



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.4.1

**Halifax Regional Council
June 2, 2009**

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

A handwritten signature in cursive script, appearing to read "Brad Johns", written over a horizontal line.

Councillor Brad Johns, Chair, Special Events Advisory Committee

DATE: May 20, 2009

SUBJECT: Summer Festival Grant Recommendations 2009/10

ORIGIN

Pursuant to approved Special Event Advisory Committee Operating Procedures, a Sub-committee was established to review all applications and provide recommendation to the Special Events Advisory Committee. At the May 13, 2009 meeting of the Special Events Advisory Committee, several events were considered for the Summer Festival Grant program. A recommendation report was then prepared for Regional Council for final decision.

RECOMMENDATION

It is recommended that Regional Council:

Support the Summer Fest Sub-Committee recommendation to award a grant of \$25,000 to the Cole Harbour Harvest Festival.

BACKGROUND

See staff report dated April 28, 2009 attached as Attachment 1.

DISCUSSION

See staff report dated April 28, 2009 attached as Attachment 1.

BUDGET IMPLICATIONS

See staff report dated April 28, 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 Summer Festival Grant Recommendation 2009/10 as presented. This is not the recommended option.

ATTACHMENTS

1. Staff report dated April 28, 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
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Special Events Advisory Committee
May 13, 2009

TO: Members of Special Events Advisory Committee

SUBMITTED BY:

A handwritten signature in black ink, appearing to read "Paul Dunphy".

Paul Dunphy, Director of Community Development

DATE: April 28, 2009

SUBJECT: Summer Festival Grant Recommendations 2009/10

ORIGIN

January 30, 2009 HRM's Summer Festival Grant Program application process closed soliciting a total of 6 applications

March 31, 2009 Summer Festival Sub-Committee reviewed applications and provided funding recommendation.

RECOMMENDATION

It is recommended that Special Events Advisory Committee recommend that Regional Council:

- a) support the Summer Fest Sub-Committee recommendation of a grant of \$25,000 to the Cole Harbour Harvest Festival.

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 partly supported by *HRM's Civic Events operating budget (C760)*.

Within the operating budget 3 grant programs support local community and cultural development outcomes. Among these programs include the *Summer Festival Grant Program*. The Summer Festival Grant Program report is the 3rd in a series of three grant reports - a Hallmark Event report, and a Special Events and Festival & Event Grant report predate this report.

a) The Summer Festival program

The Summer Festival program provides financial support to community events that are geographically located within the former Halifax County Municipal boundaries. The total annual funding for the Summer Festival grant is \$50,000. However, \$25,000 of this total amount is annually allocated to the Halifax County Exhibition in Middle Musquodoboit, leaving \$25,000 for new events.

The Proposed Events:

Following the January 30, 2009 deadline call for application submissions, the following events have been received for consideration:

1. **Cole Harbour Harvest Festival**
Cole Harbour Place (outside & inside) - District 4
A family oriented event which includes a music concert, active games, a Farmer's market, and fireworks. Free admission. This District has never received a Summer Festival grant before. Total budget \$26,500; request is \$23,500
2. **Summer Fest**
Beaver Bank Kinsac Community Centre - District 2
A family event with activities for all ages. Food fair, carnival, and family entertainment. Free admission. This District has received the Summer Festival grant in 1998.
Total budget \$12,700; request is \$9,000
3. **Great Community Festival**
Brookside Junior High School, Hachet Lake - District 22
Live music, bounce castles, mazes, climbers, military displays, BBQ, face painting. Free admission. This District has received the Summer Festival grant in 2004 & 2008.
Total budget \$27,400; request is \$12,000
4. **Laserdaze: St. Margaret's Bay Summer Festival of the Arts**
The coastal villages and community halls surrounding St. Margaret's Bay - District 23
Cultural events, shows, displays, performances. The 3rd Annual Labour Day Picnic will be

the finale event. Free admission. This District has received the Summer Festival grant in 1997 & 2006, but St. Margaret's Bay has not received a grant before.
Total budget \$60,000; request is \$30,000

5. Weir Rockin '09

Weir Baseball Field, Upper Sackville - District 19
Outdoor concert on the ballfield with 3 or 4 performers. Ticket price: \$25 This District received a Summer Festival grant in 2007.
Total budget \$137,000; request is \$20,000

6. Lake and Shore Days

Highway 7, Porters Lake - District 3
This is a annual 3 day event in Porter's Lake. Family dance, parade (40 floats), outdoor dance, parade of lights (on the lake) and fireworks. Free admission. This District received a Summer Festival grant in 2002, but Porters Lake has not received a grant before. Total budget \$8,000; request is \$5,000

7. Sheet Harbour Seaside Fest

Sheet Harbour Lions Centre, Ball Field, Play Ground, Sheet Harbour Area - District 1
Parade, fireworks, children's fun day, barbeque, variety show. A mix of free & ticketed events. This District has received the Summer Festival grant in 1996, 2001, 2003, and 2006. Sheet Harbour received the grant in 2006. Total budget \$15,000; request is \$7,500

DISCUSSION

As noted in the background, the Summer Festival Event Grant Program is used to support local events in various categories defined by the Civic Events Granting Policy Framework. The total value of the grant program, exclusive of the Halifax County Exhibition, is \$25,000.

Unlike other grant programs, a detailed evaluation and scoring sheet is not used to assess these applications. Rather, a sub-committee of 4 councillors is struck to review all applications. The sub-committee reviews each application and makes recommendations to SEAC based on the following 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;
- 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;
- Grant can be used as seed money for new events;
- Consideration is given to dispersing funding support throughout the County.

Based on the above criteria, anyone of the proposed events would qualify for funding. However, it was the opinion of the Sub Committee that the Cole Harbour Harvest Festival should receive a grant of \$25,000 for the 2009/10 budget cycle.

The Committee recognized that this was a new event and that it had strong community and corporate support. In its infancy year, the event drew a strong community audience of 500 to 700 people throughout the day. The event was also supported by many local business sponsors.

The proposed grant will be used to grow and build the event. Some of the grant will be directed towards acquisition of new community event infrastructure that will be used for many years to come. The grant will also ensure that the event is accessible to the general public and low cost or free.

BUDGET IMPLICATIONS

The proposed 09/10 budget for C760 Community Events provides for the proposed \$25,000 Summer Festival grant program.

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.

ATTACHMENTS


None

ALTERNATIVES

SEAC could recommend reducing the recommended grant to the Cole Harbour Harvest Festival and reallocate the grant proportionately among all events.

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 : Mike Gillett, Civic Events Coordinator, 490-4740

Report Approved by : 
Andrew Whitemore, Manager, Community Relations & Cultural Affairs, 490-1585