Program, and the Twinning and Event Infrastructure programs. A detailed overview and evaluation of each applicant are provided within the report.

A new grant allocation process was introduced for the 2009-2010 business cycle, which included a new grant capping system. Specifically, all sporting events would be capped between \$50,000 and \$250,000, tourism events from \$50,000-\$150,000, and major civic celebrations capped at \$25,000.

Beyond these programs, this report also provides recommendations for HRM Festival and Event grant program. The Festival & Events grants program supports annual, small scale, community events funded through HRM's operating budget. An additional \$27,300, out of a possible \$35,000 is recommended. Table 2 identifies the events recommended for funding.

## BACKGROUND

In March 2007, Council approved a new Civic Events Policy and Granting Framework to improve the overall approach to HRM's civic event granting process. The Framework is supported by two funding sources:

1. the Marketing Levy Special Events Reserve (Q315), which is an operating reserve funded through the hotel levy (HRM receives 40% of the total revenue generated from the hotel tax), and provides funding through several grant programs as described below:
  - a) Non-Annual Major Event Hosting Program: provide funding to attract and host exceptional tourism, culture, and heritage events that are typically national or international in calibre, and occur on an infrequent basis (non annual). HRM would usually provide a leading and/or hosting role in such events.
  - b) Hallmark Event Program: provides annual funding to 7 events deemed by Council as possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become

inseparable in terms of their image. The Hallmark events have been addressed under a separate report.

- c) Common Concert Program: provides funding for up to 3 concerts per season on the Common (up to \$150,000 maximum per concert). This funding is not provided in form of direct grant. It is used to offset the extraneous costs associated with staging a concert on the Common that do not otherwise exist for large outdoor concert venues. This program was designed to ensure HRM remains competitive. This program is supported by the Special Events Market Levy (Hotel Tax) and to date, the maximum grants have not been utilized. This program is valued at up to \$450,000 per annum.
  - d) Partnership Hosting Program: a partnership hosting program has been funded by HRM for several years to facilitate exchanges between HRM and other communities, endorsed by Council to advance common economic, cultural and social development goals and objectives. This program is valued at up to \$10,000 per annum.
  - e) Event Infrastructure Program: A program designed to support existing and new event infrastructure including maintenance, upgrades, and development of an HRM owned and operated event infrastructure and sites. This program is valued up to \$50,000 annually, with the exception of years where a major infrastructure project is identified)
- 2) *The HRM Civic Events operating budget (C760)* which focuses primarily on events that advance HRM's community and cultural development outcomes. Within the civic event operating budget 3 programs exist:
- a) Festival and Events Program: provides grants to community non-profit organizations. Total annual funding for the F&E program is \$25,000 which is enhanced by an additional \$10,000 provided by the Province of Nova Scotia.
  - b) Summer Festival Program: provides financial support to community events that are geographically located within the former Halifax County Municipal boundaries. Total annual funding for the Summer Festival grant is \$50,000 in the operating budget (C760) of which \$25,000 is annually directed to the Halifax County Exhibition in Middle Musquodoboit. Grant recommendations through this program will be reviewed in a separate future report.
  - c) Annual Event Grant Program: provides approximately \$158,500 to support annual events conducted by external event organizers (ie. Word On The Street, Multicultural Festival, Atlantic Fringe Festival, Sackville Patriot Days, Kaloose Days, Eastern Passage Cow Bay Summer Carnival, Waverly Gold Rush Days, Clam Harbour Sand

Castle Competition, Dartmouth Tree Lighting, Book Awards, Pride Parade, Spryfield Santa Claus Parade, Holiday Parade of Light, Light Up Bedford Parade and Bedford Days).

#### A) Event Categories

Within the Framework, several types of events are supported, and funded from one of the above noted sources depending upon its primary outcome and focus (ie. community versus economic and tourism development). The event categories include:

- 1) ***Sporting Events:*** large, compelling, major market events with high expenditure potential. Such (sporting) events also have a high potential for national and international exposure and the ability to encourage multi-day visits. Existing qualification criteria for both the MLSER and civic event operating budget grant programs do not consider local sporting events.
- 2) ***Tourism Events:*** large, compelling to a major market and with high expenditure potential. Such events also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourists/visitors.
- 3) ***Commercial Special Events:*** innovative, alternative, large scale live event programs produced by professional event industry. Such events must provide a high level of cultural value and economic benefit to HRM, a proven track record of success in other communities, a high degree of professionalism and experience in the production team. Examples of potential events include Major Outdoor Common Concerts, and professional sporting events
- 4) ***Major Civic Celebrations:*** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

#### B) Pre Approved Funding Applications

In some instances, Council may elect to support an event, but due to its scale and budget, chose to award the grant over a specific period of time. For instance, a grant of \$1,000,000 was awarded in support of the 2008 IIHF, however, only \$250,000 was awarded per annum over a four-year period.

In 2008, Regional Council again elected to use this practice in support of the 2009 Tall Ships Festival. As such, a total grant of \$540,000 was awarded with \$270,000 allocated in the 2008/09 and the 2009/10 business cycles, respectively.

#### C) Grant Application and Evaluation Process Reform:

Following the first year of administering the new policy framework, staff recognized several procedural changes were required to improve the process. Specifically, in order to improve HRM's service delivery, communications and increased support for off-season events, the process was revised and re-launched October 31, 2008. Revisions include:

- ☐ Incorporating a pre-screen application into the process to provide clients earlier notice of whether or not their application qualifies for funding consideration pursuant to Civic Events Granting Policy and Framework
- ☐ Addition of a second deadline date, with current dates now the last Friday in both January and June to encourage off-season event applicants and improve service delivery
- ☐ Quantitative scoring of all applications
- ☐ Launching of the Civic Events Grants web-page describing the process, available grants and two deadlines and a link to the pre-screen application.

Additionally, SEAC approved a new grant allocation formula which introduced a capping system, as shown in Table 1. These are intended to establish limits to funding in any given event type. However, for those major events that have significant budgets and may exceed such caps, SEAC may choose to recommend amounts above the cap where exceptional economic benefit to the Municipality would be achieved. (ie. World Senior Hockey Championships and Tall Ships.)

**Table 1: MLSER Granting Cap Amount Totals**

Event Category	Grant Cap Amount
<b>Hallmark</b>	
Hallmark	\$100,000
<b>Sport</b>	
National	\$50,000
International	\$250,000
Commercial	\$50,000
<b>Tourism</b>	
Major	\$100,000
Commercial	\$150,000
Professional Festival	\$50,000
<b>Major Civic Celebrations</b>	
Civic Celebrations	\$25,000
Anniversary	\$25,000

Finally, a revised scoring sheet was developed and approved by SEAC. This is an important tool in the overall evaluation and allocation decision making process. The focus of the evaluation remains on economic and tourism generation.

## **DISCUSSION**

This report is intended to assist SEAC in its deliberations respecting:

- a) the Non-Annual Major Event grant allocation for 2009-2010, and
- b) the Festival and Events grant allocation for 2009-2010.

**A) Non-annual Major Event Hosting Grant Program:**

Table 2 outlines the proposed grants for 09/10 and other proposed funding allocations from the MLSE. Details for each event are provided in the following discussion.

As noted in the background, the Market Levy Special Events Reserve is used to fund the Non-annual Major Event Program, as well as the Hallmark Event Program, the Common Concert Program, and the Twinning and Event Infrastructure programs.

It should be noted that only the Non-annual Major Event Program is application driven, and as such is the subject of review and consideration by SEAC. The Hallmark Event program recommendations have been addressed through an earlier report.

However, the other event programs funded through the Market Levy Special Events Reserve are governed by pre-approved Council policies and the special event reserve business case, thereby do not require SEAC's consideration.

TABLE 2 - PROPOSED FUNDING AMOUNTS Marketing Levy Special Events Reserve (Q315)			
Event Name	Request	Score %	Proposed \$
<b>Hallmark Events</b>			
Approved under a separate report			\$265,000
<b>Sporting Events</b>			
ICF World Senior Canoe Championships	200,000	80	\$200,000
Canadian Senior Baseball Championships	30,000	51	\$8,000
SUBTOTAL			\$208,000
<b>Tourism Events</b>			
Tall Ships 09 ( <i>Approved in 2008</i> )			\$270,000
SUBTOTAL			\$270,000
<b>Commercial Events</b>			
Common Concerts (Approved program based on annual allocation of up to \$150,000 per 3 concerts)	\$450,000	n/a	\$450,000
SUBTOTAL			\$450,000
<b>Major Civic Celebrations</b>			
Freedom 175	20,000	71	\$13,500

Special Event Grant Funding Requests  
Committee Report

- 7 -

March 4, 2009

Event Name	Request	Score %	Proposed \$
Symphony NS Celebrate 25 years	32,189	53	\$10,000
Canadian Forces Halifax Rock Fest	20,000	53	\$6,000
Olympic Torch	10,000	52	\$3,000
Maritime Fiddle Festival	40,000	54	\$14,000
Multicultural Festival	40,000	57	\$15,500
CTV Olympic Celebration	175,000	67	<del>\$25,000</del> 0
<b>SUBTOTAL</b>			<b>\$87,000</b>
<b>Infrastructure</b>			
Common Event Plaza	300,000	n/a	\$300,000
Event Infrastructure Maintenance and Upgrades	50,000	n/a	\$50,000
<b>SUBTOTAL</b>			<b>\$350,000</b>
<b>International Partnerships</b>			
International Partnerships	10,000	n/a	\$10,000
<b>SUBTOTAL</b>			<b>\$10,000</b>
<b>GRAND TOTAL</b>			<b>\$1,640,000</b>

### Major Sport Hosting Events

The following Sporting Event applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09.

#### 1. 2009 IFC World Senior Canoe Championship

IFC World Senior Canoe Championship is an annual international event (with the exception of the Olympic year), of which Halifax Regional Municipality was chosen to host this year. From August 12 - 16, 2009 Halifax Regional Municipality will welcome over 90 countries and over 1,300 participants for the four-day competition, the largest international sporting event ever to be held in Nova Scotia. Developmental and acclimatization camps begin in June and run until the event. The four days of competition require up to 1,000 volunteers and will cater upwards of 100,000 spectators from around the globe. A musical, cultural and historic festival will be hosted along Prince Albert Road and the proposed Festival Plaza, featuring Atlantic Canada talent to the public. Canoe '97 generated \$6 million in economic impact and the impact this year is estimated at a modest \$10 million, with the event doubling in size. The event also aims to develop and install a legacy of infrastructure for future program development and to help build HRM's reputation on the world stage for hosting

significant sporting events. Canoe '09 scored 80 points out of 100 on the MLSER Scoring Sheet.

## **2. Canadian Senior Baseball Championship**

This is the National Senior Baseball Championship tournament and will feature 26 games involving the best senior teams in the country. This tournament will allow HRM citizens to view high quality baseball in their own backyard. The organizers expect approximately 30,000 people to attend the games. This tournament brings national calibre programming to non traditional event locations which staff view as a positive/unique feature of this applicant. Game locations are Beazley Field, Dartmouth, and the Mainland Common, Clayton Park/Halifax. The Canadian Senior Baseball Championship scored 51 points out of 100 on the MLSER Scoring Sheet.

## **Major Tourism Hosting Events**

The following Sporting Event applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09

### **1. Tall Ships Nova Scotia Festival 2009**

Tall Ships Nova Scotia Festival 2009 - A Salute to the Canadian Navy is a international gathering of world-class Tall Ships in HRM from July 16 to 20, 2009. Ships will arrive in Halifax on July 16 and remain in port until the magnificent Parade of Sail July 20. Tall Ships in HRM this summer is part of the Tall Ships Challenge 2009 Atlantic Coast series and will include traditionally rigged sailing vessels from Canada, the US, Germany, Netherlands, France, Uruguay, Italy, Spain and Poland. This event is projected to attract 1.5 million people to view the ships including 100,000 out of town visitors. The estimated economic impact is \$40 million. Last year the Tall Ships 2009 application scored 72 points out of a 100 on the MLSER Scoring Sheet. *Staff is seeking approval of the payment of the second half of this event grant for the 2009/10 fiscal year based on the Regional Council 2008 approval of a \$540,000 grant.*

## **Major Civic Celebration Events**

The following Major Civic Celebration applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09.

### **1. Canadian Forces Halifax Rock Fest 2009**

The HRM has one of the largest concentrations of military personnel with family working and living within a municipality in the entire country. For this reason the Personnel Support Programs in partnership with the Department of National Defence is co-ordinating a large scale outdoor concert on August 2, 2009 at the Garrison Grounds, Citadel Hill National Historic Site. The focus of this large scale public concert is to connect military personnel and

their families with the broader Nova Scotian community, celebrate Natal Day emphasising the historical ties between the Canadian Forces and HRM and to send a clear message of support to the troops away from home. The concert will attract more than 20,000 people with exceptional live entertainment and a reasonably priced ticket. Through a comprehensive marketing campaign and a partnership with the Halifax-Dartmouth Natal Day Committee the promotion of the event will reach all of Nova Scotia and major parts of Atlantic Canada. The result of the marketing strategy along with the high level entertainment should see a minimum of 30% of participants attending the concert from outside HRM. The Canadian Forces Halifax Rock Fest 2009 application scored 53 points out of 100 on the MLSE *Major Civic Celebrations* Scoring Sheet.

## **2. Vancouver Winter Olympic Torch Relay Celebration**

This Celebration is HRM's opportunity to be involved in the national Winter Olympic Torch Relay program. The organizing committee will include HRM, Sport NS, RCMP, Nova Scotia Health Promotion & Protection, Halifax Regional School Board, community members, and local Olympic sponsors. The Celebration will include a live music program on in the Grand Parade to entertain the crowd until the Olympic torch arrives in the Grand Parade half way through the event. The expected crowd is 2,000. This will be a special moment in HRM history as the Olympic flame from Athens, Greece travels through the municipality on its way to the Vancouver Winter Olympics. The Torch Relay Celebration application scored 52 out of 100 points on the MLSE *Major Civic Celebrations* Scoring sheet.

## **3. CTV Olympic Celebration**

The goal of the CTV Olympic Celebration is to inspire the nation and celebrate the olympian in all of us. They plan on achieving this by providing an international experience on a grass roots level. The Celebration in Halifax will celebrate Canada's participation in the 2010 Winter Games and provide the residents of Nova Scotia with a way to celebrate and experience the live international event in their home province. The event is a free live concert by a 'tier one' band to be determined and local artists, a HD telecast of the Olympics and an interactive Winter Olympic sport experience. Organizers feel that 40% of attendees will be from outside HRM and they anticipate 20,000 people in attendance over the 11 hour time frame. It will be a chance for all in attendance to be on live television during the Olympic coverage. Staff are proposing that HRM partner with CTV, a well established national event organizer eg. Halifax Junos 2006, on this world class event and provide certain elements of the Celebration directly to a maximum expenditure of the approved grant. The CTV Olympic Celebration scored 67 out of 100 points on the MLSE *Major Civic Celebrations* Scoring sheet.

## **4. 25<sup>th</sup> Anniversary Multicultural Festival**

Since 1984 the Multicultural Association of Nova Scotia has celebrated the diversity and ethnic richness of both HRM and Nova Scotia during the annual Multicultural Festival on

the Dartmouth Waterfront. In June of 2009 the Multicultural Festival will honour its 25<sup>th</sup> Anniversary by creating an expanded program that will continue the tradition of celebrating and promoting the ethno-cultural communities within HRM. This program will include live entertainment, cultural performances, workshops, ethnic food and visual displays of heritage and cultural arts and artifacts. Organizers of the Multicultural Festival will increase their budget by approximately 60% through additional grants and corporate sponsorship and increased gated participation. The highlight of this year will be accommodating thousands of school children from across Nova Scotia and giving them the opportunity to experience the festival at a low cost. Finally, with the assistance of Nova Scotia Tourism the festival will work to attract visitors from outside HRM and from across Atlantic Canada to attend the 25<sup>th</sup> Anniversary Event. The 25<sup>th</sup> Anniversary Multicultural Festival application scored 57 points out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **5. Symphony Week: 25 Concerts for 25 Years**

Symphony Nova Scotia is celebrating its 25<sup>th</sup> anniversary by performing 25 free concerts in various locations including the Halifax Citadel, AGNS, the Public Gardens, Peggy's Cove, Pier 21, Brewery Market, Fisherman's Cove and the Maritime Museum of the Atlantic. At the conclusion of the Symphony Week free community music events a large extravaganza of music in the Grand Parade is planned. The organizers are estimating a 6,000 person attendance in total. Symphony Nova Scotia Anniversary scored 53 points out of a 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **6. Black Freedom 175**

The focus of Black Freedom 175 is a celebration of an important cultural history event and one of the central elements will be highlighted through song and story. During the 10 day visit of the *Freedom Schooner Amistad* is a Black Freedom 175 Tribute Concert. The Gospel concert will be in partnership with the Natal Day Committee and the concert will take place in the Natal Day Entertainment tent. Educational workshops and two hour sails on the *Freedom Schooner Amistad* will be highlights of this cultural event. 165 international and local participants will be showcased including young Maroon descendants from Jamaica. The event will support the efforts of groups like the African Nova Scotian Music Association. The Black Freedom 175 application scored 71 points out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **7. Maritime Fiddle Festival Anniversary**

This year marks the 60th anniversary of the Maritime Fiddle Festival, an event that has continued to attract large numbers of participants and visitors to our region. It is the longest running fiddle festival in Canada. It is believed that 80% of visitors for the festival will be from outside the region generating an economic spinoff of \$1,700,000 over 6 days. From July 1st to 6th 125 participants will perform at Alderney Landing in Dartmouth. Some events will be free to the public and all ticketed shows will be low cost. Estimated attendance is between 5,000-6,000 people. The Maritime Fiddle Festival scored 54 out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

**B) Festival and Events**

As noted in the background, the Festival and Event program is used to support annual local events in various categories defined by the Civic Events Policy. The total value of the grant program is \$35,000 (pending Provincial government approval). A detailed evaluation and scoring sheet is not used to evaluate these applications given their scale and requests. Rather, the general guidelines noted below were applied and recommendations developed by a small sub-committee of SEAC. The sub-committee (2 councillors, 1 member at large) met in January 2009 to review all applications. **Table 3** below identifies each event considered and the proposed grant funding allocations. Generally, the level of assistance ranges from \$250 - \$1,000.

**Festival & Events Granting Allocation Guidelines:**

- ☐ Returning events qualify for funding;
- ☐ Competitions do not qualify for funding
- ☐ 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;
- ☐ No limits on maximum grant awards;

**TABLE 3: PROPOSED FUNDING  
FESTIVAL AND EVENTS GRANT PROGRAM (C760)**

Event Name	Requested	Proposed
Contemporary Art Society Annual Juried Show, NS Archives	\$2,000	\$250
Atlantic Comedy Festival, Halifax	\$10,000	\$3,000
Nova Scotia Kiwanis Music Festival, Halifax	\$10,000	\$2,500
Brookvale Ladies Aid 100 <sup>th</sup> year, Middle Musquodoboit	\$800	\$300
Bedford Days Georgian Tea, Scott Manor House Referred to Bedford Days Committee for funding consideration	\$300	\$0
* Winter Regatta, Halifax-Dartmouth Waterfront	\$1,540	\$750
Halifax Pride, Halifax-Dartmouth Historically receives funding from operating budget	\$5000	\$0
Great East Dartmouth BBQ, Beazley Field	\$3,000	\$750
Halifax Highland Games, Dartmouth Common	\$3,000	\$3,000
Canada Day Viva Flamenco, Sackville Landing	\$500	\$500
Fall for Flamenco, Throughout HRM	\$5,000	\$2,500
SuperNova Theatre Festival, Neptune Theatre, Halifax	\$2,000	\$2,000

**TABLE 3: PROPOSED FUNDING  
FESTIVAL AND EVENTS GRANT PROGRAM (C760)**

Event Name	Requested	Proposed
Dingle Beach Party, Dingle Beach	\$5,000	\$750
Dartmouth Schools Music Showcase, Sportsplex	\$6,000	\$750
Lions Summer Fair, Musquodoboit Harbour	\$4,000	\$2,000
African Night, Dalhousie University, Halifax	\$7,500	\$750
Bayers Westwood Community Celebration, Halifax	\$1,500	\$750
Provincial Black Basketball Tournament, Halifax	\$14,095	\$1,000
Africville Festival, Seaview Park, Halifax	\$4,000	\$2,000
African Nova Scotia Music Association, Casino NS	\$4,000	\$1,500
Ward 5 Neighbourhood Centre Block Party, Halifax	\$500	\$500
6 <sup>th</sup> Annual Northern Lights Lantern Festival	\$1,500	\$1,500
English Tea, Sheet Harbour Lions Centre	\$1,800	\$250
<b>TOTAL</b>		<b>\$27,300</b>

### BUDGET IMPLICATIONS

The Marketing Levy Special Events Reserve (Q315) budget for 2009/10 is approximately \$1,656,500 this is based on a confirmed projection by Finance. Assuming the Reserve remains consistent, the Reserve can accommodate the proposed grants the events noted in the recommendations. Budget availability has been confirmed by Financial Services.

<u>Budget Summary</u>	<u>Q315, Marketing Levy Special Events Reserve</u>
Cumulative Unspent Budget	\$1,656,500
Less: Proposed grants	<u>\$1,640,000</u>
Balance	\$ 16,500

The funding for the Festivals & Events grants approved to be paid through cost centre C760, \$27,300, is confirmed pending the approval of the 2009/10 operating budget.

### FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

### ALTERNATIVES

- Alternative 1: SEAC could recommend reducing the grants recommendations.  
Alternative 2: SEAC could recommend increasing the grant recommendations.

### ATTACHMENTS

- Attachment One: Evaluation Score Sheets for Non-Annual Major Events funded through the  
MLSER

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.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: Andrew Whittemore Manager, Community Relations & Cultural Affairs, 490-1585



**Attachment One - Evaluation Score Sheets**  
**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

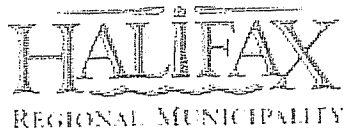
Received February 3, 2009

Reviewed February 3, 2009

Approved ☐ Y ☐ N

Reference Number CE0912 60<sup>th</sup> Maritime Fiddle Fest

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	10/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/10	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	8/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



**Attachment One - Evaluation Score Sheets**  
**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	6/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	6/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	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
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/10	
<b>Final Total</b>	54/100	35% of their ask = \$14,000

\_\_\_\_\_  
 Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
 Date



# Marketing Levy Special Events Reserve (MLSER) Scoring

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

## FOR OFFICE USE ONLY

Received February 3, 2009

Reviewed

February 10, 2009

Approved

☐ Y

☐ N

Reference Number CE0914 Can. Senior Baseball Champ.

Criteria	Score	Values
National or International	10/15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9/15	less than 10,000 = 3 10,000 to 25,000 = 6 25, 000 to 50,000 = 9 50,000 to 250, 000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	3/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3

Marketing Levy Special Events Reserve (MLSER)  
*Scoring*

Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	3.75/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	5/12	
Final Total	51.25/100	Staff recommends \$8,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
Major Civic Celebrations Scoring

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 3, 2009

Reviewed February 10, 2009

Approved ☐ Y ☐ N

Reference Number CE0922 Canadian Forces Concert

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	0/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	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	4/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Tourism Period (Seasonality)	3/10	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	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - 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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/10	
Final Total	52.5/100	29% of their ask = \$6,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
Major Civic Celebrations Scoring

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

FOR OFFICE USE ONLY

Received February 3, 2009

Reviewed February 10, 2009

Approved ☐ Y ☐ N

Reference Number CE0922 Canadian Forces Concert

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	0/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	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	4/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Tourism Period (Seasonality)	3/10	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	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - 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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/10	
Final Total	52.5/100	29% of their ask = \$6,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 11, 2009

Reviewed February 11, 2009

Approved ☐ Y ☐ N

Reference Number CE0923 CTV Olympic Celeb.

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	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)	4/10	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	4/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Tourism Period (Seasonality)	10/10	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 - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	8/10	
Final Total	66.5/100	59% of their ask = \$25,000 (capped)

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received Feb 6, 2009

Reviewed Feb 9, 2009

Approved ☐ Y ☐ N

Reference Number CE0924 Symphony NS 25th

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	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

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	3/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - 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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/10	
Final Total	53/100	31% of their ask = \$10,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 10, 2009

Reviewed February 10, 2009

Approved ☐ Y ☐ N

Reference Number CE0926 Freedom 175

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	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	6/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	6/10	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 - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/10	
Final Total	70.5/100	67% of their ask = \$13,500

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

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**FOR OFFICE USE ONLY**

Received February 10, 2009

Reviewed February 10, 2009

Approved ☒ Y ☐ N

Reference Number CE0953 Olympic Torch Relay

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	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

Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

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	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	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
<u>Business Case</u> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <u>ROI Information</u> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/10	
Final Total	52/100	29% of their ask = \$3,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

4 Dec 23/08

Reviewed

Jan Dec 29/08

Approved

☒ Y ☐ N

Reference Number

CE0914

Contact Information

**\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\***

Event Title 2009 CANADIAN SENIOR BASEBALL CHAMPIONSHIPS

Event Date AUGUST 19-23/09 Event Location DARTMOUTH/HALIFAX

Hosting/Planning Organization

Type of Organization

☒ Non-Profit ☐ For-Profit

Tax Number (if applicable)

Primary Contact. PAUL ARSENAULT Position. CHAIRPERSON

Address 17 MOUNT PLEASANT RD

DARTMOUTH, N.S. B3A 3T3

Phone. office) 424-7801

home) 469-9779

cell) 456-2870

fax)

Email. ARSENAULT@GOV.NS.CA

Webpage.

rdulhanty e

ns.sympatico.ca



**Civic Event Grant**  
***Pre-screen Application Form***

1. Which category best describes your event?

- Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.
- Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.
- Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.
- ☒ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.
- Other  
***If Other, please do not continue the application. Your event does not qualify for a grant.***



**Civic Event Grant**  
**Pre-screen Application Form**

2. • Y • ☒ N Is your event a fundraiser, conference, competition, banquet or dinner?

Please specify:

NATIONAL CHAMPIONSHIP

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*

3. • Y • ☒ N Does your event have a specific political or social perspective or agenda?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

4. • Y • ☒ N Have you qualified for funding through other municipal granting programs?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

5. • Y • ☒ N Does your event have a cultural component?  
If so, please briefly describe:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. • Y • ☒ N Is this the first year for your event?

FIRST TIME IN DARTMOUTH/HALIFAX

7. • ☒ Y • N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

ANNUAL HELD ACROSS CANADA

8. • Y • ☒ N Is your event free to the public?  
If your event is ticketed, what are ticket prices?

PRICES RANGE FROM \$5 - \$10



## Civic Event Grant Pre-screen Application Form

9. ☒ ☐ Is your event geared towards a specific age group, demographic or community?  
If so, please specify:

10. Please provide a brief description of your event:

CANADIAN SENIOR BASEBALL CHAMPIONSHIPS, TEN TEAMS  
FROM ACROSS CANADIAN INCLUDING A TEAM FROM  
HALIFAX AND A TEAM FROM DARTMOUTH.

11. Please briefly describe the relationship between your event and the community:

TO PROMOTE BASEBALL IN THE AREA AND ACROSS  
THE PROVINCE.

12. Please briefly list your event's key goals and outcomes:

TO PROMOTE BASEBALL, THE HALIFAX/DARTMOUTH  
AREA. TO BRING TOURISM TO AREA FROM ACROSS  
CANADA.

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

Event Primary Contact

Date

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:

**490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)**



Marketing Levy Special Events Reserve (MLSER)  
Application Form

FOR OFFICE USE ONLY

Received JAN 30 2009

Reviewed

Approved ☐ Y ☐ N

Reference Number

CE0914

Application Reference Number\* CE0914

\* This number must be included in all communication between your event & HRM.

Event Background

1. Name of Event 2009 Baseball Canada Senior Championships
2. Hosting/Planning Organization Organizing Committee for the 2009 Baseball Canada Senior Championship
3. Type of Organization  
☒ Non-Profit ☐ For-Profit  
☐ Other (please specify) \_\_\_\_\_  
Tax Number (if applicable) \_\_\_\_\_
4. Primary Contact *\*\*We ask that a one person be named as the primary contact for communications between your event and HRM\*\**  
Paul Arsenault  
Address 17 Mount Pleasant Avenue  
Dartmouth, NS B3A 3T3  
Phone office 902-424-7801 home 469-4779  
cell 902-456-2870 fax 424-0772  
Email paul.arsenault@ns.sympatico.ca Webpage \_\_\_\_\_



Marketing Levy Special Events Reserve (MLSER)  
*Application Form*

5. Event Theme To celebrate baseball excellence by hosting the premier level  
championship of baseball in Canada.
6. Event Objectives  
& Goals  
(in order of  
priority) 1) To determine the best senior team in Canada.  
2) To expose Nova Scotians to the highest amateur baseball.  
3) To provide a family experience in attending a sporting event.  
4) To showcase the development of minor baseball within our  
province.
7. Dates & Times Wednesday August 19<sup>th</sup>: Junior and Senior Home Run Derby and  
Team Welcoming Social  
Thursday August 20<sup>th</sup> to Saturday August 22<sup>nd</sup>: Round Robin  
Competition  
Sunday August 23<sup>rd</sup>: Placement, bronze and gold medal games
8. Past Dates/Years  
(if applicable) The Senior National was last hosted in Nova Scotia by Kentville  
in 2003. In 2008, it was hosted by Brandon, Manitoba.
9. Future Dates/  
Years (if  
applicable) Next year it will be hosted in BC.
10. Locations Beazley Field, Dartmouth  
Mainland Commons, Halifax
11. Event Activities 26 Baseball Games; Home Run Derby both Junior and Senior;  
Tim Horton's Rally Cap Program for 7-9 yr olds; Player  
development camps for the older players; and Kids Fun Zone
12. Scope ☐ Regional ☒ National ☐ International



# Marketing Levy Special Events Reserve (MLSER) Application Form

## Event Attendance

13.	Target Audience	Adult	_____
		Family	_____
		Children	_____
		Seniors	_____
		All	Yes. _____
14.	Attendance	Past Year	N/A _____
		Current Est.	30,000 _____
15.	Attendance Breakdown:	% who are participants	<1 % _____
		% from local area	18 % _____
		% from outside the HRM	82 % _____
		% from outside NS	82 % _____
		% from outside Canada	0 % _____
		% who are spectators	99 % _____
		% from local area	80 % _____
		% from outside the HRM	10 % _____
		% from outside NS	10 % _____
		% from outside Canada	0 % _____
16.	Estimated accommodation breakdown for out of area visitors	% with friends or relatives	10 % _____
		% in campgrounds	10 % _____
		% in hotel or motel	75 % _____
		% in bed & breakfast	5 % _____
		% in other - please specify	0 % _____



# Marketing Levy Special Events Reserve (MLSER) Application Form

17. Estimated spending habits of attendees (\$)	Event Programming	<u>\$15.00 per person</u>
	Food	<u>\$3.00 per person</u>
	Drinks (non alcoholic)	<u>\$2.00 per person</u>
	Drinks (alcoholic)	<u>\$0.30 per person</u>
	Merchandise	<u>\$4.00 per person</u>
	Parking	<u>\$0.00 per person</u>
	Transportation	<u>\$13.33 per person.</u>

## Marketing

18. Outline the event marketing strategy (Use attached paper if necessary)
- See Appendix E
- 
- 
- 
19. Will the event be marketed outside HRM? NS? Canada? (If so where & how?)
- Yes. The tournament will be listed on Baseball Canada's website with specific information as to accommodations etc. Tournament website will also be a key marketing tool beyond Nova Scotia. We will be contacting various provincial baseball organizations to have tournament posted on their website with a link to ours. Beyond HRM, we will use our media sponsors Eastlink, Q104 and the Herald to inform the general public about our tournament. We will use Baseball Nova Scotia's contact list to inform local associations about the tournament.
- 
- 
-



# Marketing Levy Special Events Reserve (MLSER) Application Form

## Event Budget

20. Revenue Summary		Previous Year	Current Year
Grants	Federal	\$0	\$ 0
	Provincial	\$0	\$ 5,000
	Municipal	\$0	\$30,000
	Other	\$0	\$ 5,000
Sponsorship (please attach list of sponsors and sponsor type)	Private	\$0	\$
	Corporate	\$0	\$40,000
	Other	\$0	\$
Ticket Sales		\$0	\$40,000
Merchandise		\$0	\$
Other (specify)	Concessions	\$0	\$5,000
	Fifty Fifty	\$	\$5,000
	Beer Garden(net)	\$	\$3,000
		\$	\$
		\$	\$
Total Revenue		\$0	\$133,000



# Marketing Levy Special Events Reserve (MLSER) Application Form

21. Expense Summary		Previous Year	Current Year
Venue Hire/Rental		\$0	\$ 2,225
Wages & Salaries		\$0	\$
Marketing & Promotions		\$	\$24,000
Entertainment		\$0	\$
Municipal Services (specify)	Field Maintenance	\$0	\$ 8,000
	Policing	\$0	\$ 5,000
		\$0	\$
			\$
		\$	\$
Other (specify)	Accommodations		\$29,600
	Transportation		\$32,660
	Hospitality		\$14,010
	Other		\$16,856
		\$	
Total Expense			\$132,980
22. Net Profit (Loss)		\$	\$20

**Job Creation**

23.	Number of full-time positions created by event	Prior	<u>0</u>	# Days	<u>          </u>
		During	<u>0</u>	# Days	<u>          </u>
		After	<u>0</u>	# Days	<u>          </u>
24.	Number of part-time positions created by event	Prior	<u>0</u>	# Days	<u>          </u>
		During	<u>0</u>	# Days	<u>          </u>
		After	<u>0</u>	# Days	<u>          </u>
25.	Number of volunteer positions created by event	Prior	<u>45</u>	# Days	<u>50</u>
		During	<u>200</u>	# Days	<u>4</u>
		After	<u>10</u>	# Days	<u>3</u>
26.	How does this help to build capacity in the event sector in HRM?	<p>Baseball is a very popular spectator sport and HRM has a very strong baseball following. Having a successful championship will influence others to host additional tournaments which will have positive impacts on the local economy. It may also spur the development of improved facilities which in turn will attract more tournaments to HRM. Sports tourism is a sustainable economic driver.</p>			
27.	How does this contribute to the growth of a specific industry sector nationally?	<p>HRM baseball communities have been reluctant to host due to the state of the infrastructure. There has been a significant improvement to the infrastructure in the past two years and it will be well received by the national baseball community. It is envisioned that this will be a future catalyst to attracting future events of this scope to HRM. With future infrastructure development, HRM could host international baseball events as Moncton did in hosting the World Junior Championships in 1997.</p>			



## Marketing Levy Special Events Reserve (MLSER) Application Form

### Other Information

28. How will the event be evaluated? Baseball Canada has provided a championship manual and an on-site representative will provide a report as to our compliance. Our committee will meet following the event to consider how successful we were from organizational and financial perspectives. Baseball Nova Scotia will be able to monitor membership growth as a well publicized event can impact this important area.
29. Historical Background (if applicable) Baseball Canada has operated the Senior Championships since 1992. During this time, the Dartmouth Moosehead Dry team have distinguished themselves as a high performance team winning three national championships and finishing with the top four on a consistent basis. Nova Scotia has hosted the event twice in the past twelve years and it was a well attended and competitive event.
30. Cultural Component (if applicable) N/A
31. Tourism Component (if applicable) The championship will feature teams from all ten provinces. Halifax is a popular destination and we anticipate that many families and friends will accompany the team members to our locale. We anticipate that many will stay beyond the Championship dates to enjoy our many places to visits.



## Marketing Levy Special Events Reserve (MLSER) *Application Form*

32. Economic Impact Component (if applicable) See Appendix F
- 
- 
- 
- 
33. Please attach:
- ☐ Detailed event logistics
  - ☐ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement.
  - ☐ A copy of the last committee meeting minutes or notes.
  - ☐ A list of committee members and contact information.
  - ☐ Organization's "Terms of Reference" or "Operating Guidelines"
  - ☐ Route maps and site plans as applicable.
  - ☐ Any additional information you feel relevant.
34. Should the event receive funding, who should the cheque be made out to:

2009 SENIOR NATIONALS

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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 names 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 coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date..

### ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, 2009 Senior Canadian Baseball Championship Organizing Committee(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.

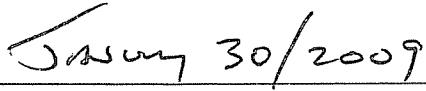
By signing below we hereby confirm that all information included on this application is, to the best of our knowledge, correct at the time of submission and if funds are awarded, we accept responsibility for the use of the funds in accordance with the terms set out in the HRM Civic Events Policy and Granting Framework. HRM will be contacted in writing if any of the above information changes.



Marketing Levy Special Events Reserve (MLSER)  
*Application Form*

This application was approved by the Board of Directors/Executive at its meeting held on January 28, 2009.

  
\_\_\_\_\_  
Event Primary Contact

  
\_\_\_\_\_  
Date

*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  
490.2700.*

Total Income	\$	133,000.00
Total Expense	\$	132,980.00
+/-	\$	20.00

**INCOME**

Beer Garden	\$	3,000.00
Concessions	\$	5,000.00
Grants	\$	40,000.00
Sponsorship	\$	40,000.00
Ticket Sales	\$	40,000.00
Fifty Fifty	\$	5,000.00
<b>TOTAL</b>	<b>\$</b>	<b>133,000.00</b>

**EXPENSE****Administration**

Accreditation	\$	1,245.00
BC Hosting Fee	\$	3,000.00
Volunteer Outfitting	\$	3,650.00
Stationary	\$	500.00
<b>Total Admin</b>	<b>\$</b>	<b>8,395.00</b>

**Game Operations***Game Supplies*

Baseballs	\$	2,700.00
<i>HRM Fees</i>		
Field Rental	\$	2,225.00
Field Maintenance	\$	8,000.00
<b>Total Game Operations</b>	<b>\$</b>	<b>12,925.00</b>

**Host Services***Accommodations*

Teams	\$	24,800.00
Umpires	\$	4,200.00
Baseball Canada	\$	600.00

*Transportation*

Buses(Teams)	\$	30,000.00
Car Rental(Umpires and BC Rep)	\$	1,440.00
Cargo Vans	\$	720.00
Fuel	\$	500.00

*Meals*

Umpires	\$	3,360.00
BC Rep	\$	240.00

*Vip Hosting*

Food/Beverages	\$	1,500.00
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*Welcoming Party*

Food/Beverages	\$	5,300.00
<b>Total Host Services</b>	<b>\$</b>	<b>72,660.00</b>

**Communications/Marketing/Special Events***Communications*

Web Site	\$	4,500.00
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*Marketing*

Logo Design	\$	3,000.00
Adv Ticket Sales	\$	500.00
Advertising	\$	10,000.00
Professional Fees	\$	5,000.00
Sponsorships	\$	1,000.00

*Special Events*

Home Run Derby	\$	500.00
Minor Sports Promotions		
Opening/Closing Ceremonies	\$	1,000.00

2009 Senior Nationals  
Budget

Total C/M/SE	\$	25,500.00
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**SPECTATOR SERVICES**

Washrooms	\$	1,500.00
-----------	----	----------

Tents and Misc Rentals	\$	2,000.00
------------------------	----	----------

Security	\$	10,000.00
----------	----	-----------

Total Spectator Services	\$	13,500.00
--------------------------	----	-----------

<b>TOTAL</b>	<b>\$</b>	<b>132,980.00</b>
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BASEBALL CANADA  
SENIOR CHAMPIONSHIP 2009  
Marketing & Promotion Outline

In the 6 months prior to championship tournament dates, the following brief marketing rationale and recommendations are intended to provide growing awareness levels for the event and promotional support for the sales of tickets. Financing of the paid components of the campaign, such as media airtime, will come from allocated budgets, sponsorship agreements and contra arrangements.

**Key Target Audiences:**

1. Corporate and business audiences that will purchase blocks of tickets for their employees or to sponsor appropriate groups and causes, such as minor teams or Boys and Girls clubs.
2. Baseball players, fans and supporters of the game.
3. Sports fans in general who can be attracted by the competitive nature of the event and the prestige of hosting a national final in Nova Scotia.

**Phase 1 Campaign (January - June):**

Should precede the 'public' campaign and will be directed to the corporate and business sector audiences. This phase will employ the more direct tools of marketing, such as networking, hosting and presentation, partnering, sponsor recruitment, personal visits and calls, mail solicitation, etc. Larger blocks of tickets are the key item to be sold to this audience, either for use with their employees, or as sponsored programs to send charitable and deserving groups to the championship.

**Phase II Campaign (March - August):**

This 'public' component of the marketing will be targeted to baseball fans and sports fans in general; and will rely on the traditional promotional tools: advertising, publicity and will raise awareness and generate excitement as the event grows closer. Special packages and individual tickets will be the focus for these audiences and launch dates for these products are to be identified. This component of the marketing will follow (and overlap) the corporate campaign and will continue to promote ticket packages and individual tickets right up to the date of the games.

**Scheduling and Budget Allocation:**

Attached to this brief outline is a calendar showing the recommended phases and arranged 'flights' of media activity. Budgets should be assigned when the event resources are determined and assigned. Approximate but minimal weights are indicated to assist in finalizing the various media sponsorship packages..

# 2009 BASEBALL CANADA SR. Championships - 26 wk Marketing Schedule

	Wk 1 FEB 17	Wk 2 FEB 24	Wk 3 MAR 3	Wk 4 MAR 10	Wk 5 MAR 17	Wk 6 MAR 24	Wk 7 MAR 31	Wk 8 APR 7	Wk 9 APR 14	Wk 10 APR 21	Wk 11 APR 28	Wk 12 MAY 5	Wk 13 MAY 12	Wk 14 MAY 19	Wk 15 MAY 26	Wk 16 JUN 2	Wk 17 JUN 9	Wk 18 JUN 16	Wk 19 JUN 23	Wk 20 JUN 30	Wk 21 JULY 7	Wk 22 JULY 16	Wk 23 JULY 23	Wk 24 JULY 30	Wk 25 AUG 7	Wk 26 AUG 14	BUDGET
<b>PHASE I ACTIVITIES</b>																											
CORP CAMPN (Block Ticket Sales)																											
SMALL BIZ CAMPH ( Sponsor Pkgs)																											
SCHOOL PROGRAM																											
<b>PHASE II ACTIVITIES</b>																											
MEDIA AWARENESS CAMPAIGNS																											
Regional Television Campaign																											
Newsprint Campaign CHRONICLE HERALD																											
Billboard/Transit Poster Campaign																											
Local Radio promotions																											
Promotional and neighbourhood Campaigns (e.g. Lawn signs, flyers, banners)																											
TOTAL CAMPAIGN MEDIA VALUE																											
ASSIGNED MEDIA EXPENDITURE																											
<b>** These media partners will also provide significant promotions, additional programming and editorial access</b>																											

CTV/Eastlink Maritime Network  
100+ GRP/week for 12-15 weeks  
9-10,000 gross linage over 12-15 weeks

Outdoor Media Campaign  
75 GRP/wk - Boards and/or Shellars

Select Maritime Radio Stations  
30-35 spots/wk - 8 weeks

**2009 Baseball Canada Senior Championship  
Economic Impact Analysis – STEAM Report  
Halifax Regional Municipality, Nova Scotia  
January 2009**

The combined total of visitor, capital and operational spending as a result of hosting the *2009 Baseball Canada Senior Championship* is estimated to total **\$500,175**. These expenditures are expected to generate a total of **\$1,103,243** of economic activity in the province, of which **\$761,801** will be in the Halifax Regional Municipality.

The *2009 Baseball Canada Senior Championship* is estimated to provide a total of **6.8** jobs for HRM and an additional **3.4** jobs for the remainder of the province. These jobs supported a total of **\$327,237** dollars in wages and salaries for Nova Scotia as a whole.

The net increase in economic activity in the province as a result of the initial expenditures of the event is **\$505,874**.

The total level of taxes supported by the *2009 Baseball Canada Senior Championship* is estimated at **\$201,011**. Of this, **\$94,133** is allocated to the federal government, **\$90,002** to the provincial government and **\$16,876** to municipal governments across Nova Scotia. The level of municipal taxes supported within Halifax Regional Municipality is estimated to be **\$11,280**.

**Disclaimer:** The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results. Additionally, these forecasts only recognize the economic benefits of the event, and do not consider any displacement or substitution costs that may occur as a result of hosting the event.

STEAM® is the federally recognized economic impact assessment model used for sport tourism in Canada.

**Baseball Canada and Baseball Nova Scotia** release Events Halifax from any and all claims which it may have relating to or resulting from the use of the results by Baseball Canada, Baseball Nova Scotia or its agents.



Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

Jan 23/09

Reviewed

Approved

☐ Y ☐ N

Reference Number

CE0926

Contact Information

*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\**

Event Title

FREEDOM 175

Event Date

Aug 1-9/2009

Event Location

HRM

Hosting/Planning Organization

AMISTAD FREEDOM SOCIETY OF N.S.

Type of Organization

☒ Non-Profit

☐ For-Profit

Tax Number (if applicable)

Primary Contact

JOHN HENNIGAR-SHUK

Position

CO-CHAIR

Address

1675 LOWER WATER ST.

HALIFAX, N.S. B3V1L9

Phone

office) 424-7639

home) 444-2211

cell) 430-2449

fax) 424-0612

Email

hennigsj@gov.ns.ca

Webpage



## Civic Event Grant Pre-screen Application Form

1. Which category best describes your event?

- ☒ Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.
  - ☐ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.
  - ☐ Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.
  - ☐ Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.
  - ☐ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.
  - ☐ Other  
*If Other, please do not continue the application. Your event does not qualify for a grant.*
-

**Civic Event Grant**  
**Pre-screen Application Form**

2. ☐ Y ☒ N Is your event a fundraiser, conference, competition, banquet or dinner?  
Please specify:

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*

3. ☐ Y ☒ N Does your event have a specific political or social perspective or agenda?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

4. ☐ Y ☒ N Have you qualified for funding through other municipal granting programs?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application*

5. ☐ Y ☐ N Does your event have a cultural component?  
If so, please briefly describe:

FREEDOM 175 WILL COMMEMORATE + CELEBRATE THE  
175TH ANNIVERSARY OF THE ABOLITION OF SLAVERY THROUGH  
A SERIES OF ACCESSIBLE, PEOPLE FRIENDLY, FREE  
CULTURAL EVENTS HELD IN HALIFAX FROM SAT. AUG 1 TO  
SUNDAY AUG. 9.

6. ☐ Y ☐ N Is this the first year for your event?

7. ☐ Y ☒ N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

8. ☒ Y ☐ N Is your event free to the public?  
If your event is ticketed, what are ticket prices?

**Civic Event Grant  
Pre-screen Application Form**

9. ☐ Y ☒ N Is your event geared towards a specific age group, demographic or community?  
If so, please specify: ALTHOUGH THIS CELEBRATION MAY HAVE A SPECIAL SIGNIFICANCE FOR THE AFRICAN NOVA SCOTIAN COMMUNITY, IT IS VERY IMPORTANT FOR ALL OF US.

10. Please provide a brief description of your event:

SEE ATTACHED TENTATIVE SCHEDULE OF EVENTS FOR FREEDOM 175 / AMISTAD VISIT 2009.

11. Please briefly describe the relationship between your event and the community:

HRM HAS A LARGE INDIGENOUS BLACK POPULATION, AND THE MAJORITY OF THE PEOPLE WHO COMPOSE THIS COMMUNITY HAVE ANCESTORS WHO LIVED HERE IN 1834, WHEN SLAVERY WAS ABOLISHED. THE AMISTAD FREEDOM SOCIETY HAS REPRESENTATIVES FROM MANY MAJOR ORGANIZATIONS WITHIN THE BLACK COMMUNITY.

12. Please briefly list your event's key goals and outcomes:

USE THE VISIT OF THE AMISTAD AND MAJOR CONCERTS FEATURING ARTISTS FROM THE BLACK COMMUNITY AND OUR "YOUTH LEADERS FOR FREEDOM" PROGRAM TO RAISE THE AWARENESS OF THE IMPORTANCE OF THIS ANNIVERSARY FOR ALL OF US.

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

[Signature]  
Event Primary Contact

JUN 19 / 2009.  
Date

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:

490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)



## Marketing Levy Special Events Reserve (MLSER) Application Form

### FOR OFFICE USE ONLY

Received \_\_\_\_\_ Reviewed \_\_\_\_\_

Approved ☐ Y ☐ N Reference Number \_\_\_\_\_

Application Reference Number \_\_\_\_\_

Name of event Black Freedom 175

1. What is the theme of the event? A celebration of the 175<sup>th</sup> anniversary of the abolition of slavery in the former British Empire on August 1st, 1834.
2. What is the scope of the event?  
☒ Regional ☐ National ☐ International
3. Please identify the attendance breakdown:  

<u>2%</u>	% who are participants
<u>90%</u>	% from the local area
<u>10%</u>	% from outside HRM
<u>10%</u>	% from outside NS
<u>10%</u>	% from outside Canada
<u>98%</u>	% who are spectators
<u>60%</u>	% from the local area
<u>40%</u>	% from outside HRM
<u>30%</u>	% from outside NS
<u>15%</u>	% from outside Canada
4. Please identify the estimated accommodation breakdown for out of area visitors  

<u>10%</u>	% with friends or relatives
<u>5%</u>	% in campgrounds
<u>40%</u>	% in hotels or motels
<u>5%</u>	% in bed & breakfasts
<u>40%</u>	% in other: <u>Cruise Ships</u>



## Marketing Levy Special Events Reserve (MLSER) Application Form

5.	Number of full-time positions created by event	Prior	<u>2 X 60</u>	# Days	<u>120</u>
		During	<u>2 X 10</u>	# Days	<u>20</u>
		After	<u>2 X 10</u>	# Days	<u>20</u>
6.	Number of part-time positions created by event	Prior	_____	# Days	_____
		During	<u>2 X 5</u>	# Days	<u>10</u>
		After	_____	# Days	_____
7.	Number of volunteer positions created by event	Prior	<u>20</u>	# Days	<u>65</u>
		During	<u>40</u>	# Days	<u>20</u>
		After	<u>5</u>	# Days	<u>4</u>

8. How does this help to build capacity in the event sector in HRM?

This event will provide experience to artists, event organizers, volunteers, & technicians; each time we get a major event like this under our belt, we build capacity and increase our capacity for organizing and delivering events like this in the future.

9. How does this contribute to the growth of a specific industry sector nationally?

The music events for Black Freedom 175 will showcase 165 African Nova Scotian musicians and 6 young African Nova Scotian theatrical performers; this supports the efforts of groups like the African Nova Scotian Music Association to develop the national profile and export potential of African Nova Scotian artists.

10. Briefly describe the event's activities:

Here are the major activities of Black Freedom 175: a 10-day visit of the Freedom Schooner Amistad; the Black Freedom 175 Tribute Concert (in partnership with the HRM Natal Day Committee); the Black Freedom 175 Gospel Concert (in partnership with Natal Day); 4 Youth Leaders for Freedom workshops, topped by two hour sails on the Freedom Schooner Amistad; 4 performances of "Steal Away Home: A Youth Perspective", by the African Nova Scotian Youth Performers, created and directed by Shauntay Grant; a series of youth workshops and theatrical performances by the Maroon Community Cultural Performers, 10 young Maroon descendants from Jamaica who will be coming to Halifax to help us celebrate this globally important anniversary; a Parade of Sail of HRM sailing vessels with young passengers from the Black Community, welcoming the Amistad to Halifax; a Civic Welcome ceremony; a Gala Reception for the community; a Maroon family picnic in East Preston.

11. Briefly describe the event's marketing strategy (attach paper as necessary):

Black Freedom 175 has already been advertized in the program and from the stafe of the



## Marketing Levy Special Events Reserve (MLSER) Application Form

African Nova Scotian Music Associations Gala Awards; it will be further advertized at various African Nova Scotian Heritage Month events; we will produce 500 full-colour posters; advertize in the Natal Day Program, on EastLink television, in the Halifax Chronicle Herald, and through the Maritime Museum's print and web events listings. We will have at least two media preview of various aspects of the event and have found in the past that this produces lots of free coverage in the papers and on radio and TV. We will also use the community connections of African Nova Scotian Affairs, the Black Cultural Centre and the Black Community churches to spread the word about this celebration.

12. Will the event be marketed outside HRM? NS? Canada? If so where and how?  
Not in any major way; although, if opportunities present themselves, we will take full advantage of them.
13. How will the event be evaluated? Black Freedom 175 will be evaluated by monitoring participant, audience, volunteer, and committee response during the event, getting written feedback to the youth workshops, and through consultation with our various partners and sponsors both during and after the events to monitor how well the event has met their goals and expectations.
14. Historical Background (if applicable) On August 1, 1834, the Slavery Abolition Act came into effect within the former British Empire. At that time, the communities that now constitute the Halifax Regional Municipality had the largest Black population in all of the territory that is now Canada. Without question, the abolition of slavery still stands as one of the most important milestones in human history and still enriches the lives of all of us.
15. Cultural Component (if applicable) The focus of Black Freedom 175 is a celebration of a signally important cultural history event and one of the central elements of our event is the celebration of Freedom through song and story.
16. Tourism Component (if applicable) Although some people from away will hear about Balck Freedom 175 and come to HRM to participate in it, for the most part our event's impact will have a more modest tourism impact: viz. it will significantly add to the quality of the experience of visitors who are already here and encourage fond memories and enthusiastic recommendations to friends and family.
17. Economic Impact Component (if applicable) The Amistad Freedom Society has no data on the economic impact of our proposed event.



## Marketing Levy Special Events Reserve (MLSER) Application Form

18. Please attach:

- ☒ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
- ☐ A complete budget for the event's last active year.
- ☒ A copy of the last committee meeting minutes or notes (1 meeting).
- ☐ A list of committee members and contact information.
- ☐ Any additional information you feel relevant.

19. Should the event receive funding, who should the cheque be made out to:

The Amistad Freedom Society of Nova Scotia, 1675 Lower Water St., Halifax, NS B3J 1S3 Attention: John Hennigar-Shuh, Co-chair

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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 coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date.

*Received  
Jan 30, 09*

### ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, The Amistad Freedom Society of Nova Scotia (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.

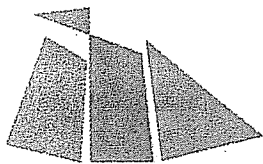
By signing below we hereby confirm that all information included on this application is, to the best of our knowledge, correct at the time of submission and if funds are awarded, we accept responsibility for the use of the funds in accordance with the terms set out in the HRM Civic Events Policy and Granting Framework. HRM will be contacted in writing if any of the above information changes.

This application was approved by the Board of Directors/Executive at its meeting held on January 30, 2009 (date)

John Hennigar-Shuh  
Primary Contact

January 30, 2009  
Date

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,  
490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)



**amistad freedom society  
of nova scotia**

1675 Lower Water Street, Halifax, Nova Scotia B3J 1R3  
TEL 902 424-7639 FAX 902 424-0612 hennigsj@gov.ns.ca

## Black Freedom 175

### Event Budget

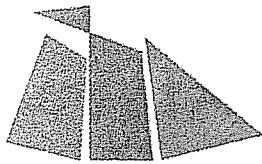
#### Revenue Summary:

Federal sources:	20,500
Provincial sources:	20,000
HRM MLSER request:	20,000
Corporate:	35,000
(EastLink is Title Sponsor)	
Other (Amistad Freedom Society of NS)	<u>1,000</u>

**TOTAL REVENUE 96,500**

#### Expense Summary:

Venue Hire/Rental	1,000
Wages and Salaries	22,000
Marketing & Promotion	7,000
Entertainment	27,000
Commemorative Events	5,500
Amistad Port Fees	25,000
Youth Workshops	4,500
Insurance & general	<u>3,000</u>
<b>TOTAL EXPENSES</b>	<b>96,500</b>



**amistad freedom society  
of nova scotia**

1675 Lower Water Street, Halifax, Nova Scotia B5J 1R3  
TEL 902 424-7639 FAX 902 424-0612 hennigsj@gov.ns.ca

## **Minutes**

### **Amistad Freedom Society of Nova Scotia**

#### **Executive Committee**

#### **Maritime Museum of the Atlantic Boardroom**

**January 30, 2008, 12:00 am to 1:30**

**Present:** John Hennigar-Shuh (Co-Chair), Irvine Carvery, Ken Pinto, Shelley Mensah. **By phone:** Dr. Henry Bishop, Lou Gannon. **Regrets:** Dr. Wayne Adams (Co-Chair), Gilbert Daye.

Irvine Carvery reported that the Board of the Africville genealogical Society has decided to move their dates to the weekend of July 30 to August 2 (Natal Day Weekend) in order to align their Reunion with our **Black Freedom 175** Celebrations. The Africville Reunion 2009 will now coincide with the first part of the visit of the Freedom Schooner Amistad and the August 1 celebration of the 175<sup>th</sup> anniversary of the abolition of slavery.

Moved by Ken Pinto and seconded by Irvine Carvery that the Name of this summer's celebration be changed from **Freedom 175** to **Black Freedom 175**. Passed unanimously.

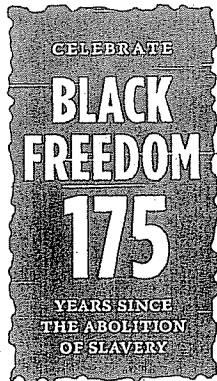
John Hennigar-Shuh presented the Draft Program of Events for **Black Freedom 175**, pointing out that, although the dates of the visit of the Amistad and details of the partnership with the Natal Day Committee were firmly established, there were still a number of elements of the draft program that were still in flux.

Moved by Irvine Carvery and seconded by Shelley Mensah that the draft program of events for **Black Freedom 175** be approved. Passed unanimously.

John Hennigar-Shuh presented the proposed budget for **Black Freedom 175**, showing both revenues and expenses of \$96,500.

Movbed by Irvine Carvery and seconded by Ken Pinto that this budget be approved. Passed unanimously.

Shelley Mensah moved the meeting be adjourned.



## Black Freedom 175 / *Amistad* Visit 2009 Schedule of Events

March 6, 2008

In 2009 the Freedom Schooner *Amistad* will be visiting Nova Scotia for **Black Freedom 175**, the celebration of the 175<sup>th</sup> anniversary of the abolition of slavery by the British Parliament on August 1, 1834.

Here is a tentative program of events for the complete **Black Freedom 175 / *Amistad* Visit 2009** celebrations. (Including performances by the *Maroon Community Cultural Performers* from Jamaica and the *African Nova Scotian Youth Performers*, Directed by Shauntay Grant)

**Friday, July 30**

4:00 – Opening of Africville Reunion 2009

7:00 to 8:30 – *Steal Away Home: A Youth Perspective* by the African Nova Scotian Youth Performers (Africville Reunion Tent).

**Saturday, August 1**

10:00 to noon - *Amistad* arrives in Halifax Harbour, Parade of Sail (flotilla of HRM Vessels with young passengers from the Black Community meets *Amistad* at mouth of Halifax Harbour and escorts her to her berth at the Maritime Museum wharf).

12:00 to 1:00 - Civic Welcome, Official Launch of **Black Freedom 175**

2:00 to 4:00 – Freedom Schooner *Amistad* Open to Public

8:00 to 10:00 – **Black Freedom 175 Tribute Concert** (Natal Day Waterfront Tent)

**Sunday, August 2**

12:00 to 3:00 - **Black Freedom 175** Gospel Concert (the 5<sup>th</sup> annual Freedom Festival Gospel Concert, held in the Natal Day Waterfront Tent)

3:00 to 5:00 - Freedom Schooner *Amistad* Open to Public.

7:00 to 8:30 – *Steal Away Home: A Youth Perspective* by the African Nova Scotian Youth Performers (Maritime Museum of the Atlantic).

**Monday, August 3 (HRM Natal Day)**

9:30 to noon – Youth Leaders for Freedom Workshop (Programming Room, MMA)

10:00 to noon - Freedom Schooner *Amistad* Open to Public

1:00 to 4:00 – Youth Leaders for Freedom, Sail on Freedom Schooner *Amistad* (Halifax Harbour)

**Tuesday, August 4**

All day - *Amistad* closed to public: Crew rest day

Arrival of Maroon Community Cultural Performers from Jamaica in Halifax

8:00pm – Family Singers for Freedom (with Maroon Community Cultural Performers at Black Cultural Centre)

**Wednesday, August 5**

All day - *Amistad* closed to public: Crew rest day

2:00 to 4:30 - Maroon Community Cultural Players workshop with Halifax Youth.  
(possibly at North Branch Library??)

7:00 to 8:30 – *Steal Away Home: A Youth Perspective* by the African Nova Scotian Youth Performers (Maritime Museum theatre).

8:30 to 10:30pm - **Black Freedom 175** Gala Reception, Small Craft Gallery at Maritime Museum (Featuring Maroon Community Cultural Performers).

**Thursday, August 6**

9:30 to noon – Youth Leaders for Freedom Workshop (Programming Room, MMA)

10:00 to noon - Freedom Schooner *Amistad* Open to Public

1:00 to 4:00 – Youth Leaders for Freedom, Sail on Freedom Schooner *Amistad* (Halifax Harbour)

### **Friday, August 7**

9:30 to noon – Youth Leaders for Freedom Workshop (Programming Room, MMA)

10:00 to noon - Freedom Schooner *Amistad* Open to Public

1:00 to 4:00 – Youth Leaders for Freedom, Sail on Freedom Schooner *Amistad* (Halifax Harbour)

2:00 to 4:30 - Maroon Community Cultural Performers Youth Workshop (Black Cultural Centre)

7:00 to 9:00 - Maroon Community Cultural Performers and African Nova Scotian Youth Performers performance (North Preston Community Centre)

### **Saturday, August 8**

9:30 to noon – Youth Leaders for Freedom Workshop (Programming Room, MMA)

9:30 to 11:30 - *Amistad* Sail for Maroon Community Cultural Performers and African Nova Scotian Youth Performers

1:00 to 4:00 – Youth Leaders for Freedom, Sail on Freedom Schooner *Amistad* (Halifax Harbour)

1:00 to 5:00 Maroon Family Picnic (East Preston)

### **Sunday, August 9**

*Amistad* / Maroon Church Service (Joint Service in Prestons??)

2:00 – Freedom Schooner *Amistad* departs for Shelburne/Birchtown



## Civic Event Grant Pre-screen Application Form

FOR OFFICE USE ONLY	
Received	Reviewed
Approved	Rejection Number

### Contact Information

***\*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\*\****

Event Title Symphony Nova Scotia Celebrates 25 Years

Event Date Sat., Sept. 26, 2009 (alt. Sat. Sept 20) Event Location Grand Parade and more

Hosting/Planning Organization Symphony Nova Scotia

Type of Organization ☒ Non-Profit ☐ For-Profit

Tax Number (if applicable) \_\_\_\_\_

Primary Contact. Christina Murray Position. Education & Outreach Manager

Address 5657 Spring Garden Rd., Suite 301, Box 218

Halifax, NS B3J 3R4

Phone. office) 902-421-1300, ext. 229 home) \_\_\_\_\_  
cell) 902-401-4767 fax) 902-422-1209

Email. outreach@symphonyns.ca

Webpage. www.SymphonyNovaScotia.ca



## Civic Event Grant Pre-screen Application Form

### 1. Which category best describes your event?

- Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.
- ☒ ◦ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.
- Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.
- Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.
- Other  
*If Other, please do not continue the application. Your event does not qualify for a grant.*



## Civic Event Grant Pre-screen Application Form

2. • Y • ☒ N Is your event a fundraiser, conference, competition, banquet or dinner?  
Please specify:

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*

3. • Y • ☒ N Does your event have a specific political or social perspective or agenda?  
*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

4. • Y • ☒ N Have you qualified for funding through other municipal granting programs?  
*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

5. ☒ Y • N Does your event have a cultural component?  
If so, please briefly describe:

Symphony Nova Scotia is a leader in Halifax's Arts community: we are the largest cultural employer in the region, we partner with many other performing artists including dance, visual art, and musicians from all sectors (including popular and celtic music).

6. ☒ Y • N Is this the first year for your event?

7. • Y • ☒ N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

This is a one-time celebration of our 25th Anniversary season

8. ☒ Y • N Is your event free to the public?  
If your event is ticketed, what are ticket prices?



## Civic Event Grant Pre-screen Application Form

9. ☐ Y ☒ N Is your event geared towards a specific age group, demographic or community?  
If so, please specify:

Not only is our event geared at the general public, we are hosting a special opportunity for children and youth to be engaged.

10. Please provide a brief description of your event:

Please see attached sheet.

11. Please briefly describe the relationship between your event and the community:

Please see attached sheet.

12. Please briefly list your event's key goals and outcomes:

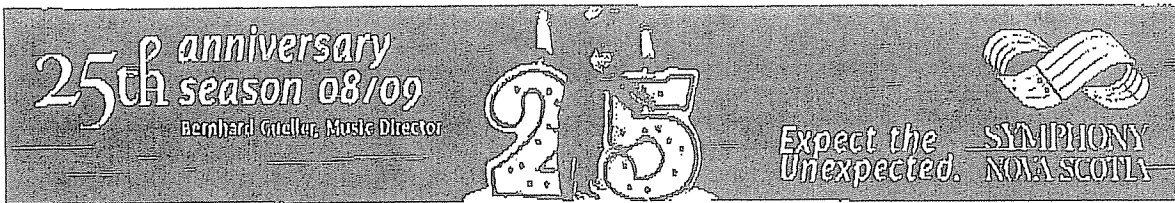
Please see attached sheet.

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

\_\_\_\_\_  
Event Primary Contact

\_\_\_\_\_  
Date

*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:  
490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)*



## HRM Civic Event Grant Pre-Screen Application

### Support materials

#### 10. Brief Event Description:

2009 marks Symphony Nova Scotia's 25th year as Halifax Regional Municipality's largest cultural employer and the country's only fully professional orchestra east of Montreal. This event will be the Grand Finale for our 25<sup>th</sup> anniversary season and a launch into the next 25 years. At the conclusion of "Symphony Week," September 20-26, which is full of free, public community music events, we will hold a large extravaganza of music in the Parade Square, free to the public. With a large tent, a big screen, and speakers set up in the centre of the tourist-friendly region of our downtown core, Symphony Week will draw music lovers of all kinds from across the Maritimes for this commemorative celebration. Our focus will not be solely our classical repertoire but we wish to celebrate our recent partnership with many of Atlantic Canada's hottest pop artists, including Buck 65, Old Man Luedecke, Natalie MacMaster, and more. Invitations will be extended to these artists to help us commemorate this special time in the symphony's life.

#### Events to be included:

- Free public daytime concert at the Grand Parade featuring family-friendly music, a performance from a winning school group who participated in our "Music Monday" competition in May, 2009, and a large and fanciful display of puppets from the Nutcracker (to be confirmed) and art objects made out of old instruments.. A large tent will be set up in the Grand Parade square to accommodate these events with a large screen and speakers displaying the musicians who are playing live. The chance to sing along with the symphony will be offered along with an instrument "petting zoo" (instruments to touch and try). Displays featuring Symphony Nova Scotia's last 25 years will be mounted around the tent. Past collaborating pop artists and family concert stars (ex. Franklin) will be invited to be present to meet the public and help celebrate the event.
- Free public evening concert at the Grand Parade, including the screen and tent as mentioned above and a possible light show set to symphonic music. Past collaborating pop artists and classical music stars (e.x. Measha Bruggersgosman) will be invited to be present to meet the public and help celebrate the event.
- During the week leading up to the commemorative concerts in the Parade Square, 25 mini-concerts (in acknowledgment of 25 years) featuring small ensembles of Symphony players take place in public locations around HRM including public libraries, malls, the casino, foyers of corporate buildings, schools, and other places recognized as civic landmarks. Weather permitting, musicians will also play outside in locations like the Commons and other parks, in front of municipal buildings, at large intersections, etc.

#### 11. Relationship between our Event and the Community:

Over the last 25 years Symphony Nova Scotia's concerts have made Halifax a regular tourist destination for people in outlying areas of the province and other Maritime provinces. As a cultural ambassador for Halifax, we also travel to a variety of locales within the region. Our statistics show that our concerts regularly draw audiences from Cape Breton to Yarmouth, New Brunswick and PEI. There is no other place in Atlantic Canada where people can go to hear concerts of live, professional symphonic music and exciting, innovative collaborations between a symphony and well-known

popular artists or see a full, symphonic production of the Nutcracker, complete with 50+ dancers and amazing puppets and costumes.

Civic engagement in the arts is pivotal to community pride, volunteerism, economic health, and broader cultural development. As Nova Scotia's largest cultural employer, Symphony Nova Scotia provides incredible infrastructure support for many other organizations who frequently hire our players and for music education of our population. Symphony Nova Scotia is also recognized as a leader in its field for its partnership with emerging and established artists in the popular music industry, making itself relevant to people with a wide spectrum of tastes in music. In this time of economic struggle and stress, offering people a chance to celebrate with free concerts will be beneficial to the community. We will work to promote the opportunities citizens have to make music in their own regions of HRM as a low-cost form of recreation and stress relief.

**12. Event's Key Goals and Outcomes:**

- To engage the community in commemorating Symphony Nova Scotia's 25<sup>th</sup> anniversary
- To draw our present, occasional, and historic audiences together in Halifax for a one-day large-scale celebration of music
- To commemorate the role Symphony Nova Scotia has played in music education, appreciation, and engagement for citizens of all ages (education includes all that is learned through attending a symphony concert)
- To provide free public concerts in a central, widely accessible area of the city
- To engage children and youth in appreciating the cultural resource they have in Symphony Nova Scotia
- To build increased community support for Symphony Nova Scotia as we move into the future.



## Marketing Levy Special Events Reserve (MLSER) Application Form

**FOR OFFICE USE ONLY**Received FEB 06 2009 ReviewedApproved ☐ Y ☐ N

Reference Number

Application Reference Number CEO924Name of event Symphony Week: 25 Concerts for 25 Years (September 21-26, 2009)

1. What is the theme of the event? commemorative
2. What is the scope of the event?  
☒ Regional ☐ National ☐ International
3. Please identify the attendance breakdown:  

<u>1</u>	% who are participants
<u>85</u>	% from the local area
<u>10</u>	% from outside HRM
<u>5</u>	% from outside NS
<u>1</u>	% from outside Canada
<u>99</u>	% who are spectators
<u>50</u>	% from the local area
<u>30</u>	% from outside HRM
<u>15</u>	% from outside NS
<u>5</u>	% from outside Canada
4. Please identify the estimated accommodation breakdown for out of area visitors  

<u>25</u>	% with friends or relatives
<u>0</u>	% in campgrounds
<u>50</u>	% in hotels or motels
<u>25</u>	% in bed & breakfasts
<u>0</u>	% in other _____



## Marketing Levy Special Events Reserve (MLSER) Application Form

5.	Number of full-time positions created by event	Prior	<u>0</u>	# Days	<u>      </u>
		During	<u>0</u>	# Days	<u>      </u>
		After	<u>0</u>	# Days	<u>      </u>
6.	Number of part-time positions created by event	Prior	<u>0</u>	# Days	<u>      </u>
		During	<u>0</u>	# Days	<u>      </u>
		After	<u>0</u>	# Days	<u>      </u>
7.	Number of volunteer positions created by event	Prior	<u>10</u>	# Days	<u>120</u>
		During	<u>50</u>	# Days	<u>8</u>
		After	<u>10</u>	# Days	<u>30</u>

8. How does this help to build capacity in the event sector in HRM?

Please see attached.

9. How does this contribute to the growth of a specific industry sector nationally?

Please see attached.

10. Briefly describe the event's activities:

Symphony Week will consist of 25 free concerts celebrating our 25 years of contribution to cultural life in Halifax, Nova Scotia, and Canada. These concerts will take place at many of Halifax's most valued cultural venues, including Pier 21, the Art Gallery of Nova Scotia, lauded restaurants, recommended hotels, the Halifax Citadel, Keith's Brewery Market, the Public Gardens, and more.

11. Briefly describe the event's marketing strategy (attach paper as necessary):

Please see attached

12. Will the event be marketed outside HRM? NS? Canada? If so where and how?

We will market the event in HRM, in NS, in Atlantic Canada, and nationally - please see our attached marketing strategy. Our international marketing will only be through friends of the symphony who live abroad (the USA and Europe).

13. How will the event be evaluated? Please see attached

14. Historical Background (if applicable) This is a commemorative event so it has no precedent



**Marketing Levy Special Events Reserve (MLSER)**  
***Application Form***

15. Cultural Component (if applicable) Please see attached
16. Tourism Component (if applicable) Please see attached
17. Economic Impact Component (if applicable) Please see attached



## Marketing Levy Special Events Reserve (MLSER) Application Form

18. Please attach:

- ☒ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
- ☐ A complete budget for the event's last active year.
- ☒ A copy of the last committee meeting minutes or notes (1 meeting).
- ☒ A list of committee members and contact information.
- ☐ Any additional information you feel relevant.

19. Should the event receive funding, who should the cheque be made out to:  
Symphony Nova Scotia

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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

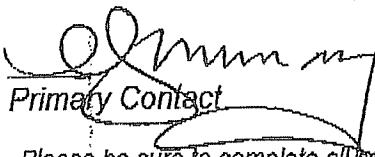
than \$5,000,000. The HRM shall be named as Additional Insured, and again where liquor shall be served as part of the event, additional liquor liability insurance shall be obtained. A copy of all required insurance coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date.

### ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, Symphony Nova Scotia (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.

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.

This application was approved by the Board of Directors/Executive at its meeting held on February 5, 2009 (date)

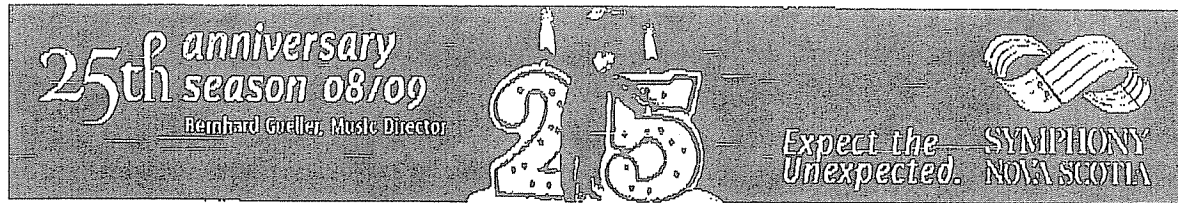
  
Primary Contact

February 6, 2009  
Date

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.

490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)



## HRM Civic Event Grant Application

### Symphony Week: 25 Concerts for 25 Years

### Support materials

#### Event Description

2009 marks Symphony Nova Scotia's 25th year as Halifax Regional Municipality's largest cultural employer and the country's only fully professional orchestra east of Quebec. This event will be the Grand Finale for our 25<sup>th</sup> anniversary season and a launch into the next 25 years. Symphony Week will consist of 25 free concerts celebrating our 25 years of contribution to cultural life in Halifax, Nova Scotia, and Canada. These concerts will take place at many of Halifax's most valued cultural venues, including Pier 21, the Art Gallery of Nova Scotia, lauded restaurants, recommended hotels, the Halifax Citadel, Keith's Brewery Market, the Public Gardens, and more. Please see the detailed itinerary/event logistics in the following pages.

#### Event's Key Goals and Outcomes

- To engage the community in commemorating Symphony Nova Scotia's 25<sup>th</sup> anniversary
- To draw our present, occasional, and historic audiences together in Halifax for a one-day large-scale celebration of music
- To commemorate the role Symphony Nova Scotia has played in music education, appreciation, and engagement for citizens of all ages (education includes all that is learned through attending a symphony concert)
- To provide free public concerts in a central, widely accessible area of the city
- To engage children and youth in appreciating the cultural resource they have in Symphony Nova Scotia
- To build increased community support for Symphony Nova Scotia as we move into the future.

#### Cultural Component

Over the last 25 years Symphony Nova Scotia's concerts have made Halifax a regular tourist destination for people in outlying areas of the province and other Maritime provinces. As a cultural ambassador for Halifax, we also travel to a variety of locales within the region. Our statistics show that our concerts regularly draw audiences from Cape Breton to Yarmouth, New Brunswick and PEI. There is no other place in Atlantic Canada where people can go to hear concerts of live, professional symphonic music and exciting, innovative collaborations between a symphony and well-known popular artists or see a full, symphonic production of the Nutcracker, complete with 50+ dancers and amazing puppets and costumes.

This event will show the heart of our identity as Symphony Nova Scotia – our musicians. By offering 25 concerts that feature our musicians in different grouping, we will celebrate their excellence, dedication, and the beauty of their music. Classical music may not generate the frenzy that popular music can, but watching it made live has an amazing impact on citizens. The skill and artistry leaves people in awe and the beauty of the music reminds people of the ideals on which our culture is based. Classical music has proven positive effects on health, happiness, and well-being. We want to celebrate this in every nook and cranny of our community!

**Tourism Component**

This event will attract classical music lovers from across the Maritimes and the rest of Canada. By combining the focus of the event with tourist opportunities in HRM it makes this an attractive package of activities at a time of year that is reliable and pleasant for weather. The event also offers the option of single day participation, allowing those already in Nova Scotia (or local to HRM) to choose the concerts that suit their interests and schedules best.

**Economic Component**

We anticipate that the concerts will draw 4000+ planned attendees and that the public (often outdoor) nature of the events will draw passers by and lead them to spontaneous participation as the week progresses. Our total participation target is 6500. Since many of our concerts are planned in tandem with other cultural industries we anticipate there being significant spin off to local businesses.

Estimated average spending habits of attendees (per person over the course of the week):

Event Programming	nil (free to public)
Food	\$350
Drinks (non-alc.)	\$40
Drinks (alcoholic)	\$300
Merchandise	\$100
Parking	\$100
Transportation (local)	\$40

**Capacity Building in HRM through Community Engagement**

Civic engagement in the arts is pivotal to community pride, volunteerism, economic health, and broader cultural development. In this time of economic struggle and stress, offering people a chance to celebrate with free concerts will be beneficial to the community. In so doing, we hope to build stronger relationships with the many communities (both geographic and otherwise) that make up HRM. This will lead to increased partnerships and strengthen Symphony Nova Scotia's audience and support base. The spin-off effects for cultural development in the region are significant – the more often our citizens can benefit from meaningful engagement with the arts, the more appetite they have for attending arts events and engaging in art or music making themselves.

**Contributing to the Growth of the Sector: Municipally, Provincially, Nationally**

In all other major North American cities, orchestras hold large-scale, free, public concerts that enrich the population and attract tourist. For example, the Edmonton Symphony Orchestra holds "Beethoven in the Badlands" and "Mozart in the Mountains", the Vancouver Symphony Orchestra presents "Symphony under the Stars". Symphony Nova Scotia is fast being recognized as one of Canada's leading orchestras (we were played more than any other symphony on CBC last year). It is critical that we begin to cultivate our reputation nationally by offering Halifax as a unique destination to immerse oneself in symphonic music of the highest quality.

With Symphony Week, we will build the reputation of Halifax as an outstanding place to live, to enjoy music, and to make it. As Nova Scotia's largest cultural employer, Symphony Nova Scotia provides incredible infrastructure support for many other organizations who frequently hire our players and for music education of our population. Symphony Nova Scotia is also recognized as a leader in its field for its partnership with emerging and established artists in the popular music industry, making itself relevant to people with a wide spectrum of tastes in music. The more artists and art-lovers we can attract to Halifax, the more opportunity for growth there is.

Event's Marketing Strategy:

- Drawing on the national media support for "Music Monday" (May 4, 2009 – an annual day championing the importance of music education and heavily sponsored by CBC across the country), we will hold a corresponding, large-scale Music Monday marketing event.
  - o Children's musical talent competition in conjunction with Music Monday
  - o Free mini concert for all school groups that attend
  - o Winner of the talent competition will be featured in the grand finale of our Symphony Week concerts in September.
  - o As the largest Music Monday event in the country, Music Monday organizers have agreed to promote it as the feature event to the media. This will gain us national radio and TV coverage, providing us a vehicle to launch and promote Symphony Week in September.
- Direct mail campaign (invitation) to all symphony goers on our list (10,000+) (Canada-wide and international)
- We will market the event as a week with Symphony Nova Scotia celebrating Nova Scotian culture in all its expressions
- We will create a Symphony Week City Guide, including maps and schedules. This will feature many restaurants, shops, and hotels that people will want to visit during their week in Halifax, leading to greater economic impact of the event for HRM.
- We will partner with the Atlantic Film Festival to engage their audience and co-market the two events, including a film music workshop, which is a collaborative event we have contracted with the AFF.
- Engage CBC TV and radio as key media sponsor
- Busboards, mall signage, banners around HRM
- Advertise through libraries
- Advertise through our season launch in Spring 09
- We will invite well known past guest artists (from both our pops and celebrity series) to take part in the grand finale concert.
- Invite specific arts partners from across the Maritimes to join us in the celebration

Event Evaluation

- All public who attend a concert will receive an SNS Anniversary button. We will work with local merchants, restaurateurs, hoteliers, etc. to arrange a small discount or incentive for SNS concert goers. We will invite merchants, etc. to track the number of SNS concert goers who patronize their location and track their spending habits, where possible.
- Surveys will be available and handed out by volunteers at various concerts (where appropriate). These will include an opportunity to offer names and addresses to build our patron database for next season.
- Volunteers will count numbers at each event.
- Media pick up will be closely monitored and catalogued.
- Gift in kind services by media and other businesses will be tracked.

## Events Logistics for Symphony Week

## 25 Concerts in HRM with a Marketing pre-event

DATE	EVENT/CONCERT	LOCATION	DETAILS	Partner Identified/ Approached
<b>Monday, Sept 21/09</b>				
9:00 a.m.	Breakfast with the Symphony	Dal Arts Centre Sculpture Court	Free chamber concert and breakfast, meet & greet, event announcement, sponsorship callout	Scanway
11:00 a.m.	Symphony on the Hill	Halifax Citadel	Blue Engine String Quartet	
4:00 p.m.	Toast Twenty-five: Afternoon Music Celebrating 25 years	Art Gallery of Nova Scotia	Symphony Duo (wine and sparkling grape juice provided)	Port of Wines
6:30 p.m.	A Feast of Sound: Dinner Music	Restaurant Partner	Symphony Trio	Bish
9:00 p.m.	Dreamtime Duets: Bedtime music	Hotel Partner**	Symphony Duo	
<b>Tuesday, Sept 22/09</b>				
9:00 a.m.	Breakfast with the Symphony	Dal Arts Centre Sculpture Court	Free chamber concert and breakfast, meet & greet, event announcement, sponsorship callout	Scanway
12:00 p.m.	Symphony in the Park	Public Gardens	Rhapsody Quintet	Public Gardens
6:30 p.m.	A Feast of Sound: Dinner Music	Restaurant Partner	Symphony Trio	Il Mercato
9:00 p.m.	Dreamtime Duets: Bedtime music	Hotel Partner**	Symphony Duo	
<b>Wednesday, Sept 23/09</b>				
9:00 a.m.	Breakfast with the Symphony	Dal Arts Centre Sculpture Court	Free chamber concert and breakfast, meet & greet, event announcement, sponsorship callout	Scanway
11:00 a.m.	Symphony by the Sea	Peggy's Cove	Symphony Quartet	
4:00 p.m.	Toast Twenty-five: Afternoon Music Celebrating 25 years	Pier 21	Symphony Duo (wine and sparkling grape juice provided)	Port of Wines
6:30 p.m.	A Feast of Sound: Dinner Music	Restaurant Partner	Symphony Trio	Da Maurizio
9:00 p.m.	Dreamtime Duets: Bedtime music	Hotel Partner**	Symphony Duo	
<b>Thursday, Sept 24/09</b>				
9:00 a.m.	Breakfast with the Symphony	Dal Arts Centre Sculpture Court	Free chamber concert and breakfast, meet & greet, event announcement, sponsorship callout	Scanway
11:00 a.m.	Symphony in the Park	Halifax Commons	Symphony Solo	
4:00 p.m.	Atlantic Film Festival - Film Music Showcase	CBC Studio or AFF Tent (Parade Sq)	SNS Full Orchestra	
6:30 p.m.	A Feast of Sound: Dinner Music	Restaurant Partner	Symphony Trio	Saeger
9:00 p.m.	Dreamtime Duets: Bedtime music	Hotel Partner**	Symphony Duo	

<b>Friday, Sept. 25/09</b>				
9:00 a.m.	Breakfast with the Symphony	Dal Arts Centre Sculpture Court	Free chamber concert and breakfast, meet & greet, event announcement, sponsorship callout	Scanway
4:00 p.m.	Toast Twenty-five: Afternoon Music Celebrating 25 years	Brewery Market	Symphony Duo (beer provided)	Alexander Keith's
6:30 p.m.	A Feast of Sound: Dinner Music	Restaurant Partner	Symphony Trio	
<b>Saturday, Sept. 26/09</b>				
11:00 a.m.	Symphony in the Cove	Fisherman's Cove	Symphony Quartet	
4:00 p.m.	Toast Twenty-five: Afternoon Music Celebrating 25 years	Maritime Museum of the Atlantic	Symphony Duo (wine and sparkling grape juice provided)	Port of Wines
8:00 p.m.	A Symphony Explosion	Parade Square (AFF Tent)	Full Orchestra concert	
<b>OTHER RELATED EVENT ACTIVITY - ONE DAY NATIONAL MARKETING EVENT</b>				
<b>Monday, May 4/09</b>				
11:00 a.m.	Music Monday Young Talent Competition (Marketing Event for Symphony Week)	Dal Arts Centre	Music Monday is heavily publicized by CBC to a national audience and their organization would like to have this SNS event as their featured national media event. The Music Monday competition is for school kids/teachers/parents from all over NS tying in with the national Music Monday movement. Competition winner will be featured in the "Symphony Explosion" concert that closes out Symphony Week in September.	

# **Event Budget for Symphony Week** **25 Concerts in HRM: September 20-26, 2009**

Symphony NS Artistic Costs (please see matrix below)	\$22,876.17
<b>Other Fees, Charges</b>	
Music Monday Venue Rental	\$1,000.00
Music Monday Prizes	\$2,000.00
Conductor	\$2,500.00
SNS Contractor fees (extra percussion, brass):	\$6,250.00
Rental of rehearsal/performance space	\$5,000.00
Estimated doubling fees for players	\$3,125.00
Cartage of instruments	\$750.00
Cartage of chairs, stands, etc.	\$650.00
Rental of parts and scores	\$1,250.00
SOCAN Fees	\$1,000.00
Stage Manager & Crew	\$2,000.00
Tent & Furniture Rental	\$12,000.00
Staging for tent	\$5,000.00
Tourtech Lighting and Sound for tent & waterfront	\$6,000.00
Catering for Breakfasts	\$ 3,200.00
Beverages for Afternoon Toasts	\$ 3,000.00
Marketing	\$6,500.00
Contingency	\$1,000.00
Subtotal	\$59,225.00
Admin (@12%)	\$7,107.00
<b>Total Estimate: \$92,208.17</b>	
<b>Including HST \$104,195.23</b>	
HRM Sponsorship (30%)	\$31,259
Corporate Sponsorship	\$25,000
SNS in kind donation by SNS to be recognized as sponsorship	\$ 9,607
Incremental costs	\$ 56,725
Contribution to Overhead	\$ (466)

## 0809 rate Symphony NS Artistic Costs - Detail

\$	109	Sectional Per Service Fee (incl. 7% epw, \$2 per week GWL)
\$	115	Assistant Principal Fee
\$	123	Doubling Winds Section Fee
\$	136	Principal Fee
\$	115	Third position First Violins
\$	194	Associate Concertmaster Fee
\$	218	Concertmaster/Leader

## 5 Services (as an estimate of a per service basis).

	Fl	Ob	Cl	Bs	
	2	2	2	2	
8 <u>Woodwinds</u>					
4 principal rate					\$2,725.19
3 doubling section rate					\$1,838.11
1 section woodwinds at section fee					\$545.55
0 sax or other woodwinds (to be confirmed)					\$0.00

	Hrn	Tpt	Trb	Tb	
	2	2	0	0	
4 <u>Brass</u>					
2 principals at basic principal rate					\$1,362.60
2 section brass at per service basic fee					\$1,091.10

	T	p	Hrp	Pno	
	1	0	0	0	
1 <u>Percussion, etc.</u>					
1 timp + principal perc. at basic principal rate					\$681.30
0 extra perc. at per service basic fee					\$0.00
0 Harp, piano/celeste at basic principal rate					\$0.00

	V1	V2	Vla	Vc	B	
	8	6	4	4	2	
24 <u>Strings:</u>						
1 Concertmaster/leader						\$1,091.10
1 Associate Concertmaster						\$968.89
1 Third position first violin						\$572.83
4 principals						\$2,725.19
5 section 1st violin						\$2,727.74
5 section 2nd violin						\$2,727.74
3 section viola						\$1,636.64
3 section cello						\$1,636.64
1 section bass						\$545.55
SUBTOTAL						\$22,876.17

# Event Budget for Symphony Week

## 25 Concerts in HRM: September 20-26, 2009

0809 rate

\$ 109	Sectional Per Service Fee (incl. 7% epw, \$2 per week GWL)
\$ 115	Assistant Principal Fee
\$ 123	Doubling Winds Section Fee
\$ 136	Principal Fee
\$ 115	Third position First Violins
\$ 194	Associate Concertmaster Fee
\$ 216	Concertmaster/Leader

5 Services (as an estimate of a per service basis).

	Fl	Ob	Cl	Bs		Chck
8 <u>Woodwinds</u>	2	2	2	2		8
4 principal rate					\$2,725.19	
3 doubling section rate					\$1,838.11	
1 section woodwinds at section fee					\$545.55	
0 sax or other woodwinds (to be confirmed)					\$0.00	

	Hrn	Tpt	Trb	Tb		
4 <u>Brass</u>	2	2	0	0		4
2 principals at basic principal rate					\$1,362.60	
2 section brass at per service basic fee					\$1,091.10	

	T	p	Hrp	Pno		
1 <u>Percussion, etc.</u>	1	0	0	0		1
1 timp + principal perc. at basic principal rate					\$681.30	
0 extra perc. at per service basic fee					\$0.00	
0 Harp, piano/celeste at basic principal rate					\$0.00	

	V1	V2	Vla	Vc	B	
24 <u>Strings:</u>	8	6	4	4	2	24
1 Concertmaster/leader						\$1,091.10
1 Associate Concertmaster						\$968.89
1 Third position first violin						\$572.83
4 principals						\$2,725.19
5 section 1st violin						\$2,727.74
5 section 2nd violin						\$2,727.74
3 section viola						\$1,636.64
3 section cello						\$1,636.64
1 section bass						\$545.55
SUBTOTAL						\$22,876.17

Other Fees, Charges

Music Monday Venue Rental	\$1,000.00
Music Monday Prizes	\$2,000.00
Conductor	\$2,500.00
SNS Contractor fees (extra percussion, brass):	\$6,250.00
Rental of rehearsal/performance space	\$5,000.00
Estimated doubling fees for players	\$3,125.00
Cartage of instruments	\$750.00
Cartage of chairs, stands, etc.	\$650.00
Rental of parts and scores	\$1,250.00
SOCAN Fees	\$1,000.00
Stage Manager & Crew	\$2,000.00
Tent & Furniture Rental	\$12,000.00
Staging for tent	\$5,000.00
Tourtech Lighting and Sound for tent & waterfront	\$6,000.00
Catering for Breakfasts	\$3,200.00
Beverages for Afternoon Toasts	\$3,000.00
Marketing	\$6,500.00
Contingency	\$1,000.00
Subtotal	\$82,101.17
Admin (@12%)	\$9,852.14

37

Total Estimate: \$94,953.31  
Including HST \$107,297.24

37

HRM Sponsorship (30%)	\$32,189
Corporate Sponsorship	\$25,000
SNS in kind donation by SNS to be recognized as sponsorship	\$35,228
Incremental costs	\$56,725
Contribution to Overhead	\$464

# Core Orchestra Costs

0809 rate

\$ 109	Sectional Per Service Fee (incl. 7% epw, \$2 per week GWL)
\$ 115	Assistant Principal Fee
\$ 123	Doubling Winds Section Fee
\$ 136	Principal Fee
\$ 115	Third position First Violins
\$ 194	Associate Concertmaster Fee
\$ 218	Concertmaster/Leader

2 Services (as an estimate of a per service basis).

	Fl	Ob	Cl	Bs		Chck
<b>8 Woodwinds</b>	2	2	2	2		8
4 principal rate					\$1,090.08	
3 doubling section rate					\$735.25	
1 section woodwinds at section fee					\$218.22	
0 sax or other woodwinds (to be confirmed)					\$0.00	
<b>4 Brass</b>						4
2 principals at basic principal rate					\$545.04	
2 section brass at per service basic fee					\$436.44	
<b>1 Percussion, etc.</b>						1
1 timp + principal perc. at basic principal rate					\$272.52	
0 extra perc. at per service basic fee					\$0.00	
0 Harp, piano/celeste at basic principal rate					\$0.00	
<b>24 Strings:</b>						24
1 Concertmaster/leader					\$436.44	
1 Associate Concertmaster					\$387.56	
1 Third position first violin					\$229.13	
4 principals					\$1,090.08	
5 section 1st violin					\$1,091.10	
5 section 2nd violin					\$1,091.10	
3 section viola					\$654.66	
3 section cello					\$654.66	
1 section bass					\$218.22	
<b>Other Fees, Charges</b>						
SNS Contractor fee:					\$0.00	
Estimated doubling or markups					\$0.00	
Harp, timp, perc. Cartage					\$0.00	
Rental of parts and scores					\$0.00	
librarian, personnel manager					\$0.00	
No Per diem, travel					\$0.00	
Contingency					\$0.00	

37

Total Estimate: \$9,150.47  
Including HST \$10,340.03

37



Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

Dec 23, 08

Reviewed

Dec Jan 8/08

Approved

☒ Y ☐ N

Reference Number

CE0912

Contact Information

*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\**

Event Title 60<sup>th</sup> Maritime Fiddle Festival

Event Date July 1-6, 2009

Event Location Dartmouth  
Various

Hosting/Planning Organization Rotary Club of Dartmouth East and Maritime  
Fiddle Festival Society

Type of Organization ☒ Non-Profit ☐ For-Profit

Tax Number (if applicable)

Primary Contact. Kevin Connors

Position. Co-Chair

Address. 15 Rossi Dr., Dartmouth, NS B2X 3L7

Phone. office) 446-4616

home) 435-0777

cell) 483-1957

Fax) 446-4617

Email. Info@maritimefiddlefestival.ca

Webpage.  
www.maritimefiddlefestival.ca

6.4.7



## Civic Event Grant Pre-screen Application Form

1. Which category best describes your event?

☒ Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.

☐ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.

☐ Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.

☐ Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.

☐ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.

☐ Other

*If Other, please do not continue the application. Your event does not qualify for a grant.*

2. ☐ Y Is your event a fundraiser, conference, competition, banquet or dinner?

☒ N Please specify:

---

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*

**Civic Event Grant**  
**Pre-screen Application Form**

3. ☐Y Does your event have a specific political or social perspective or agenda?  
☒N *If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*
4. ☐Y Have you qualified for funding through other municipal granting programs?  
☒N *If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application*
5. ☒Y Does your event have a cultural component?  
If so, please briefly describe:  
☐N  
The festival is the longest running old time fiddle contest in Canada, and one of the oldest in North America. It celebrates a distinct form of fiddle music, while also celebrating Acadian, Celtic, Step-Dance, and other forms of maritime entertainment. It is recognized in Canada as a leading festival and draws and audience in excess of 80% from outside HRM ,with significant international attendance.
6. ☐Y Is this the first year for your event?  
☒N
7. ☒Y Is this an annual, a bi-annual or other scheduled event?  
Please specify:  
☐N Yes, this is an annual event, however one-time funding is being applied for to put on a special 60<sup>th</sup> Anniversary Celebration with a greatly expanded festival for this year.  

---
8. ☒Y Is your event free to the public?  
and If your event is ticketed, what are ticket prices?  
☒N The event includes both free and ticketed events throughout the lead up and festival period. For ticketed events prices range from \$ 5 to a \$45 week pass.



## Civic Event Grant Pre-screen Application Form

9. ☐ Y Is your event geared towards a specific age group, demographic or community?  
☒ N If so, please specify:

No, the event is not geared to one demographic or age group and in fact draws from age groups ranging from 5 to over 80 and from all communities.

10. Please provide a brief description of your event:

For 60 years the Maritime Fiddle Festival has been the source for lively entertainment, spirited and fun competition, and traditional Nova Scotian hospitality. It has grown from a small fundraiser originally organized to help build a community church, to Canada's longest running old-time fiddle festival and competition. Every year the festival welcomes participants, bus tours, and audiences from across North America and around the world.

11. Please briefly describe the relationship between your event and the community:

The event is deeply connected and rooted to the community. It began as a fundraiser 60 years ago to help fund the construction of St. Thomas More Parish in Dartmouth. Many years ago the festival stopped being a church run event as it grew into an international festival. It is now jointly run by the Dartmouth East Rotary Club and the Maritime Fiddle Festival Society. Any profits are invested back into the festival and into local community projects such as the East Dartmouth Community Centre.

12. Please briefly list your event's key goals and outcomes:

The purpose of the festival is to promote and celebrate Old Time Fiddle music, as well as other genres of fiddle music, step dance, and Acadian and Celtic Music. The festival has been a major starting point for past winners like Ashley MacIssac, JP Cormier, and many others who have gone on to international acclaim. The festival's primary goal in terms of audience is to draw people to HRM from across North America as part of the fiddle competition and performance circuit.



**Civic Event Grant**  
***Pre-screen Application Form***

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

Kevin Connors

Event Primary Contact

December 22, 2008

Date

*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:*

***490.2700, CivicEventsGrants@halifax.ca***



## Festival & Events Grant Application Form

### FOR OFFICE USE ONLY

Received \_\_\_\_\_

Reviewed \_\_\_\_\_

Approved \_\_\_\_\_

☐ Y ☐ N

Reference Number \_\_\_\_\_

Application Reference Number\* CEO 912

\* This number must be included in all communication between your event & HRM.

### Event Background

1. Name of Event Maritime Fiddle Festival
2. Event Theme 60th Anniversary (Longest Running Fiddle Festival in Canada) bringing together fiddle fans from across North America
3. Event Objectives & Goals (in order of priority)  
Heritage & Culture Awareness through Workshops and Concerts  
Increase in Music related Tourism  
Youth participation in Old Time Fiddling  
Attract participants from previous festivals for Anniversary celebration.
4. Event Status  
New Event \_\_\_\_\_  
Annual 60th Anniversary 2009  
Other \_\_\_\_\_
5. Dates & Times July 1-6 - All Day  
\_\_\_\_\_  
\_\_\_\_\_



## Festival & Events Grant Application Form

6. Locations Alderney Landing, NSCC Akerley Campus,  
Prince Andrew High School, Various other locations  
in Metro local pubs, Seniors Homes in Halifax & Dartmouth
7. Event Activities Welcome Reception, Concerts, Jamborees, Fiddle & Step  
Dance competitions, Workshops, pre & post festival  
events at several local pubs & restaurants  
Special 60th Anniversary Festival Ceilidh with National Champion
8. Previous support from HRM? Yes x No Year 2004-2008  
Level of support \$500.00 to \$10,000.00

### Marketing

9. Briefly outline the event marketing strategy 2008 new website, promotion at all other major Fiddle  
Festivals across Canada.  
Provincial Tourism Offices  
Radio, Posters plus Print Ads in NS, NB & PE  
Promotion on Local Media PSA with CTV/ATV, CBC, mailings  
to Bus Tour companies and Fiddle Groups from NS to  
Ontario and Northern USA.
10. Will the event be marketed outside HRM? NS? (If so where?) Maritime Provinces, across Canada and Northern USA.  
Brochures distributed at Fiddle Festivals in NS, On.  
and USA by Festival attendees from HRM. Mailings to  
all previous participants from the last 59 years.  
Website: www.maritimefiddlefestival.ca

**Festival & Events Grant  
Application Form**

**Event Attendance**

11. Target Audience	Adult	80%
	Children	20%
12. Attendance	Past Year	3000
	Current Est.	5500

**Event Budget**

13. Total Operating		\$120,603.
14. Funding Sources (detail amount)	Grants	
	Provincial	Pending \$10,000.
	Federal	Pending 7,500.
	Other	
	Total	\$17,500.
	Sponsorship (please attach list of sponsors and sponsor type)	
	Private	\$ 5,500.
	Corporate	10,000.
	Other	
	Total	\$15,500.
	Revenue from other sources (please specify source & amount)	
	Admissions	\$36,000.
	Beer Tent/Mdse	11,800.
	Funds carried from past year	Nil
15. Amount requested from HRM		\$40,000.



## Festival & Events Grant Application Form

16. Please attach:

- ☒ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
- ☒ A copy of the last committee meeting minutes or notes (1 meeting).
- ☒ A list of committee members and contact information.
- ☐ Any additional information you feel relevant.

17. Should the event receive funding, who should the cheque be made out to:

MARITIME FIDDLE FESTIVAL

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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 names 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 coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date..

### ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, MARITIME FIDDLE FESTIVAL (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.

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.

This application was approved by the Board of Directors/Executive at its meeting held on JAN 23, 2009.

KEVIN CONNORS  
Event Primary Contact

JAN 23, 2009  
Date

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,  
490.2700.

Maritime Fiddle Festival  
Profit & Loss Statement  
Budget July 2009

Revenue	Actual 59th	Budget 60 <sup>th</sup>
Awards Sponsors	5,244.00	5,500.00
Sponsors- General	650	3,000.00
-Government Grants	27,199.59	57,500.00
Advertising -Sponsors	4,523.75	5,300.00
Workshop	700	1,500.00
Admissions	12,182.82	36,000.00
Donations	200	
Canteen		3,000.00
RV Park		2,000.00
Raffle		2,800.00
Beer Sales		3,000.00
Other-Exchange-Souvenirs	330	1,200.00
Total Revenue	51,030.16	120,800.00
Expenditures	Actual 59th	Budget 60 <sup>th</sup>
P.O.Box	136.73	150
Reg. Joint Stock Co.	26.7	28
Insurance	Rotary	2,000.00
Post/Stat/Photo/Misc	1,533.10	2,000.00
RV Park Licence	--	175
Website	7,261.69	5,200.00
Facilities-NSCC	740.15	1,500.00
-Prince Andrew	3,000.00	5,000.00
-Alderney Landing	639.64	15,000.00
YMCA	Rotary	300
Advertising	15,244.59	33,000.00
Signs/Banners	847.5	1,500.00
Workshop-Leaders	800	1,000.00
Judges-Fiddle	900	900
- Step Dance	200	200
Emcee's	1,278.00	2,000.00
Pianist	500	500
Accompanists-Step-Fiddle	100	100
Entertainment	7,224.85	30,000.00
Clergy (replacement)	N/A	N/A
Sound - Musicstop	129.95	500
Sound- PA Fine Arts	1,750.70	2,000.00
Catering/Canteen	888.74	1,200.00
Awards	5,938.00	5,500.00
Printing	3,769.68	4,000.00
Workshop Catering	200	250
Grand Prize Winner	984.6	1,500.00
Security		4,500.00
Shuttle Van Rental		600
Total Expenditures	54,094.62	120,603.00
Net Profit/ Loss	<3,034.46>	197



Special Events Advisory Committee  
Civic Event Grant Process  
Alderney Gate, 2<sup>nd</sup> Floor  
P.O.Box 1749  
Halifax, NS  
B3J 3A5

JAN 30 2009

Dear Committee Members,

2009 marks the 60<sup>th</sup> Anniversary of the Maritime Fiddle Festival in Dartmouth, NS. The annual festival is the longest running fiddle festival in Canada and possibly the oldest continuous festival of it's kind in North America. In order to celebrate this milestone the Festival Committee has planned a week of World Renowned musical talent and activities not seen in the Maritimes since the 50<sup>th</sup> Anniversary in 1999.

In past years the Festival has attracted participants and fiddle fans, not only from the Maritime Provinces but from as far away as British Columbia, Europe and all parts of the United States. For our special 60th anniversary year we are promoting the Festival to fiddling enthusiast from across Canada and the U.S.A. We have already heard from several fiddle associations in Ontario and Vermont who are organizing special bus tours to the 60<sup>th</sup> Festival. We have plans to further promote the use of bus tours from across Canada as traditionally over 80% of our audience travels from outside the HRM area. This year we have also sent special letters of invitation to as many participants from the previous 60 years for whom we can find addresses.

I have attached the bios of the entertainers we have already booked for the Festival. The list includes Maritime, National, North American and Grand Masters Champions, a number of whom have started their careers as previous winners at the Maritime Fiddle Festival in Dartmouth, Nova Scotia. Other famous Festival participants over the years have included Don Messier, John Allan Cameron and J.P. Cormier to name but a few.

I have also attached a list of the planned events for the 60<sup>th</sup> Anniversary Festival. We have added several free events this year that are open to the public as well as a GIANT Kitchen Party planned for the Alderney Landing Stage on Friday, July 2<sup>nd</sup>. The maximum cost to attend the Festival is set at only \$45.00 for a complete weekend pass. As a non-profit Society our objective is to promote the continued popularity of the fiddle as a musical symbol of traditional Nova Scotia Culture and Dartmouth as the center of the greatest Fiddle Festival in Canada.

We thank you for your consideration of our application and would relish the opportunity to make a presentation to the Committee.

Regards

A handwritten signature in black ink, appearing to read "Kevin Connors".

Kevin Connors

Co-Chair, Maritime Fiddle Festival Committee

## Message from the Premier

The Honourable Rodney J. MacDonald, MLA,  
Premier of Nova Scotia



On behalf of all Nova Scotians, a warm welcome to the competitors and spectators of the 59th Annual Maritime Fiddle Festival - a great musical tradition for our region.

A special thanks to your hosts - the Maritime Fiddle Festival and the Dartmouth East Rotary Club - for all of their efforts as they prepare for the 2008 competition. I am certain that almost six decades since the first festival was held, the festival will once again provide a vital showcase for fiddlers of all ages and great entertainment for its audiences.

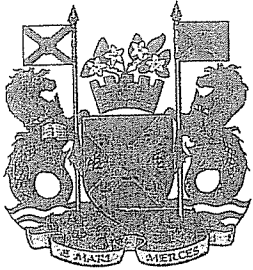
Our province is famous for its fiddle music and legendary musicians. As a fiddler myself, I know how important this festival is to encouraging others to follow the lead of these musicians and to keep the music alive.

Again, congratulations to your hosts, all competitors, and the many volunteers who help make the festival a reality. I wish all the fiddlers the best of luck. Most importantly, have fun. I hope visitors to the area find some time to enjoy the Capital region and take some extra days to tour around our beautiful province.

Sincerely,

Rodney J. MacDonald

Premier of Nova Scotia



**Councillor  
Andrew Younger**

District 6  
East Dartmouth - The Lakes

Tel: (902) 490-7035  
Cell: (902) 476-1727  
Fax: (902) 490-5983  
Email: andrew.younger@halifax.ca

Mailing address:  
Halifax Regional Municipality  
Post Office Box 1749  
Halifax, Nova Scotia  
Canada B3J 3A5

[www.andrewyounger.ca](http://www.andrewyounger.ca)

**Councillors' Support  
Office**

Tel: (902) 490-4050  
Fax: (902) 490-4122  
[www.halifax.ca](http://www.halifax.ca)

January 30, 2009

Andrew Whittemore  
Manager, Community Development  
Halifax, Regional Municipality

Dear Mr. Whittemore,

**RE: 60<sup>th</sup> Maritime Fiddle Festival Funding Application**

The Maritime Fiddle Festival comes from humble origins, but it has grown to become the longest running fiddle festival in Canada. It regularly attracts visitors from all over Canada and the United States, and frequently attracts overseas visitors.

The festival is an important event in Nova Scotia, and HRM's, summer event calendar. The unique mix of free and paid events makes the festival accessible to people of all musical interests and economic ability.

This year marks the 60<sup>th</sup> anniversary for the festival and a special, expanded, program has been booked and arranged. This expansion of the festival, while widely supported by the hospitality industry and the community, needs the financial support of the Special Event Marketing Reserve Fund.

The festival recognizes this fund is sourced through a tax on hotel rooms. Working with Dartmouth area hotel partners has been a priority of the festival both to grow the event and to ensure their needs are met.

I strongly encourage the committee reviewing the application to support this festival for a grant of \$40,000. This is a relatively small request compared to many other applications that have come before council, but the impact of this amount will be significant in the return to both HRM generally, and specifically the hospitality industry.

Sincerely,



Andrew Younger

OTTAWA OFFICE  
ROOM 449  
CONFEDERATION BUILDING  
OTTAWA, ONTARIO  
K1A 0A6  
TEL: (613) 995-9378  
FAX: (613) 995-9379  
E-mail: Savage.M@parl.gc.ca



MICHAEL SAVAGE, M.P.  
DARTMOUTH – COLE HARBOUR

CONSTITUENCY OFFICE  
PADDLER'S COVE  
300 PRINCE ALBERT ROAD  
SUITE 106  
DARTMOUTH, NOVA SCOTIA  
B2Y 4J2  
TEL: (902) 462-6453  
FAX: (902) 462-6493  
E-mail: msavage@ns.aliantzinc.ca

January 28, 2009

Halifax Regional Municipality Community Development  
Attention: Civic Event Grant Process  
Alderney Gate, 2<sup>nd</sup> floor  
P.O. Box 1749,  
Halifax, NS B3J 3A5

Dear Sir

**Re: Approval of Grant Application - 60th Annual Maritime Fiddle Festival**

I write in support of the Maritime Fiddle Festival Grant Application for the upcoming 60<sup>th</sup> Annual Fiddle Festival which will be held in Dartmouth, NS at several different venues.

Like many others, I have very fond memories of our family attending the Annual Fiddle Festival at St. Thomas More Church which started as a fundraising event to build a new church in Dartmouth. The Annual Fiddle Festival has now grown to be the longest running Fiddle Festival in Canada and perhaps North America. It continues to draw fiddle enthusiasts from across Canada and the United States.

It would be greatly appreciated if their Grant Application could be approved or at an early date which will ensure another successful Fiddle Festival.

Sincerely

A handwritten signature in dark ink that reads "Mike".

Mike Savage, M.P.  
Dartmouth-Cole Harbour

February 5, 2009

Dear Mr. Andrew Whittmore,

The Maritime Fiddle Festival has been an integral part of our community for 60 years. The festival is not only entertaining; it provides a great musical and cultural experience for all age groups.

As business owners and managers, the members of the Main Street Dartmouth and Area Business Improvement Association have watched our neighborhood experience a decline in family oriented focus. This event, notably run by volunteers; does an amazing job of embracing family values.

It deserves the support of both the business community as well as the HRM through any applicable grants available. Events of this nature are also extremely important to many of us in terms of our fiscal viability.

The festival attracts people from our community and beyond. It is a colourful feather in our tourism cap!

Kind Regards,

Heather Johnson  
Chairperson  
Dartmouth, Main Street and Area Business Improvement Association  
902-471-4843

Mr. Andrew Whittemore  
Special Events Advisory Committee  
Civic Events Grants  
P.O. Box 1749  
Halifax, NS  
B3J 3A5

Dear Mr. Andrew Whittemore:

I am writing to you today in support of the Maritime Fiddle Festival.

It is my understanding the Festival Committee has/is applying for a grant this year from the Festival and Grants Program of Halifax Regional Municipality to support the 60<sup>th</sup> Anniversary of the Maritime Fiddle Festival.

Our festival which started in Dartmouth 60 years ago is the longest running fiddle festival in Canada and possibly all of North America and it has been run in Dartmouth every year since 1951.

For the 60th we have invited National and Internationally renowned entertainers to gather in Dartmouth July 1-6, 2009 to celebrate 60 years of heritage and culture.

The Festival attracts both fiddlers and fans from across Canada and the USA. This year we have planned many extra activities which include a giant outdoor kitchen party at Alderney Landing, July 2nd and a tribute to the 60 years of continuous fiddling on Sunday, July 5th.

Thanking you in advance for your kind consideration of our request.

Sincerely,

Joan Massey, MLA  
Dartmouth East

Health Promotion and Protection and Mental Health Critic

464-3805

Andrew Whittemore  
Halifax Regional Municipality  
Civic Events Grants

Celtic Corner Public House  
69 Alderney Drive  
Dartmouth, NS B2Y 2N7  
902.464.0764  
[www.celticcorner.ca](http://www.celticcorner.ca)

RE: 60<sup>TH</sup> MARITIME FIDDLE FESTIVAL

Dear Mr. Whittemore,

I would like to express my support for the 60<sup>th</sup> Maritime Fiddle Festival. This event is potentially one of the most important dates of the year for hospitality businesses operating in the Dartmouth area of HRM. The fact that it is an international event which attracts huge numbers of out-of-town guests reinforces the mandate of Civic Events management within city administration.

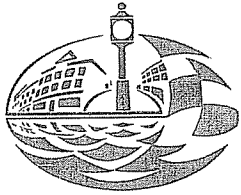
The benefits to local hotels, restaurants and pubs are readily apparent when one considers that thousands of people will require food & lodging during this event.

I hope you will see fit to recommend support for such a venerable and first rate event.

Thank you for your consideration of this matter,

Jeff McLatchy  
President/Owner  
Celtic Corner public House





DOWNTOWN DARTMOUTH  
BUSINESS COMMISSION

163 Portland Street, Dartmouth  
Nova Scotia B2Y 1J2

T: 902-466-2997

F: 902-463-9897

E: [info@downtowndartmouth.ca](mailto:info@downtowndartmouth.ca)

[www.downtowndartmouth.ca](http://www.downtowndartmouth.ca)

January 29<sup>th</sup>, 2009

Mr. Andrew Whittemore  
Halifax Regional Municipality  
Community Events  
40 Alderney Drive, Suite 200  
Dartmouth, NS  
B2Y 4P8

Re: Maritime Fiddling Festival 2009

Dear Andrew:

This year marks the 60<sup>th</sup> Anniversary of the Maritime Fiddling Festival, an event that has continued to attract larger numbers of participants and visitors to our region. The downtown business community was pleasantly surprised last year when this festival moved its operations into our downtown core region with the resulting economic spinoff being quite substantial.

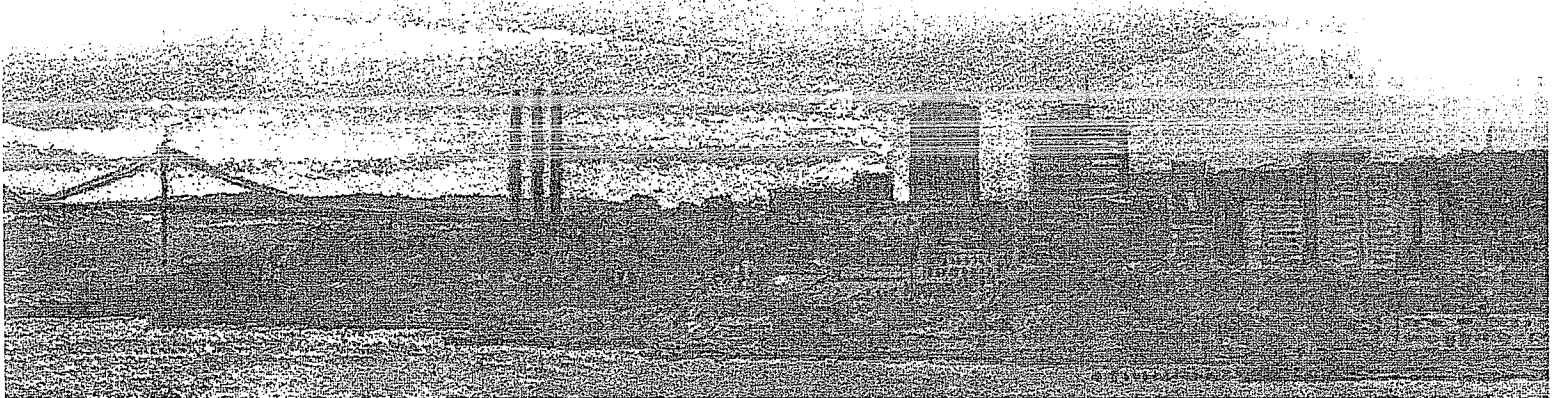
Events such as this in our community provide a unique opportunity for exposure to our businesses while at the same time providing an excellent venue for this internationally advertised production. The Downtown Dartmouth Business Commission is pleased that this Maritime Fiddling Festival is making its permanent home in our downtown region and we sincerely hope that the Halifax Regional Municipality continues its financial and other support needed to ensure a successful event.

We encourage HRM Special Events to include the Maritime Fiddling Festival in its list of approved funding recipients, as the benefits to our business community both financially and from a tourism aspect will result in a positive economic return to our overall community.

Yours sincerely,

Tim Olive, Executive Director  
Downtown Dartmouth Business Commission

c.c. Kevin Connors, Maritime Fiddling Festival



**From:** Kevin Connors <kfconnors@hotmail.com>  
**To:** <civiceventsgrants@halifax.ca>  
**Date:** 06/02/2009 4:12 pm  
**Subject:** CE0912 Maritime Fiddle Festival  
  
**CC:** <rdouglas@ns.sympatico.ca>, <andrew.younger@hal...

Hi Cat

Further to your email of Feb 5, 2006. the answers to your questions.

1) The event attracts visitors from the USA and Europe who come to HRM for the sole purpose of attending the Maritime Fiddle Festival. We also have a Fiddler<Ian Mardon from Germany attending as one of the Headline Entertainers.

Therefore I would class it as an International Event

2) Estimated attendance this year should be 5,000-6,000.

3) Based on previous years approx. 80-90% of participants are from outside HRM.

4) Based on the WTTTC study and forecasting model we would estimate that the visitors will spend approx \$1,500,000 during the 5 days of the Festival. This in addition to an estimated \$200,000 that should be spent on accomodations, due to the fact that such a large % of our audience will be travelling to HRM from outside the region and outside the Province.

We have already had three bus tours planned from Vermont Ontario and New Brunswick and expect that number to grow as we get closer to the Festival dates.

We have been in touch with the Tattoo organization and will be offering a duel package for visitor to attend the Tattoo and the Festival.

A good prortion of our Grant application will, be spent on marketing the 60th Anniversary Festival as "The Fiddle Event of 2009" thus making The 60th Martime Fiddle Festival a "Destination Event" for the Halifax Regional Municipality

Should you require further information please don't hesitate to get in touch

Kindest Regards

Kevin Connors  
Co-Chair  
60th Maritime Fiddle Festival Committee



Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

Dec 17, 08

Reviewed

Dec 18, 08

Approved

☒ Y

☐ N

Reference Number

CE 0912

Contact Information

*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\**

Event Title 25th Anniversary, Multicultural Festival 2009

Event Date 26th, 27th & 28th June, 2009 Event Location Alderney Landing

Hosting/Planning Organization Multicultural Association of Nova Scotia

Type of Organization ☒ Non-Profit ☐ For-Profit

Tax Number (if applicable)

Primary Contact. Ifty Ilyas

Position. Executive Director

Address.

1113 Marginal Road, Halifax, Nova Scotia B3H 4P7

Phone. office) (902) 423-6534

home)

cell) (902) 452-3791

fax) (902) 422-0881

Email. admin@mans.ns.ca

Webpage. www.multifest.ca



## Civic Event Grant Pre-screen Application Form

1. Which category best describes your event?

- ☒ Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.
- ☐ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- ☐ Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.
- ☐ Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.
- ☐ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.
- ☐ Other  
***If Other, please do not continue the application. Your event does not qualify for a grant.***

2. ☐Y ☒N Is your event a fundraiser, conference, competition, banquet or dinner?  
Please specify: \_\_\_\_\_  
***If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.***

3. ☐Y ☒N Does your event have a specific political or social perspective or agenda?  
***If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.***



## Civic Event Grant Pre-screen Application Form

4. ☐ Y ☒ N Have you qualified for funding through other municipal granting programs?  
*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application*

5. ☒ Y ☐ N Does your event have a cultural component?  
If so, please briefly describe:

The cultural activities continue to be an important work that the festival carries out to promote cultural diversity to the founding communities. It supports the cultural activities of over thirty ethnocultural groups in the HRM.

6. ☐ Y ☒ N Is this the first year for your event?

7. ☒ Y ☐ N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

Annual

8. ☐ Y ☒ N Is your event free to the public?  
If your event is ticketed, what are ticket prices?  
The ticket prices are: \$6.00 Adult. \$5.00 Seniors/Students/Youth. \$1.00 Children (under 5 years old FREE).

9. ☐ Y ☒ N Is your event geared towards a specific age group, demographic or community?  
If so, please specify:

10. Please provide a brief description of your event:

The festival provides an opportunity to celebrate cultural diversity through performances, workshops, ethnic food vendors and visual display of heritage through cultural arts and artifacts. The focus of the festival is on professionalism both in performances and workshops.

11. Please briefly describe the relationship between your event and the community:

The festival provides a context where persons of multicultural origins are able to represent their identities more fully to members of founding communities. It provides for a greater understanding of how ethnocultural communities express and celebrate their cultures.

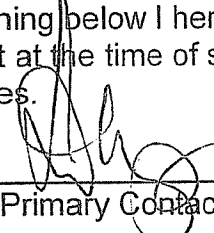


Civic Event Grant  
Pre-screen Application Form

12. Please briefly list your event's key goals and outcomes:

• The festival promotes cultural diversity. Supports and encourages artistic development of ethnocultural communities. Creates opportunities to develop new and strengthen existing relationships among ethnocultural groups and founding communities.

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

  
Event Primary Contact

12/12/2008  
Date

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:  
490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)



Marketing Levy Special Events Reserve (MLSER)  
Application Form

FOR OFFICE USE ONLY

Received

Reviewed

Approved

☐ Y ☐ N

Reference Number

Application Reference Number CEO 911

Name of event 2009 Multicultural Festival of Nova Scotia

Formatted

1. What is the theme of the event? "Together we can make a difference"
2. What is the scope of the event?  
☒ Regional ☐ National ☐ International
3. Please identify the attendance breakdown:  

<u>10.7</u>	% who are participants
<u>8.0</u>	% from the local area
<u>2.0</u>	% from outside HRM
<u>0.7</u>	% from outside NS
<u>0.0</u>	% from outside Canada
<u>83.3</u>	% who are spectators
<u>91.5</u>	% from the local area
<u>2.8</u>	% from outside HRM
<u>5.0</u>	% from outside NS
<u>0.7</u>	% from outside Canada
4. Please identify the estimated accommodation breakdown for out of area visitors  

<u>0.0</u>	% with friends or relatives
<u>0.0</u>	% in campgrounds
<u>0.0</u>	% in hotels or motels
<u>0.0</u>	% in bed & breakfasts
<u>0.0</u>	% in other: <u>Unable to quantify, as accomodation breakdown was not taken as part of the festival visitor survey</u>

## Marketing Levy Special Events Reserve (MLSER) Application Form

- |    |  |        |            |        |               |
|----|--|--------|------------|--------|---------------|
| 5. | Number of full-time positions created by event | Prior  | <u>7</u>   | # Days | <u>= 1008</u> |
|    |  | During | <u>9</u>   | # Days | <u>= 27</u>   |
|    |  | After  | <u>7</u>   | # Days | <u>= 370</u>  |
| 6. | Number of part-time positions created by event | Prior  | <u>2</u>   | # Days | <u>= 61</u>   |
|    |  | During | <u>4</u>   | # Days | <u>= 12</u>   |
|    |  | After  | <u>1</u>   | # Days | <u>= 54</u>   |
| 7. | Number of volunteer positions created by event | Prior  | <u>3</u>   | # Days | <u>= 144</u>  |
|    |  | During | <u>795</u> | # Days | <u>= 100</u>  |
|    |  | After  | <u>1</u>   | # Days | <u>= 54</u>   |
8. How does this help to build capacity in the event sector in HRM?  
See attached Answers to Questions 8 - 17
9. How does this contribute to the growth of a specific industry sector nationally?  
See attached Answers to Questions 8 - 17
10. Briefly describe the event's activities:  
See attached Answers to Questions 8 - 17
11. Briefly describe the event's marketing strategy (attach paper as necessary):  
See attached Answers to Questions 8 - 17
12. Will the event be marketed outside HRM? NS? Canada? If so where and how?  
See attached Answers to Questions 8 - 17
13. How will the event be evaluated? See attached Answers to Questions 8 - 17
14. Historical Background (if applicable) See attached Answers to Questions 8 - 17
15. Cultural Component (if applicable) See attached Answers to Questions 8 - 17
16. Tourism Component (if applicable) See attached Answers to Questions 8 - 17
17. Economic Impact Component (if applicable) See attached Answers to Questions 8 - 17



## Marketing Levy Special Events Reserve (MLSER) Application Form

18. Please attach:

- ☒ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
- ☒ A complete budget for the event's last active year.
- ☒ A copy of the last committee meeting minutes or notes (1 meeting).
- ☒ A list of committee members and contact information.
- ☒ Any additional information you feel relevant.

19. Should the event receive funding, who should the cheque be made out to:

Multicultural Association of Nova Scotia

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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 coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date.

### ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, Multicultural Association of Nova Scotia (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.

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.

This application was approved by the Board of Directors/Executive at its meeting held on 04/02/2009 (date)

Iffy Ilyas - Executive Director  
Primary Contact

06/02/2009  
Date

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,  
490.2700, CivicEventsGrants@halifax.ca

**ANSWERS TO QUESTION (8) TO QUESTION (17)**  
**FOR THE MLSE APPLICATION**

**8. How does this help to build capacity in the event sector in HRM?**

The Festival builds the capacity and commitment of multicultural communities in the HRM by enabling individuals and ethnocultural groups to take an active role in their communities and to contribute to the overall well being of their communities. Communities are strengthened when people come together and become involved in community organizations and activities. The Festival by assisting groups to develop their confidence, knowledge and skills identifying community needs, contributes to building capacity in the event sector in the HRM, and encourages greater access to and active engagement of those who are traditionally left out of cultural activities.

**9. How does this contribute to the growth of a specific industry sector nationally?**

The Festival by building the capacity of multicultural communities contributes to human, social and economic growth of the multicultural arts and culture sector in the region and both, provincially and nationally. The Festival helps in the development of multicultural youth through the performing arts, and empowers emerging youth leaders to enhance their leadership skills, and deepen their understanding about the arts and culture sector. The Festival helps in building relationships among people, thereby adding value to community life and provides the basis and infrastructure for forming social networks that help support multicultural arts and culture sector across Canada.

**10. Briefly describe the event's activities:**

This year, the Multicultural Association of Nova Scotia (MANS) will celebrate the 25<sup>th</sup> anniversary of its Multicultural Festival. The three-day Festival will again take place at Alderney Landing on the Dartmouth Waterfront where thousands of new and returning patrons will share and enjoy the experiences of unique cultural foods, colorful performances and a greater understanding of history and customs from countries around the world.

The 2009 Festival taking place the weekend of June 26 - 28, 2009, will mark a milestone twenty-five continuous years of celebration of cultural diversity. Nova Scotians have supported the Festival through their active participation each year and many have contributed as volunteers to make it work. The Festival has grown into a spectacular display of culinary, educational and entertaining experiences. This exhilarating three-day event, which celebrates the rich and diverse cultures and heritage of Nova Scotia, has something for everybody. There will be a total of over 500 professional and amateur performers in dance, music and other disciplines, with special guests coming from other provinces, the United States and from overseas to participate. Performances will run through the day and into the night during the Festival.

This being our 25<sup>th</sup> Anniversary year, we intend to hold several pre-festival events during the week of the Festival in and around the Halifax metro area, in addition to the Alderney Landing festivities. For the first time ever, the following pre-festival performances will take place at the Rebecca Cohn Auditorium featuring our finest performers.

- Two music shows accommodating a thousand school children each (morning and afternoon) from the Halifax Regional School Board and from adjacent school Boards within proximity of a 100 kilometers of the HRM, will see talented musicians performing traditional and cultural music.
- A spectacular cultural dance extravaganza featuring local and foreign performers will be another pre-festival event that will be held in the evening once again at the Rebecca Cohn Auditorium.

- Three foreign language movies (subtitled) promoting cultural diversity (screened at a matinee, and early and late evening) will be shown at one of the cinemas in Halifax as a pre festival event.
- An evening of music featuring a well-renowned musician accompanied by other famous and talented musicians will together take the stage at the Events Plaza, Alderney Landing on Friday kick starting the weekend festivities.

We anticipate a large turnout of visitors to the Festival and to these planned pre-festival events.

**11. Briefly describe the event's marketing strategy (attach paper as necessary):**

The Multicultural Festival is supported by a full media campaign that includes print, broadcast, and web, as well as extensive public relations efforts. Broadcast marketing include PSAs, as well as television and radio adverts and interviews. Print media includes adverts in Newspapers and magazines. Other advertising includes Transit, Billboard, Flyers, Brochures as well as a campaign to distribute Posters at key locations in the HRM and other locations in Nova Scotia.

Please see attached marketing strategy for promoting the Festival.

**12. Will the event be marketed outside HRM? NS? Canada? If so where and how?**

It is our intention to widely publicize the Festival outside the HRM. Since this is the largest multicultural Festival east of Montreal, we want the Festival promoted in the rest of the province and in Atlantic Canada. With assistance from NS Tourism, it is proposed to conduct a marketing campaign to attract visitors to visit the Festival from outside the HRM and from Nova Scotia, as well as visitors from the Maritimes and Atlantic Canada.

**13. How will the event be evaluated?**

The 2009 Multicultural Festival will be evaluated in more detail than in previous years. In 2008, the Festival started conducting visitor surveys, with face-to-face interviews, which were done on-site at the Festival. In addition to the visitor survey, volunteers and vendors were also surveyed to get their feedback on the Festival.

However, in 2009, it is proposed to undertake a detailed Economic & Tourism Impact study of the Festival by partnering with either the Business or Economics department of one of the local universities to evaluate the contribution of the Festival to the economies of both the HRM and the province.

**14. Historical Background (if applicable)**

Over the many years the Festival has continued to grow in stature and continues to attract tens of thousands of visitors from the Halifax Regional Municipality and other regions of Nova Scotia. For the past twenty-four years the Festival has welcomed Nova Scotians where, for a few days, the tens of thousands of people who attend are immersed in an embrace of cultural diversity. Through performances, cultural displays and the conversations that arise before, during and after the shows, people learn more about one another. The entertainment has been second to none, as we continue to attract quality professional performers from many provinces, the United States as well as internationally renowned artists to perform at the Festival. The Festival has created a platform for multicultural communities to come together and share their social and cultural differences, and it is about people coming together and having fun.

**15. Cultural Component (if applicable)**

MANS was originally mandated by the Provincial Government to represent the interests of the multicultural organizations and communities, and now over a hundred cultural groups are represented in the province. MANS has been the voice of multiculturalism in the province for the past 34 years. It has been an important building block in creating a welcoming community for newcomer immigrants to the province.

The Multicultural Festival provides a context in which cultural groups are able to represent their multidimensional identities more fully to other Canadians, and it provides a relaxed atmosphere where people might ask questions about cultural issues that they would not otherwise ask. The Multicultural Festival provides an excellent venue and context for inter-cultural experiences and training. The Annual Multicultural Festival reflects the diversity that immigration has brought to our province and encourages all of us to learn more about the rich cultural heritage contributed by the many individuals who have come from many different countries and call Nova Scotia their home.

#### **16. Tourism Component (if applicable)**

The Festival gives the opportunity for communities to develop and share their culture with tourist visitors who come to enjoy, interact and gain valuable cultural experience, and see how multicultural communities celebrate their culture.

Tourist visitors to the Festival have major effects on the local economy directly and indirectly. Their spending on local goods and services has a direct impact on local businesses and also pass the benefits more widely across the economy and the community.

Over the many years, the Festival has attracted more and more visitors and tourists to the area and has had considerable economic and social impact on the local community of Dartmouth and the surrounding areas. It has created an image and reputation for the local area to enjoy economic benefits of tourism from this unique event. The Festival has developed significant tourist visitor audiences who come from all over to celebrate multiculturalism during the weekend of the Festival.

#### **17. Economic Impact Component (if applicable)**

The multicultural communities are increasingly a vital element in Nova Scotia society. The annual Festival demonstrates and celebrates the existence of Nova Scotia's cultural diversity. Over the past 24 years many businesses and organizations, large and small has benefited and continue to benefit from partnering with the Festival. The Festival has developed a loyal audience. Historically, attendance has been primarily from the Halifax Regional Municipality, although recent marketing initiatives have expanded the festival's target market to include weekend visitors, day adventurers and packaged tours.

The Festival gives rise to opportunities for local performing groups to increase their artistic development through their exposure to the skills and techniques of more advanced groups attracted to perform at the Festival. These local groups will themselves contribute to the economic growth in the region as they in turn grow and participate in other venues.

In addition to the paying audience, there are over 800 volunteers each year, representing HRM's diverse communities, sharing their time and effort for such a good cause.

All these people have an economic impact on the economy. People who come to the Festival (both the audience, the performers and other participants) contribute to this impact by spending their money for transportation, food and accommodation. The attraction of the Festival has not been lost on the provincial tourism industry as well, as it offers one more reason for visitors to Halifax and the province to either come in the first place, or to stay longer. In 2008, the Festival attracted around 16,000 paying visitors. Increased visitor attendance is a primary target for the 25<sup>th</sup> Anniversary, 2009 Multicultural Festival. With new marketing and promotion strategies we hope to reach different audiences in Nova Scotia and across the Maritimes.

See enclosed: 2008 MULTICULTURAL FESTIVAL VISITOR SURVEY

**MARKETING PLAN**  
**FOR THE MULTICULTURAL FESTIVAL**

**COVERAGE OF EVENT – MEDIA & OFF-SITE**

**Newspapers**

1. Commercial adverts
2. Community adverts
3. Press releases
4. Festival Inserts

**Television**

1. TV adverts
2. Community cable Adverts
3. TV-PSA

**Radio**

1. Commercial spots
2. Community spots

**Media Interviews**

1. E.g.: TV, Print & Radio

**Transit**

1. Bus Panel (Back)
2. Transit Post Cards
3. Shelters Bus/Terminals
4. Mobile- vans

**Billboards**

**Off-Site Bulletin Signage** – across Metro Halifax

**Magazines**

1. Atlantic/Provincial
2. Local

**Posters** – 8x14 (legal) & 11x17 (tabloid)

**Brochures** – Festival & Pre-festival events

**Advertising** – Pre-festival events

**Souvenir Program** – distributed across the province (Libraries/Schools/Community organizations)

**Letterhead / All festival correspondence/Forms**

**Website** – Multifest.ca

1. Front Page Banner
2. Sponsorship Page
3. Link to Sponsor

**Raffle** – tickets (20,000) & related advertising

# A REPORT ON THE 2008 MULTICULTURAL FESTIVAL VISITOR SURVEY

## **Introduction**

The 24<sup>th</sup> Annual Multicultural Festival was held at the Events Plaza, Alderney Landing in Dartmouth on the 20, 21 & 22 of June 2008. This Festival, the largest multicultural event east of Montreal, has been a hallmark event in Dartmouth for more than eighteen years, heralding the beginning of summer festivities in the area. The Festival held over a three-day period provides free entertainment during the weekend, which includes live music, folkloric & cultural dances, children's entertainment, performance and music workshops, and cultural foods to suit every palate prepared by ethnocultural groups living in Nova Scotia.

In addition to the visitor survey two other surveys were conducted. We surveyed our volunteers at the Festival, as well as participating vendors who were surveyed after the Festival was over.

This report presents an analysis of the results of the survey of Festival visitors at the 2008 Multicultural Festival.

## **Survey development**

The 2008 Multicultural Festival visitor survey captured a number of aspects of the event including:

- Demographic details of the visitors;
- Visitors satisfaction with the event, and with various aspects of it;
- How visitors had found out about the event;
- Visitors' awareness of sponsors;
- The contribution of the Festival volunteers; and
- Improvements and recommendations to the festival.

## **Data collection**

A survey of visitors attending the Festival was conducted over the three-day period by several interviewers. Of those visitors approached, 141 visitors agreed to participate in the survey.

The survey was conducted by face-to-face interviews at different time periods between 5.00 pm and 9.00 pm on Friday, 11.00 am and 9.00 pm on Saturday and 11.00 am and 6.00 pm on Sunday. Interviewers approached randomly selected visitors on-site and were asked to complete as many interviews as possible. Interviewers were also asked to record refusals to participate and to attempt to elicit information on whether a visitor was from the local area (from Dartmouth), or from outside of Dartmouth but within the HRM, from the rest of province, out-of-province or from other origin (USA/overseas).

## **Response rate**

Interviewers approached a total of 196 visitors. A total of 141 surveys were completed with a response rate of about 72%.

The response rate was high for face-to-face interviews, because it is possible that responses were recorded more accurately as interviewers assisted visitors with the survey, and the perceptions and information recorded may have been more accurate as it was collected during the Festival rather than some time after the end of it. Conversely, it is also possible that information that required more careful calculation and thought may have been less accurately reported in the busy context of face-to-face interviews. In addition, the presence or absence of an interviewer may have influenced the way the respondents interacted with the interviewer contributing to either satisfaction or dissatisfaction with the Festival.

## VISITOR DEMOGRAPHICS

### **Age and Gender**

Visitors of all ages were well represented at the Festival with over half of the visitors (57%) between the age of 26 and 45 years, and about 22% under the age of 25 years. The sample of respondents showed a relatively even spread where gender was concerned.

### **Festival attendance**

Thirty-four percent (34%) of the visitors were residents of Dartmouth. Fifty-seven percent (57%) of the visitors came from rest of the HRM, and 9% came from outside the HRM, and these two groups together were counted as non-resident visitors. Forty-four percent (44%) said they attended the Festival the previous year (2007), and 56% indicated that they have attended the Festival repeatedly for the past 7 years. Family groups made up just over a half of those attending the Festival (51%), with groups of friends at 48% making the rest. None of the visitors interviewed attending the Festival were part of an organized tour, although the possibility existed as evidence in previous years.

When asked how long they stayed at the Festival, 44% said they stayed between 1 to 3 hours whilst 35% reported they stayed for over half a day. When visitors were asked how many days' they attended the Festival, their responses ranged from one to 3 days and 42% said they came back more than once during the weekend. Almost half stated that they attended the event for one day (47%) with an average attendance of two days.

## SATISFACTION WITH THE FESTIVAL

Eighty-seven percent (87%) were either very satisfied or satisfied with the Multicultural Festival overall. Two other measures of the level of visitor satisfaction are the likelihood that they would attend the Festival again the following year, and whether or not they would recommend the Festival to a friend. From the visitors attending the 2008 Festival:

- 92% were likely or very likely to attend again in 2009; and
- A majority of those surveyed would recommend the Festival to a friend.

Food was most frequently mentioned as the thing that people liked most about the Festival. Visitors liked the variety and diversity of the kinds of food presented. Bands & live music entertainment and Folkloric and cultural dances were second and third as most liked about the Festival. However visitors also liked the opportunity the Festival provided for the community in the Halifax Regional Municipality, and all of its diverse cultural groups, to come together in a very positive atmosphere. A sense of community pride was also evident from visitor responses.

Eighty-one (81%) of visitors were satisfied with the value for money of the Festival although some suggested that food could be provided in smaller portions that were cheaper and allowed them to sample more.

While a majority of visitors were 'very satisfied' or "satisfied" with the Festival's value for money, a small percentage reported that they were dissatisfied with this aspect. It is highly likely that their views about value for money were strongly influenced by food prices rather than the price of tickets, which has remained unchanged since 2004.

Visitors were asked to describe, in their own words, what they liked most about the Multicultural Festival. The following phrases provide a count of replies categorized into common themes.

*"No improvements. All is great" "I think it is just great the way it is"*  
*"This is our favorite festival. It starts off the summer for us"*  
*"People embracing multiculturalism"*  
*"Good to see people getting along"*  
*"A very enjoyable and important event"*  
*"Beautiful to see different cultures sharing their best with one another"*  
*"Festival shows how diverse we are and it shows off the way we like to celebrate"*

## **Location**

Other aspects of the Festival that visitors commented included the location of the Festival. Although many were happy that Dartmouth was the chosen location, many others commented that the Festival would draw a larger attendance and would prefer if it were held in Halifax.

## **Atmosphere**

The atmosphere of the Festival was mentioned as something they liked most by 45% of the visitors interviewed. Many visitors mentioned the overall Festival ambience and crowds as important to the atmosphere and described social and community aspects of the event as being something they liked most, which gave them an opportunity to meet friends, bring people together and as an event that was for people of all ages and cultures.

Visitors also described the positive benefits of the Festival to the community. For some the event was something that started the summer events season, for others it raised awareness of the multicultural nature of the community. Some visitors expressed a sense of pride in the way the Festival showcased the positive aspects of the people living in the Halifax Regional Municipality.

## **Culture**

A majority of respondents specifically identified the cultural aspects of the event as being something they liked most about the Festival.

## **Entertainment**

Apart from the food, the folkloric cultural dancing, bands and live music generally were identified, as the things most liked by 67% of visitors. About 40% of those surveyed desired more crafters and artisans, although a representative number of sellers of crafts were in attendance at the exhibits pavilion. The variety and diversity of the experience in terms of the cultures on display or the entertainment presented was mentioned by 31% of satisfied respondents. That much of the entertainment was free was also appreciated. However, some visitors did not appreciate the scheduling of professional artistes followed by amateurs.

## **Food**

Visitors who were interviewed, most frequently identified food as the thing they liked most. Improvements to the festival that related to food suggested by visitors were largely concerned with the size of portions. As people were keen to sample many different dishes, they frequently found the portions were too large and were spending more than needed for meal size portions rather than purchasing sample size portions.

## **Vendors**

Many of the vendors participating at the festival were very satisfied with the Festival. When asked to rate the Festival with rating levels from '0' to '10' many of the vendors rated the Festival at '8' and higher. The increased number of visitors to the Festival provided the vendors with increased sales and many of the food vendors 'sold out' their stock during the first two days of the Festival.

## **Alcohol**

The availability of alcohol although receiving mixed responses was largely seen as a positive aspect of the Festival. Respondents approved that the Festival permitted drinking. Those who commented negatively in relation to the availability of alcohol expressed concerns about the potential for trouble. However there were no reports of antisocial behaviour and it was noted that people were "well behaved" and the Festival was "family friendly". It appears that the availability of alcohol in the context of a Festival event more focused on food and entertainment supported the responsible consumption of alcohol.

### **Favorite event**

Visitors were asked to identify their favorite event. Bands and live music together with cultural dances were mentioned by a majority of visitors and responses predominantly referred to or related to specific performances that peaked their interest. Responses to this question were also largely consistent with the 'what did you like most about the Festival' question, and children's activities also emerged as a favorite among visitors who felt that the Festival as a family event should continue to provide a variety of fun activities for children.

### **Disability access**

Mobility impaired visitors found the Festival site fully accessible. Although a couple of accessible parking spots were close to the entrance, some reported difficulty with parking in general for the mobility impaired, as they had to find parking some distance away from the Festival and found getting to the Festival site tiresome.

### **Event Promotion**

43% of visitors felt that there needed to be more advertising and public awareness of the Festival both provincially, locally and particularly in the lead up to the Festival. Visitors were asked how they first found out about the Festival. Most of those interviewed reported that they found out about the festival either from word of mouth (27%) or from previous knowledge of the event. Many visitors learned about the event through the Festival website. Website hit counts showed that there were 10,982 unique visits to the Festival website between mid May and mid June 2008.

Primary awareness of the Festival through media sources was from the *Chronicle Herald*, and radio - *C100*. Comparing different media types, newspapers proved most effective in reaching the largest number of those surveyed, followed by radio, the website, and television. Coverage or advertising in newspapers, radio or television reached 20% of visitors, with newspaper and radio advertising being equally successful in reaching people with the message for the first time. Almost two thirds (65%) knew about the Festival from word of mouth or from previous knowledge.

People who added Nova Scotia Multicultural Festival to their itinerary also added these events as well (top 5 shown), which shows the importance of the Multicultural festival to the region:

1. Nova Scotia's Gem & Mineral Show
2. Sherbrooke Village Summer Festival
3. The Atlantic Fringe Festival
4. Neptune Theatre
5. Ste-Anne Church 100th Anniversary (2008)

Source: Destination Nova Scotia

### **Sponsor awareness**

Visitors were asked to name sponsors of the Festival. They were not provided with any cues for responding to this question. Most did not immediately recall sponsors of the Festival. While this may appear to be a relatively low level of visitor awareness of Festival's sponsors, it must be noted that visitors were asked to recall sponsors without any recall cues. This is a much more difficult cognitive task than asking visitors whether they recognize sponsors' names from a list. Sponsors recalled by visitors were Western Union, Royal Bank, Michelin and the CBC (who was a sponsor in previous years). Whereas an individual able to recall a sponsor without cues indicates that the sponsors' name has been given a strong association with the event in the individual's memory. This validates that the names recalled are strongly associated with the event in these visitors' minds.

## Festival improvements

Responses to the question "How can the Multicultural Festival be improved?" shed further light on some improvements in relation to the Festival from the viewpoint of the visitors.

While crowds added to the positive atmosphere of the Festival, overcrowding at the Food Pavilion was an area for improvement. However, crowding problems largely arose between 12:00pm and 2:00pm and 4:00pm and 6:00pm, which were peak times for lunch and dinner.

A rest area for seniors, and mothers with babies and toddlers was identified as a need that must be considered. Rubbish disposal was also a problem identified by many visitors, with the need to empty the bins more frequently than the availability of bins. Also the lack of proper disposal of garbage was a cause for concern. Despite having volunteers 'Green Patrol' posted close to the bins, some visitors continued to ignore recycling instructions when disposing of garbage. More parking was also cited as a concern and needed improvement. Some visitors were disappointed to find their nationality missing from the stalls or wanted more of the entertainment they enjoyed.

*"Some food stalls are a bit expensive"*

*"Smaller samples of food so you can sample more before getting too full up"*

*"If the festival hours begin at 10 am everything including food should be ready to be served. It is 1-1/2 hrs into the event and some food vendors are still not prepared"*

*"Hold the festival in an area that is more easily accessible, with parking or have more buses running"*

*"Frequent garbage bin disposals. A place to change money, and more live music when festival opens"*

*"Smaller portions of food, less cost, more variety to sample"*

## Impact of volunteers

In addition to those in formal full-time employment for the Festival, there are volunteers working at the Festival too. Most volunteers interviewed said they worked a three-hour shift for up to six to ten hours at the Festival. Some volunteers who spent time supporting Festival related activities in the run up to the event gave substantial amounts of unpaid time. 'More than 20 hours' was the most commonly cited length of time.

The 795 volunteers at the Festival donated an estimated 2,385 volunteer hours. The volunteers came from three streams, namely, MANS Festival volunteers, Royal Bank bonded Ticket sales volunteers and vendors volunteers who manned the food, BBQ and exhibits booths. Economists determine the impact of volunteer labor by calculating the opportunity foregone (not being available for work) by volunteering. The **averaged** hourly wage rate for Nova Scotia (2008) is determined at \$14.45. Therefore the value of volunteer work at the Festival that translated into an employment impact was 1.04 full-time equivalent jobs.

A key motivator for volunteering is community support and the social aspects. Two thirds of the volunteers said that volunteering had helped to improve their skills and knowledge, and three quarters believed that the experience would help to create new opportunities for them. Almost all of the volunteers described their experience helping at the Festival as 'good' or 'very good', and reasons included 'because it brings the multicultural communities together'.

## Recommendations

The following are useful additional visitor feedback on how the Festival could be improved:

- The need for additional crowding reduction measures at the Food Pavilion. This was particularly an issue at peak time, which could be said to extend between 12:00pm and 2:00pm and 4.00 pm to 6.00 pm.
- Smaller sample size portions of food available at food stalls;
- Additional toilet facilities;

- Improved garbage removal;
- More activities for children on all three days;
- Availability of Festival programs in newspapers or letterboxes just prior to the Festival in all HRM households.
- Advertising more frequently in the lead up to the Festival, which was likely to increase Festival attendance.

## **Conclusion**

The ability to draw conclusions about the economic contribution of the Festival to the local economy would be strengthened by undertaking a more detailed and comprehensive survey of non-resident visitors to the Festival, and by structuring the full survey to an identified sub-sample of visitors who travel to Halifax to attend the Festival from both intra-and inter province, the United States and from overseas.

This survey shows that the three-day long Multicultural Festival produced a significant impact on visitors. The overwhelming majority of the people who attended the festival plan to return next year. The number of those who will attend is likely to grow each year. It is possible that if the news of the Festival were broadcast more widely, outside the HRM and in the Maritime region attendance would rise, generating a greater economic impact for the area.

## 2008 & 2009 MULTICULTURAL FESTIVAL BUDGET

### REVENUES

CATEGORY:	ACTUAL 2008	2009
HRM	7,500.00	40,000.00
SERVICE CANADA/HERITAGE CANADA	14,686.00	11,100.00
WESTERN UNION	7,500.00	7,500.00
ATLANTIC LOTTERY	6,000.00	6,000.00
MICHELIN CANADA	2,500.00	2,500.00
ALIAN T	2,500.00	2,500.00
ROYAL BANK	1,750.00	2,000.00
O'REGANS	500.00	1,000.00
SOUVENIR PROGRAM ADVERTISING	2,900.00	4,500.00
GATE RECEIPTS - FESTIVAL	50,056.00	40,000.00
GATE RECEIPTS - SPECIAL EVENTS	-----	65,000.00
BEVERAGE SALES	11,435.00	16,000.00
GROUPS/VENDORS (FOOD/SALES)	28,716.00	30,000.00
CORPORATE FEES	4,010.00	6,000.00
HST RECOVERABLE & GRATUITIES	6,313.00	7,000.00
<b>TOTAL</b>	<b>146,366.00</b>	<b>241,100.00</b>

### EXPENDITURES

CATEGORY:	ACTUAL 2008	2009
ACCOMODATION	In-kind	5,000.00
ADMINISTRATION /INSURANCE	14,134.00	20,400.00
ENTERTAINMENT	7,870.00	72,000.00
FACILITIES	27,585.00	45,000.00
FOOD/BEVERAGE	4,500.00	7,400.00
PROMOTION	12,705.00	21,300.00
SERVICES	29,827.00	40,000.00
TRANSPORTATION	883.00	6,000.00
VOLUNTEER EXPENSES	1,266.00	9,000.00
HST AGGREGATE	12,600.00	14,000.00
<b>TOTAL</b>	<b>111,370.00</b>	<b>241,100.00</b>
<b>SURPLUS / (DEFICIT)</b>	<b>34,996.00</b>	

(The surplus of \$34,996 was used to hire an Events Coordinator and P/T Projects Officer)

<b>IN-KIND – SPONSORSHIPS, DONATIONS</b>	<b>40,148.00</b>	<b>80,570.00</b>
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Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

Jan 15, 08

Reviewed

Jan 15, 08

Approved

☒ Y ☐ N

Reference Number

CE 0923

Contact Information

*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\**

Event Title CTV OLYMPIC CELEBRATION

Event Date FEB. 23, 2010 (TBD)

Event Location City of Halifax to recommend.

Hosting/Planning Organization

CANADA'S OLYMPIC BROADCAST MEDIA CONSORTIUM

Type of Organization

☐ Non-Profit

☒ For-Profit

Tax Number (if applicable)

N/A

Primary Contact. Leanne Bernardo

Position. Project Manager,  
Business Development

Address 9 Channel Nine Court, Annex Building

Scarborough, ONTARIO M1S 4B5

Phone.

office) 1-416-384-5722

home) n/a

cell) 1-416-795-8827

fax) 1-416-332-7411

Email. leanne.bernardo@ctv.ca

Webpage.



## Civic Event Grant Pre-screen Application Form

1. Which category best describes your event?

☒ Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.

☐ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.

☒ Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.

☐ Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.

☐ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.

☐ Other  
*If Other, please do not continue the application. Your event does not qualify for a grant.*

**Civic Event Grant**  
**Pre-screen Application Form**

2. ☐ Y ☒ N Is your event a fundraiser, conference, competition, banquet or dinner?  
Please specify:

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*

3. ☐ Y ☒ N Does your event have a specific political or social perspective or agenda?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

4. ☐ Y ☒ N Have you qualified for funding through other municipal granting programs?

*If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.*

5. ☒ Y ☐ N Does your event have a cultural component?  
If so, please briefly describe:

Local and/or cultural entertainment will be showcased on the main stage throughout the event day.

6. ☒ Y ☐ N Is this the first year for your event?

7. ☐ Y ☒ N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

Event is happening in conjunction with the 2010 Vancouver Games ONLY

8. ☒ Y ☐ N Is your event free to the public?  
If your event is ticketed, what are ticket prices?

Tickets may be required to monitor evening concert capacity if held indoors; however, tickets will be free to the public



**Civic Event Grant  
Pre-screen Application Form**

9. • Y ☒ N ☐ Is your event geared towards a specific age group, demographic or community?  
If so, please specify:

Different parts of the day will focus on different local demographics and markets.

10. Please provide a brief description of your event:

One day celebration of the 2010 Vancouver Games, to take place during the Olympics. Will include a large, tier-one talent concert, live Olympic broadcast, fish area, experiential zone

11. Please briefly describe the relationship between your event and the community:

CTV, as the official broadcaster of the 2010 Vancouver Games would like to bring an international event to a local / grassroots level; bringing the Games live to 16 different cities (capitals and 2 former host cities) throughout the 2010 Vancouver Games.

12. Please briefly list your event's key goals and outcomes:

1. To inspire the Nation and celebrate the Olympian in all of us by providing an international experience on a grassroots level  
2. Provide an Olympic Broadcast "LIKE NEVER BEFORE"

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

Manne Fernando  
Event Primary Contact

January 12, 2009  
Date

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:

**490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)**

Halifax Regional Municipality  
Marketing Levy Special Event Reserve (MLSER)  
Application Form

Canada's Olympic Broadcast Media Consortium  
9 Channel Nine Court  
Scarborough, Ontario M1S 4B5

Halifax Regional Municipality  
Community Development  
Attn: Civic Event Grant Process  
Alderney Gate, 2<sup>nd</sup> Floor  
P.O. Box 1749  
Halifax, Nova Scotia B3J 3A5

To whom it may concern,

Please find attached an application for a grant from the Marketing Levy Special Events Reserve from the City of Halifax. Canada's Olympic Broadcast Media Consortium (The Consortium) will be hosting a series of events across Canada throughout the course of the 2010 Vancouver Games, with one potential Celebration locating being in Halifax, Nova Scotia. The Consortium respectfully submits this application for your review to request funding assistance for the event in Halifax. Specifically we are requesting funding to cover the cost of the venue as well as any extra equipment and services required by or at the venue, plus additional funding for promotion of the event in and around the Halifax area and other event-related costs.

Included in this package is the general application with information pertaining to each application category, as well as a significant amount of supplemental and background information to provide as much detail as possible about the CTV Olympic Celebration property.

Should you have any questions about any of the information that has been submitted in this package, please do not hesitate to contact me at anytime.

Thank you very much for your consideration in this regard, and I look forward to hearing back from you.

Sincerely,

*Leanne Bernardo*  
Project Manager, Business Development  
Canada's Olympic Broadcast Media Consortium  
Tel: 416.384.5722;  
Mob: 416.795.8827  
Email: [leanne.bernardo@ctv.ca](mailto:leanne.bernardo@ctv.ca)  
Web: [www.CTVOlympics.ca](http://www.CTVOlympics.ca)

Halifax Regional Municipality  
Marketing Levy Special Events Reserve (MLSER)  
Application Form

Application Reference Number: CE0923

**EVENT BACKGROUND**

1. Name of Event: CTV Olympic Celebration
2. Hosting/Planning Organization: Canada's Olympic Broadcast Media Consortium (The Consortium). Please refer to Appendix C for a full description of the Host Organization.
3. Type of Organization: For Profit - Canada's Olympic Broadcast Media Consortium is a partnership between CTV, Rogers and the Globe and Mail created to provide Canadians with a well rounded and thorough broadcast of the 2010 and 2012 Olympic Games. All three of these media companies are for-profit organizations; however, the Consortium's purpose and priority in creating and executing the CTV Olympic Celebration is to extend the broadcast to as many Canadians as possible, not necessarily to recognize a profit through this particular asset. The Consortium's goal for the CTV Olympic Celebration is to break-even and provide an experience "like never before" to people across the Country.
4. Primary Contact:  
Leanne Bernardo  
Project Manager, Business Development  
Canada's Olympic Broadcast Media Consortium  
Office: (416) 384-5722; Cell: (416) 795-8827  
Email: [leanne.bernardo@ctv.ca](mailto:leanne.bernardo@ctv.ca)  
Webpage: [www.CTVOlympics.ca](http://www.CTVOlympics.ca) or [www.RDSOlympiques.ca](http://www.RDSOlympiques.ca)
5. Event Theme: The CTV Olympic Celebration is a festival-inspired series of events whose theme focuses around the Olympics, but specifically the 2010 Vancouver Games. The CTV Olympic Celebration in Halifax will celebrate Canada's participation in the 2010 Winter Games and provide the residents of Nova Scotia with a way to celebrate and experience the live International event in their home province.
6. Event Objectives and Goals (in order of priority)
  - o Increase the reach of the CTV and Rogers broadcast across Canada, and provide as many Canadians as possible with the opportunity to watch the 2010 Vancouver Games LIVE through the Consortiums multiple broadcast mediums
  - o Provide Canadians with a way to experience the 2010 Vancouver Games live in their own backyard. Only 400,000 Canadians will get to experience the Games live in Vancouver and Whistler; 33 million Canadians will not be in Vancouver or Whistler during the 2010 Vancouver Games. The CTV Olympic Celebration extends the spirit of the Games across the Country to people who

- will not have the opportunity to be in British Columbia during the 17 days of competition
  - Create a grassroots outlet for Olympic Clients and Sponsors to participate in and with, as well as an outlet for Olympic sponsors to have the opportunity to create direct contact with Canadians on a local level.
- 7. Dates and Times: Currently, the projected date for the CTV Olympic Celebration live execution in Halifax is: Monday, February 22, 2010 or Tuesday, February 23, 2010. The event is projected to begin at 10:00am and end at approximately 11:00pm, pending City noise restriction bylaws. Furthermore, The Consortium will require the two days before the execution date for set-up and installation, and one day after the event for tear-down.
- 8. Past Dates/Years (if applicable): Not applicable; this is the first year for this event.
- 9. Future Dates/Years (if applicable): There is a possibility that the Consortium will execute the event again in Canada during the 2012 Games in London, England. The 2012 execution is completely dependant on the success of the 2010 event and is still speculative, therefore cannot be confirmed at this point in time.
- 10. Locations: The Cities that have confirmed interest in participation are as follows (with potential venue included)
  - Victoria, British Columbia: Royal Athletic Park or Inner Harbour (Outdoor)
  - Edmonton, Alberta: Churchill Square (Outdoor)
  - Calgary, Alberta: Canadian Olympic Park or Olympic Plaza (Outdoor)
  - Regina, Saskatchewan: Wascana Centre (Outdoor)
  - Winnipeg, Manitoba: TBD
  - Toronto, Ontario: Nathan Phillips Square or Yonge/Dundas Square (Outdoor)
  - Ottawa, Ontario: TBD (Outdoor)
  - Montreal, PQ: TBD
  - Quebec City, PQ: TBD
  - Charlottetown, Prince Edward Island: Provincial House (Outdoor)
  - Fredericton, New Brunswick: Officer's Square (Outdoor)
  - St. John's, Newfoundland: Mile One Centre (still TBD) (Indoor)
  - Yellowknife, Northwest Territories: Multiplex Arena (still TBD) (Indoor)
  - Iqaluit, Nunavut: Arctic One Recreation Centre (Indoor)
  - Halifax, Nova Scotia: Metro Centre (Indoor); as part of our grant request we are respectfully requesting funding from Events Halifax to cover the rental and all available services & equipment from the Metro Centre for four days (two days of set up, one day of execution, one day of teardown)
- 11. Event Activities: Each CTV Olympic Celebration will include five separate live event areas. These areas are as follows:
  - *CTV Live HD Broadcast Zone:* coverage of daily Olympic events & highlights that particular day
  - *Music:* tier one recording artist headlines, flanked by local & cultural talent throughout the day

- *Concessions:* Food and beverage area, including a beer/wine garden for people of legal drinking age
  - *Olympic Experiential Zone:* Corporate & Association partners provide hands-on experiences to attendees showcasing the spirit of the 2010 Vancouver Games
  - *Canadian Pavilion:* Defined space for the multiple levels of contributing government to actively promote their key functional departments to the attendees by means of an Olympic-themed execution
12. Scope: INTERNATIONAL event scope with a NATIONAL execution focus. The CTV Olympic Celebration is a national event program that will have up to 16 different cities participating in it (each provincial & territory capital, the national capital, and two former host Olympic cities). The CTV Olympic Celebration was created to symbolize the country's national pride for the 2010 Vancouver Games. Overall, however, it can be considered an International property as the event is Olympic-based and will have International exposure.

#### EVENT ATTENDANCE

We anticipate the CTV Olympic Celebration in Halifax to draw a crowd throughout the day of up to 20,000 people

13. Target Audience: The CTV Olympic Celebration is targeted to many different demographic segments of the Nova Scotia population.

*Morning/Afternoon:* focus will be on children and families, although most groups of people will find something that interests them throughout the day; this is when there will be a focus on family-themed entertainment on the main stage

*Afternoon/Evening:* focus will be on families and the after-work/after-school crowd; this is when there will be more cultural themed entertainment happening, with a focus on the broadcast

*Evening/Night:* adult focus with a family twist; this is when the headlining musical act will perform and the prime-time broadcast will air

Adult: 11,000\*

Family: 6,000\*

Children: 4,000\*

Seniors: 2,000\*

TOTAL: 20,000

\*Note: these attendance figures are estimates only, and are not mutually exclusive of one another

14. Attendance: Please refer to section #13 for Halifax specific attendance estimates. Throughout the Country, though, the Consortium is expecting more than 420,000 people to attend the different CTV Olympic Celebration events.

15. Attendance Breakdown:

- *% who are participants: 100% total*

Note: for the purpose of this application we are assuming "participants" to mean local people working on the CTV Olympic Celebration. These are people who will be assisting with pre-event logistics, load-in, set-up, onsite management, tear-down, general suppliers, etc.

- i. % from local area – 60%
- ii. % from area outside the HRM – 20%
- iii. % from outside NS – 20%
- iv. % from outside Canada – 0%

- o *% who are spectators: 100% total*

Note: for the purpose of this application we are assuming "spectators" to mean those attending the CTV Olympic Celebration as a general attendee looking to the Celebration as a source of entertainment.

- i. % from local area – 75%
- ii. % from outside the HRM – 25%
- iii. % from outside NS – 0%
- iv. % from outside Canada – 0%

**16. Estimated accommodation breakdown for out of area visitors:**

- o % with friends or relatives: 10%
- o % in campgrounds – 0%
- o % in hotel or motel – 80%
- o % in bed & breakfast – 10%
- o % in other – please specify – 0%

**17. Estimated spending habits of attendees: Please see Appendix D. CTV Olympic Celebration, Estimated Economic Impact, City of Halifax**

**MARKETING**

**18. Outline the event marketing strategy: Please refer to Appendix E**

**19. Will the event be marketed outside the HRM? Nova Scotia? Canada? If so, where and how? Please refer to Appendix E**

**EVENT BUDGET**

Please refer to Appendix F (separate attachment) for full projected event budget for the City of Halifax CTV Olympic Celebration. Note: the financial information included below is for the entire CTV Olympic Celebration (16 Cities across Canada), not just for the Halifax portion of the event property.

**20. Revenue Summary – Please note: the revenue summary included is for 2010 only as this will be the first year that this event has taken place; furthermore the revenue is on the entire CTV Olympic Celebration across Canada, not just the Halifax execution.**

- o GOVERNMENT
  - i. Federal: \$4,000,000.00
  - ii. Provincial: \$4,000,000.00
  - iii. Municipal: \$1,800,000 (majority in kind)

- iv. Other: n/a
  - SPONSORSHIP: please attach a list of sponsors and sponsor type. Note: CTV Olympic Celebration sponsors are not fully confirmed at this point in time. As the CTV Olympic Celebration is an official Olympic Event (IOC, VANOC and CTV sanctioned) only Olympic sponsors are permitted to participate in this event. Please refer to Appendix D for a complete list of Olympic sponsors for the 2010 Vancouver Games.
    - i. Private: n/a
    - ii. Corporate: \$1,500,000.00
    - iii. Other: n/a
  - TICKET SALES: n/a
  - MERCHANDISE: n/a
  - OTHER (specify): n/a
- TOTAL REVENUE = \$11,300,000.00***

21. Expense Summary – Please note: the revenue summary included is for 2010 only as this will be the first year that this event has taken place; furthermore the revenue is on the entire CTV Olympic Celebration across Canada, not just the Halifax execution.

- ENTERTAINMENT: \$3,500,000.00
  - STAGE PRODUCTION: \$1,000,000.00
  - OLYMPIC VILLAGE: \$1,200,000.00
  - OPERATIONS/LOGISTICS: \$4,100,000.00
  - SIGNAGE: \$500,000.00
  - COMMUNICATIONS/ADVERTISING: \$400,000.00
  - EVENT EXECUTION (local and mgmt team): \$800,000.00
  - MANAGEMENT FEE + TRUCKING + ADMINISTRATION: \$2,750,000.00
- TOTAL EXPENSE = \$14,250,000.00***

22. Net Loss = (\$2,950,000.00)

*\*Note: As CTV is the title sponsor of the CTV Olympic Celebration, CTV as an organization will provide the remainder of the funding for the event.*

## JOB CREATION

23. Number of full-time positions created by this event:

- Prior 0 # Days 0
- During 0 # Days 0
- After 0 # Days 0

24. Number of part-time positions created by this event:

- Prior 5 # Days 60
- During 50 # Days 5
- After 0 # Days 0

25. Number of volunteer positions created by this event:

- Prior 20 # Days 10
- During 100 # Days 2
- After 2 # Days 5

26. How does this help to build capacity in the event sector in HRM?

The CTV Olympic Celebration will source the majority of its infrastructure and items from the local Halifax community and local suppliers. We estimate that over \$922,000 will be spent locally on the items required for executing an event of this nature. Furthermore, assuming the 2010 CTV Olympic Celebration is successful, we hope to continue the execution across Canada for the 2012 London Games and host another Celebration in the HRM and/or surrounding areas to promote the broadcast of the 2012 London Games.

27. How does this contribute to growth of a specific industry sector nationally?

The CTV Olympic Celebration will assist in setting a standard of National and International events in Halifax, thus creating an improved event standard for organizations looking to the Regional Municipality of Halifax for event funding.

28. How will the event be evaluated?

Onsite at each CTV Olympic Celebration there will be Celebration Ambassadors engaging the attendees in online surveys to determine overall attendance, demographic information of the attendees, and propensity to participate as well as propensity to purchase (food, beverage, sponsor/client merchandise). This data will be evaluated at the end, and reports will be supplied to all key event stakeholders. In addition, qualitative surveys will be conducted with all event suppliers and sponsors to get feedback on their specific experience with the event.

Please refer to **Appendix G** for the CTV Olympics Determinants of Success.

29. Historical Background (if applicable) – not applicable

30. Cultural Component (if applicable)

Canada is a nation which is built upon a foundation of multiculturalism; The Olympics are an International event built upon a foundation of bringing together multiple different cultures and heritages from around the Globe in order to participate in friendly sport-based competition. To link the multicultural focus of the Olympics with Canada's cultural mosaic, the CTV Olympic Celebration will include cultural entertainment and education throughout the day. The main stage will feature cultural performances from the City that the Celebration is happening in, as well as cultural performances from other parts of Canada to display to event attendees the many types of global entertainment that create the landscape of Canadian culture.

31. Tourism Component (if applicable)

An event of this nature will entice people to leave their homes and travel from 10 to 300 kilometres in order to experience the Olympics for themselves. It is estimated that 85% of the attendees will be from Halifax Regional Municipality and its outskirts, and the 15% of the attendees will be overnight travellers. Please refer to **Appendix D** for the estimated economic impact that the CTV Olympic Celebration will have on the City of Halifax.

**32. Economic Impact Component (if applicable)**

Please refer to **Appendix D** for the estimated economic impact that the CTV Olympic Celebration will have on the City of Halifax.

**33. Please attach:**

- Detailed event logistics: Please refer to **APPENDIX H**
- Complete Budget outline: Please refer to **APPENDIX F** (separate document)
- A copy of the last committee meeting minutes or notes: n/a
- A list of committee members and contact information: Please refer to **APPENDIX I**
- Organizations "Terms of Reference" or "Operating Guidelines": n/a
- Route maps and site plans as applicable: Please refer to **APPENDIX J**
- Any other additional information you feel is relevant:
  - i. Please refer to **APPENDIX K** to view the City Support Services Brief: a list of goods and services we have been asking for Cities to donate in kind as a contribution for their participation in the CTV Olympic Celebration
  - ii. Please refer to **APPENDIX L** for a complete organizational outline for Wendy Kane and Associates

**34. Should this event receive funding, please make the cheque out to:  
CANADA'S OLYMPIC BROADCAST MEDIA CONSORTIUM**

APPENDIX Di: Estimated average attendee expenditure at the CTV Olympic Celebration in the City of Halifax

Overnight Attendee

Hotel: \$70.00

Meals: \$20.00

Transportation: \$10.00

Miscellaneous: \$11.00

TOTAL: \$111.00

Day-only Attendee

Meals: \$10.00

Transportation: \$7.00

Miscellaneous: \$6.00

TOTAL: \$23.00

---

APPENDIX Dii: Estimated Economic Impact that the CTV Olympic Celebration will have on the City of Halifax

REGION: Halifax Regional Municipality

POPULATION: 372,858

ESTIMATE ATTENDANCE

LOW: 10,000

MEDIUM: 15,000

HIGH: 20,000

Assumptions:

Use the "High" attendance estimate (20,000)

85% of attendees travel in for the day (17,000)

15% of attendees travel overnight to attend the event (3,000)

Overnight Attendee:

$3,000 \times \$111.00 = \$333,000.00$

Day-only Attendee:

$17,000 \times \$23.00 = \$391,000.00$

***TOTAL ECONOMIC IMPACT = \$724,000.00***

## APPENDIX E: CTV Olympic Celebration Marketing Strategy

### Regional Municipality of Halifax, CTV Olympic Celebration: MARKETING PLAN

The CTV Olympic Celebration marketing plan will not be finalized and approved until the spring of 2009. Overall, Canada's Olympic Broadcast Media Consortium would like to engage in communication with the Halifax Regional Municipality to learn more about what marketing programs work best in your area and then build the specific program from there. We will customize the program to meet marketplace conditions, but it is safe to assume that the marketing program will be extensive and incorporate music, sport and cultural communities.

The overall marketing plan will be tailored to each specific city to ensure that the most appropriate message is sent through the most effective channels.

Total Estimated Media Spend: City of Halifax \$200,000.00

*General and specific areas where the Halifax media budget will be allocated:*

#### PRE 2010 VANCOUVER GAMES

**TIMELINE:** Pre Olympic promotion for the Halifax CTV Olympic Celebration would start approximately three weeks in advance of the event date, with increased frequency drawing closer to the Halifax CTV Olympic Celebration date

- Local news: bumpers, community segments, highlights in each relevant city/market
- 30sec "16-city" spot with :05sec. local tag airing on local CTV and Rogers radio
  - 5 second local tag will refer to the date and location that the CTV Olympic Celebration will be taking place in Toronto; including highlights of the Toronto Celebration that will be happening on site (time dependant)
- Online web banner or toggle button
  - [www.CTVOlympics.ca](http://www.CTVOlympics.ca) and [www.RDSOlympiques.ca](http://www.RDSOlympiques.ca) is expecting 40 million page views by 4 million unique visitors in advance of the 2010 Vancouver Games and 125 million page views by 8 million unique visitors throughout the 2010 Vancouver Games.
  - This banner and/or toggle button would include the HRM logo; when clicked, this button would direct people to the HRM website. If 1% of total website visits click on the HRM logo during the 2010 Vancouver Games, more than 1,250,000 visitors will be directed to the HRM website creating valuable exposure for Halifax and the surrounding areas
- Local signage and promotion tools
  - The Regional Municipality of Halifax logo would appear in a secondary area of all out of home advertising in used to promote the Halifax CTV Olympic Celebration
  - Media support will use the following mediums for the Halifax CTV Olympic Celebration:
    - Television (regional)
    - Print (local periodicals & the Globe and Mail)
    - Radio (local)
    - Online

## DURATION OF 2010 VANCOUVER GAMES

**TIMELINE:** Promotion for the Halifax CTV Olympic Celebration would happen throughout the course of the Games leading up to the Halifax execution date, with unearned coverage likely happening after the event is over to recap the event and show highlights of the Celebration.

- 30sec "16 city" spot with tag (national)
  - 5 second local tag will refer to the date and location that the CTV Olympic Celebration will be taking place in Halifax.
- Video bumper of celebration on-site, broadcast live or live to tape
  - Live or live to tape broadcast of the CTV Olympic Celebration, including CTV affiliate reporters doing news/weather/community-interest stories from the location
  - These broadcasts and features have the potential to air locally, regionally, provincially or Nationally
- Web stream Broadcast feed (live and taped)
  - Live and live to tape material will be featured on [www.CTVOlympics.ca](http://www.CTVOlympics.ca) and [www.RDSOlympiques.ca](http://www.RDSOlympiques.ca) for people to view at their leisure (125 million page views throughout the course of the 2010 Vancouver Games)
  - The web stream broadcast will have a toggle button in and around the viewing screen that visitors can click on to be directed to the HRM website
- Web Banner or Toggle Button on [www.CTVOlympics.ca](http://www.CTVOlympics.ca) or [www.RDSOlympiques.ca](http://www.RDSOlympiques.ca)
  - This button/web banner would feature the Halifax Regional Municipality logo and would direct visitors to the HRM website when a user clicks on it
- Globe and Mail advertisement for the Halifax CTV Olympic Celebration
  - Page banner would be purchased to promote the CTV Olympic Celebration with a reference to the Halifax Regional Municipality with secondary logo placement
- On site live radio remotes
  - CTV and Rogers affiliate radio stations will be broadcasting live from the CTV Olympic Celebration site in Halifax.
  - If there was specific messaging that the City of Halifax wanted the broadcasters to say, this is something that could possibly be included in Halifax's media package as potential unearned media coverage
- CTV Olympic Celebration Onsite promotion on the broadcast screens in between stage performances/Olympic Sport broadcast – 2 x 30 second spots or 4 x 15 second spots to be rotated throughout the day
  - The Regional Municipality of Halifax can provide a pre-recorded spot to be included in the onsite sponsor rotation to be shown on the CTV Olympic Celebration screens that will be placed throughout the celebration site.

*Please note:* this media plan is an estimate only based on resources and assets currently accessible to Canada's Olympic Broadcast Media Consortium (The Consortium) and to the participating City as mentioned in this document. The Consortium reserves the right to alter and/or change this media plan in order to best suit the needs of the event, its clients, sponsors and organizers and based on the ever changing requirements of the property.

Appendix 1 - Event Budget

**CTV OLYMPIC CELEBRATION**

**CITY: HALIFAX**

**POTENTIAL LOCATION: METRO CENTRE**

POTENTIAL LOCATION: METRO CENTRE						
CTV OLYMPIC CELEBRATION: PROJECTED BUDGET						
		PROJECTED/POTENTIAL REVENUE SOURCE				OVERALL PROJECTED
EVENT ELEMENTS	CITY	PROVINCE	FEDERAL	SPONSOR	OTHER	
ENTERTAINMENT						
TALENT						
Main Act					\$200,000.00	\$200,000.00
Local Acts					\$15,000.00	\$15,000.00
Master of Ceremonies					\$2,500.00	\$2,500.00
					\$0.00	\$0.00
TRAVEL/HOTEL						
Air Travel					\$30,000.00	\$30,000.00
Ground Travel					\$2,500.00	\$2,500.00
Hotel					\$15,000.00	\$15,000.00
					\$0.00	\$0.00
CATERING						
Backstage					\$3,000.00	\$3,000.00
Sub-total						\$268,000.00
STAGE PRODUCTION						
STRUCTURE						
Stage					\$20,000.00	\$20,000.00
Lights & Sound					\$17,500.00	\$17,500.00
VIDEO SCREEN						
2 Large Units					\$12,500.00	\$12,500.00
Sub-total						\$50,000.00
OLYMPIC VILLAGE						
STRUCTURE						
Modular Units/Tents/Outdoor Lighting						
OLYMPIC DISPLAY/INTERACTIVE						
Artifacts & Interactive Items					\$50,000.00	\$50,000.00

Internal Décor - General Ambiance			\$15,000.00	\$15,000.00
<b>BOOTHSDISPLAYS</b>				
Coca-Cola Pin Trading Centre				
Canadian Mint Coin Centre				
Olympic Merchandise Centre				
Vehicle Display				
Bell Interactive Centre				
City Government Booth				
Provincial Government Booth				
Federal Government Booth				
Provincial Sports Organization Booths				
<b>GIVEAWAYS</b>				
VANOC/CTV Mini Flags	\$5,000.00		\$5,000.00	\$5,000.00
VANOC/Provincial Mini Flags			\$25,000.00	\$5,000.00
VANOC/CTV Scarves				\$25,000.00
<b>GUEST APPEARANCES</b>				
Past Olympians			\$15,000.00	\$15,000.00
Autograph Cards			\$1,500.00	\$1,500.00
<b>Sub-total</b>	\$5,000.00		\$111,500.00	\$116,500.00
<b>OPERATIONS/LOGISTICS</b>				
<b>PERMITS</b>				
Site				
Tents				
Beer Garden				
Stage				
Vendors-Food				
Vendors-Merch				
<b>VENUE (INDOOR ONLY)</b>				
Rent	\$40,000.00			\$40,000.00
Staffing				
Services	\$35,000.00			\$35,000.00

Equipment			
<b>SITE PLANS</b>		\$3,500.00	\$3,500.00
Site Specific Drawings			
<b>OPERATIONS</b>			
Security & Police	\$15,000.00		\$15,000.00
Fencing			
Power	\$5,000.00		\$5,000.00
Gators & Lifts	\$2,000.00		\$2,000.00
Tables & Chairs		\$2,500.00	\$2,500.00
Trailers		\$2,500.00	\$2,500.00
Washrooms			
Accreditation		\$1,000.00	\$1,000.00
		\$5,000.00	\$5,000.00
Shipping		\$100,000.00	\$100,000.00
Trucking (2) & Air Freight			\$14,000.00
Fuel - Vehicles & Gen's			\$14,000.00
Garbage	\$2,500.00		\$2,500.00
Photographer	\$2,500.00		\$2,500.00
Tour Buses			
Operations Manual		\$1,000.00	\$1,000.00
Catering - Crew/Prod'n		\$4,000.00	\$4,000.00
Catering - VIP's/Sponsors		\$2,000.00	\$2,000.00
Two-way Radios		\$10,000.00	\$10,000.00
Insurance		\$7,000.00	\$7,000.00
Translations			
<b>SITE VISITS</b>			
Initial		\$10,000.00	\$10,000.00
Follow-up 1		\$15,000.00	\$15,000.00
Follow-up 2		\$15,000.00	\$15,000.00
<b>TOUR CLOTHING</b>			
Road Team Uniform		\$4,000.00	\$4,000.00
CTV Olympic Mgmt Jacket		\$2,000.00	\$2,000.00

LOC Hockey Shirts/Hats						\$8,400.00		\$8,400.00
<b>LABOUR</b>								
Professional Crew								
Signage/Look & Feel	(incl. in prof.crew)						\$50,000.00	\$50,000.00
Local Support Labour	(incl. in prof.crew)							
	(incl. in							
Olympic Village Hosts	prof.crew)							
<i>Sub-total</i>						\$0.00	\$22,400.00	\$234,500.00
						\$0.00		\$358,900.00
<b>SPONSORS</b>								
<b>LOGISTICS</b>								
Sponsor Summit							\$1,000.00	\$1,000.00
Sponsor Meetings							\$1,000.00	\$1,000.00
Post Event Report							\$2,500.00	\$2,500.00
<i>Sub-total</i>							\$4,500.00	\$4,500.00
<b>SIGNAGE/LOOK &amp; FEEL</b>								
<b>SIGNAGE (all included in one price)</b>								
CTV Olympic Rings Scrim							\$60,000.00	\$60,000.00
Fencing Scrim								
Sponsor Booth Signage								
VANOC Sponsor Thank You's								
City, Prov. & Fed Gov't Signs								
Directional								
Olympic Village Entrance								
Food Court/Beer Garden								
<b>LARGE SCREEN (no associated cost)</b>								
Schedule of Activities								
Sponsor Logos								
<b>LOOK &amp; FEEL (all included in one price)</b>								
Main Entrance							\$20,000.00	\$20,000.00
Zone Entrance								

<b>Sub-total</b>		\$80,000.00	\$80,000.00
<b>COMMUNICATIONS/ADVERTISING</b>			
<b>COMMUNICATIONS</b>			
Press Releases/Media Stories	\$2,500.00	\$1,000.00	\$2,500.00
Press Kits		\$4,000.00	\$1,000.00
Media Tracking			\$4,000.00
<b>PROMOTIONS</b>			
Posters	\$4,000.00		\$4,000.00
Flyers	\$4,000.00		\$4,000.00
<b>CTV OLYMPIC WEBSITE</b>			
<i>All web elements (no hard cost)</i>			
<b>LEVERAGED MEDIA/ADVERTISING</b>			
<i>CTV TV affiliated ad's</i>			
Rogers Radio Ad's	\$20,000.00	\$20,000.00	\$40,000.00
Print Ad's	\$10,000.00		\$10,000.00
Street Banners	\$10,000.00		\$10,000.00
Street Light Stand Signs			
<b>Sub-total</b>	\$50,500.00	\$5,000.00	\$75,500.00
<b>MANAGEMENT TEAM EXECUTION</b>			
<b>EVENT DAY</b>			
Air Travel		\$6,000.00	\$6,000.00
Hotel		\$2,000.00	\$2,000.00
Per Diems		\$1,600.00	\$1,600.00
Ground Travel		\$1,000.00	\$1,000.00
<b>Sub-total</b>		\$10,600.00	\$10,600.00
<b>LOCAL DELIVERY</b>			
<b>LOCAL</b>			
Site Manager		\$20,000.00	\$20,000.00
Organizing Committee		\$15,000.00	\$15,000.00
LOC Expenses			\$10,000.00
<b>Sub-total</b>	\$10,000.00		\$10,000.00



**From:** "Leanne Bernardo" <Leanne.Bernardo@ctv.ca>  
**To:** <civiceventsgrants@halifax.ca>  
**Date:** 09/02/2009 2:52 pm  
**Subject:** Funding request: CE0923

Hello,

As per my conversation with Cat MacKeigan this morning, please find below our exact request for funding from the Halifax Regional Municipality for the CTV Olympic Celebration in February 2010 (ref # CE0923). I have included the total request with specific line items below - should you require something more formal or in a separate document please let me know and I would be happy to send that to your attention as well.

The Consortium respectfully requests \$175,000.00 for funding event ref # CE0923. The breakdown for this amount is as follows:

ITEM

AMOUNT

LOC Expenses

\$10,000.00

Leveraged Media/Advertising

\$17,000.00

Promotion & Communications

\$8,000.00

Venue: basic and additional labour

\$20,000.00

Garbage (receptacles & removal)

\$2,500.00

Power (extra onsite)

\$5,000.00

Gators & Lifts (set-up/tear-down onsite)

\$2,500.00

Security & Police

\$15,000.00

Venue: 4-day Rental & Services

\$75,000.00

Venue: Staging & Lights

\$20,000.00

TOTAL

\$175,000.00

Thank you very much for your consideration in this matter; if you have any further questions, please do not hesitate to be in touch at anytime.

Best,

Leanne Bernardo Project Manager, Business Development  
Canada's Olympic Broadcast Media Consortium | Vancouver 2010 | London  
2012

t 416.384.5722 | c 416.795.8827 | e [Leanne.Bernardo@ctv.ca](mailto:Leanne.Bernardo@ctv.ca)  
<<mailto:Leanne.Bernardo@ctv.ca>>

9 Channel Nine Court | Scarborough, ON Canada | M1S 4B5

**\*\*PLEASE NOTE NEW TELEPHONE NUMBER AS OF JAN. 19\*\***

P please consider the environment before printing this email



Civic Event Grant  
Pre-screen Application Form

FOR OFFICE USE ONLY

Received

JAN 30 2009

Reviewed

Approved

☒ Y

☐ N

Reference Number

CE0940053

Contact Information

*\*\*We ask that a one person be named as the primary contact for communications between your event and HRM.\*\**

Event Title Olympic Torch Relay Celebration

Event Date Nov 18/09

Event Location Grand  
Parade, Hfx

Hosting/Planning Organization HRM Ad Hoc Committee

Type of Organization

☒ Non-Profit

☐ For-Profit

Tax Number (if applicable)

Primary Contact. Mike Gillett

Position. HRM Civic Event Coor

Address. Civic Events, PO Box 1749, Hfx, NS, B3J 3A5

Phone.

office)

490-4740

home)

cell)

fax)

490-5950



## Civic Event Grant Pre-screen Application Form

1. Which category best describes your event?

- ☐ Festival: A cultural event, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture.

☒ Celebration: A one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity.

- ☐ Commercial Event: An event such as a major outdoor concert, professional sports and/or the bids associated with such events.

☒ Tourism Event: An event that is large, compelling to a major market and with high expenditure potential, high potential for international exposure and the ability to encourage multi-day visits.

- ☐ Sporting Event: A large, compelling, major market event with high expenditure potential, high potential for national and international exposure and the ability to encourage multi-day visits.

- ☐ Other  
*If Other, please do not continue the application. Your event does not qualify for a grant.*

2. ☐ Y ☒ N Is your event a fundraiser, conference, competition, banquet or dinner?  
Please specify:

---

*If yes, your event does not qualify for a Festivals & Event grant. Please do not continue the application.*



## Civic Event Grant Pre-screen Application Form

3. ☐Y ☒N Does your event have a specific political or social perspective or agenda?

***If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application.***

4. ☐Y ☒N Have you qualified for funding through other municipal granting programs?

***If yes, your event does not qualify for a grant in our granting scheme. Please do not continue the application***

5. ☒Y ☐N Does your event have a cultural component?  
If so, please briefly describe:

Live music on stage.

6. ☒Y ☐N Is this the first year for your event?

7. ☐Y ☒N Is this an annual, a bi-annual or other scheduled event?  
Please specify:

One off

8. ☒Y ☐N Is your event free to the public?  
If your event is ticketed, what are ticket prices?



## Civic Event Grant Pre-screen Application Form

9. ☐ Y ☒ N Is your event geared towards a specific age group, demographic or community?  
If so, please specify:

---

10. Please provide a brief description of your event:  
HRM has been selected as a Winter Olympic Celebration site and this event is that celebration. This event is that Celebration and includes live music on stage, the end of the day torch arrival in Grand Parade, speeches from VANOC presenters, and other Winter Olympic news.

---

11. Please briefly describe the relationship between your event and the community:  
The entire community is welcome to this event and will be invited by various PR activities.

---

12. Please briefly list your event's key goals and outcomes:  
To bring the Winter Olympics to HRM, to energize the community to become involved in celebrating Canada's Olympics, and to promote healthy activity to the citizens.

---

By signing below I hereby confirm that all information included on this application is correct at the time of submission. HRM will be contacted if any of the above information changes.

---

Event Primary Contact

---

Date

*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:*



Civic Event Grant  
*Pre-screen Application Form*

490.2700, [CivicEventsGrants@halifax.ca](mailto:CivicEventsGrants@halifax.ca)



# Marketing Levy Special Events Reserve (MLSER) Application Form

FOR OFFICE USE ONLY	
Received <u>6002 D &amp; NVI</u>	Reviewed _____
Approved <input type="checkbox"/> Y <input type="checkbox"/> N	Reference Number <u>CE09453</u>

Application Reference Number ~~CE09453~~ CE09453

Name of event \_\_\_\_\_

1. \_\_\_\_\_ What is the event theme? Winter Olympics
2. \_\_\_\_\_ What is the scope of the event?  
☐ Regional ☐ National ☒ International
3. \_\_\_\_\_ Please identify the attendance breakdown:  
\_\_\_\_\_% who are participants  
    95 % from the local area  
    \_\_\_\_\_% from outside HRM  
    5 % from outside NS  
    \_\_\_\_\_% from outside Canada  
\_\_\_\_\_% who are spectators  
    100 % from the local area  
    \_\_\_\_\_% from outside HRM  
    \_\_\_\_\_% from outside NS  
    \_\_\_\_\_% from outside Canada
4. \_\_\_\_\_ Please identify the estimated accommodation breakdown for out of area visitors  
    \_\_\_\_\_% with friends or relatives  
    \_\_\_\_\_% in campgrounds  
    5 % in hotels or motels  
    \_\_\_\_\_% in bed & breakfasts  
    \_\_\_\_\_% in other: \_\_\_\_\_



Marketing Levy Special Events Reserve (MLSER)  
Application Form

5.	Number of full-time positions created by event	Prior	<u>0</u>	# Days	<u>          </u>
		During	<u>0</u>	# Days	<u>          </u>
		After	<u>0</u>	# Days	<u>          </u>
6.	Number of part-time positions created by event	Prior	<u>0</u>	# Days	<u>          </u>
		During	<u>0</u>	# Days	<u>          </u>
		After	<u>0</u>	# Days	<u>          </u>
7.	Number of volunteer positions created by event	Prior	<u>0</u>	# Days	<u>          </u>
		During	<u>0</u>	# Days	<u>          </u>
		After	<u>0</u>	# Days	<u>          </u>

8. How does this help to build capacity in the event sector in HRM?  
HRM staff will work with the Vancouver Olympic Committee

9. How does this contribute to the growth of a specific industry sector nationally?  
The Olympics support Canada's sport & health sectors

10. Briefly describe the event's activities:

Live music on stage, end of day torch arrival in the Grand Parade, and speeches from Olympic officials & others

11. Briefly describe the event's marketing strategy:

Web site prescence, communications to the school board, and other appropriate public relations



## Marketing Levy Special Events Reserve (MLSER) Application Form

12. Will the event be marketed outside HRM? NS? Canada? If so where and how?

Yes, HRM (as a celebration city) will be included in national communciations under  
the Vancounver Winter Olympic Torch Relay event

13. How will the event be evaluated?  
Attendance and post event debrief

14. Historical Background (if applicable)

The Olympics began in 776 BC. The modern Olympics were created in 1896 with the  
first Winter Olympics occuring in 1924.

15. Cultural Component (if applicable)

Live local music

16. Tourism Component (if applicable)

Any tourists present in the city will enjoy a free outdoor live music event celebrating  
the Winter Olympics

17. Economic Impact Component (if applicable)

Olympic convoy crew will consist of approximately 50 people who will staying in hotels  
that night & buying food/gas in HRM. Value unknown.



## Marketing Levy Special Events Reserve (MLSER) Application Form

18. Please attach:

- ☒ A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
- ☐ A complete budget for the event's last active year. NA
- ☐ xA copy of the last committee meeting minutes or notes (1 meeting).
- ☐ xA list of committee members and contact information.
- ☐ Any additional information you feel relevant.

19. Should the event receive funding, who should the cheque be made out to:

A journal entry will done. \_\_\_\_\_

### INSURANCE REQUIREMENTS

The Halifax Regional Municipality 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 coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date.

### 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.

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. \_\_\_\_\_

This application was approved by the Board of Directors/Executive at its meeting held on \_\_\_\_\_

Primary Contact

Date

# Olympic Torch Relay Celebration Budget

Police	\$500.00	
City Hall Staff	\$250.00	
Entertainment	\$5,000.00	
Electrician	\$750.00	
Production	\$2,500.00	
Winter	\$2,500.00	Activities eg. snow boarding demo
Mats	\$500.00	
Misc	\$500.00	
Fireworks	\$500.00	
Fire Services	\$250.00	
Heaters	\$500.00	
Total	\$13,750.00	

ask \$10,000