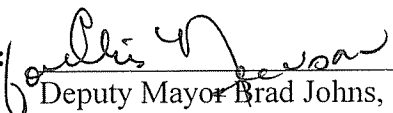


TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:  Deputy Mayor Brad Johns, Chair, Special Events Advisory Committee

DATE: April 14, 2010

SUBJECT: Special Events Grant Funding Requests

ORIGIN

The March 24, 2010 and April 14, 2010 meetings of the Special Events Advisory Committee.

RECOMMENDATION

It is recommended that Halifax Regional Council approve the 2010/11 funding amounts identified in Table 2 of the staff report dated March 4, 2010 from the Marketing Levy Special Events Reserve (Q315) with the following amendments:

- the decision on Non-qualified status for the Nova Scotia International Air Show, page 5 of the staff report dated March 4, 2010, be deferred pending clarification from HRM Finance regarding the \$32,000 debt repayment to HRM.
- that the Premier Basketball All Star Weekend (Rainmen), page 6 of the staff report, be given qualifying status and awarded a grant of \$50,000 based on amendments to the scoring criteria as outlined in the Discussion section of this report.
- that the Baseball Championships -2010 Senior Mens award be increased to \$15,000 from \$12,500.
- that the New Year's Eve Event award be increased to \$40,000 from \$30,000.
- that the Manifesto East award be decreased to \$15,000 from \$26,000 due to the amendments to the scoring criteria as outlined in the Discussion section of this report.

BACKGROUND

As per the staff report dated March 4, 2010.

DISCUSSION

As per the staff report dated March 4, 2010 with the following amendments to the scorecards as approved by the Special Events Advisory Committee at their April 14, 2010 meeting:

- Amendment to Page 13 of Attachment One of the staff report dated March 4, 2010 for the CE1042 - Rainmen event so that the score for Free or low costs/Gated vs. Non-Gated be increased to 10/15 as free tickets and free workshops will be provided to at risk youth during the event, and; that page 14 of Attachment One of the staff report dated March 4, 2010 for the CE1042 - Rainmen event be amended so that the score for Other Factors: (cultural awareness raising, publicity) be increased from 3.75 to 4 as the Rainmen use the branding "Halifax Rainmen" and are promoting Halifax.
- Amendments to Page 23 of Attachment One of the staff report dated March 4, 2010 for the CE1068 - Manifesto East event so that the score for National or International be reduced to 10/15 from 15/15 as the event is not expected to draw International attendance, and; that the Attendance (Event Size) score be reduced to 9 from 12 as the expected range would be 25,000 to 50,000.

The Special Events Advisory Committee recommended an increase in funding to the Baseball Championships -2010 Senior Mens due to the fact that they were asked to host the event on short notice (November 2009) when the host city withdrew thereby providing Halifax the opportunity based on their previous successful hosting experience in 2009. An increase was also recommended for the annual New Year's Eve Event in order to assist with the cost of entertainment.

Please note that the Membertou 400 Pow Wow 2010 award of \$100,000 was approved by Regional Council on April 20, 2010.

BUDGET IMPLICATIONS

10/11 Budget summary

The proposed changes recommend by the SEAC, result in an increase of \$51,500 from the MLSE. Should Council approve these changes, the Projected Reserve Balance March 31, 2011 will be \$148,025, as shown below.

Projected Reserve Balance March 31, 2010.	\$ 30,525
Proposed Budget 2010/11 Revenue	\$ 1,200,000
Starting Budget 2010/11	\$ 1,230,525

Q315 Reserve

Proposed 2010/11 Hallmark Grants	\$ (330,000)
Tim Horton's Brier	\$ (50,000)
Proposed Non-Annual Applications	\$ (337,500)
Common Concerts	\$ (200,000)
Infrastructure	\$ (165,000)
Projected Reserve Balance March 31, 2011.	\$ 148,025

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 One: Regional Council may choose to amend the recommended grant awards.

ATTACHMENTS

1. Staff report dated March 4, 2010

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: Chris Newson, Legislative Assistant, Municipal Clerk's Office, 490-6732



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Special Events Advisory Committee
March 24, 2010

TO: Special Events Advisory Committee

SUBMITTED BY:

A handwritten signature in dark ink, appearing to read "Paul Dunphy", written over a horizontal line.

Paul Dunphy, Director of Community Development

DATE: March 4, 2010

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:

1. approve the 2010/11 funding amounts identified in Table 2 from the Marketing Levy Special Events Reserve (Q315).

EXECUTIVE SUMMARY

This report outlines the recommended allocations for the 2010/2011 Marketing Levy Special Events Reserve (Q315) grant program. Through the MSLER, HRM provides financial support to non-annual events, the Common Concerts and event infrastructure programs. A total budget of approximately \$1.2 million is anticipated for 2010/2011. A detailed overview and evaluation of each applicant are provided within the report. Among the 16 applications, staff is recommending support of 13 events, with 2 events not recommended for support, and 1 event requiring further research by staff.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event granting services including: 1) Hallmark Events 2) Non-Annual Major Events 3) Summer Festivals 4) Festivals and Events. This is the second of a series of three committee reports; the first report addressed the Hallmark events. This report addresses all event applications for non-annual events, as well as the 2010/11 budget for the common concerts and infrastructure program funded by the *Marketing Levy Special Events Reserve (Q315)*.

The Marketing Levy Special Events Reserve (MLSER) is an operating reserve funded through the hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy which equates to approximately 1.2 million annually.

a) The Civic Event Granting Framework and Policy

A civic event policy approved by Council in 2007 guides all decision respecting the allocation of the MLSER. The following grant programs have been developed in support of the policy:

- ☐ **Non-Annual Major Event Hosting Program:** provides funding to attract and host exceptional tourism, culture, and heritage events that are typically national or international in calibre, and that occur on an infrequent basis (non-annual). HRM usually plays a leading and/or hosting role in such events.
- ☐ **Event Hosting Program:** provides funding for non-annual major events, which usually involve a bidding process. Given the scale and budget of such events, this program is designed to facilitate multi-year funding agreements. For instance, a grant of \$1,000,000 was awarded in support of the 2008 International Ice Hockey Federation, with a condition that \$250,000 would be provided per annum over a four-year period.
- ☐ **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 the form of a 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 valued at up to

\$450,000 per annum.

- ☐ **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 \$40,000 annually, with the exception of years where a major infrastructure project is identified.

b) Event Categories

Within the approved policy, a range of events are supported through the MLSER funded programs including:

- ☐ **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. A grant program for local sporting events is not included.
- ☐ **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.
- ☐ **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.
- ☐ **Major Civic Celebrations:** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

c) Grant Application and Evaluation Process:

There are two intake processes for all HRM event granting programs, including the above noted MLSER funded programs. The first intake process begins the last Friday of October and closes the last Friday of January. The second intake process opens the last Friday in May and closes the last Friday of August. Grant applications are located on the HRM web page with accompanying instructions. Each intake process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff forward a letter confirming receipt of the application. An application reference number is provided. If the event organizer has not received confirmation within 10 business days after submitting an application, the web page encourages them to contact HRM.

Step Two: Applications Scoring and Presentations

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program. Staff analyse and score each application accordingly. A list of grant sums is developed within the allocated budget based on a grant allocation formula and capping system shown in Table 1. Applicants requesting over \$20,000 in funding are contacted and required to make a presentation to the Special Events Advisory Committee.

Table 1: MLSER Granting Cap Amount Totals

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

Step Three: Special Events Advisory Committee Deliberations

Upon review of all applications, and hearing presentations, SEAC prepares and forwards its recommendations to Regional Council. A committee report is tabled for Council's consideration.

Step four: Regional Council Decision

Upon review of the recommendations provided by the SEAC, Regional Council makes a final decision on the proposed grants. Successful and unsuccessful grant applicants are officially notified by letter of the grant amount awarded.

DISCUSSION

This report will assist SEAC in its deliberations respecting the Non-Annual Major Events and Major Civic Celebration grants applications for 2010-2011 to be funded through the Marketing Levy Special Event Reserve (MLSER). The report also provides staff's recommended allocation for the Common Concert and Infrastructure program.

A) Applicant Eligibility and Qualification:

To be eligible for event funding under the MLSER, applicants must be non-profit, non-annual, and the proposed event needs to fall within one or more of the event program and categories outlined in the background. Upon determining eligibility, each event is assessed to determine which if any funding grant program they may qualify for consideration. Additionally, events must score 50% or

greater in order to qualify for funding.

As part of the review process, SEAC and Council may also consider matters beyond the direct policy framework, such as delinquent or outstanding monies owed to HRM, event quality and image, event organizer's capacity and experience, and event organizer's governance structure. SEAC and Council may also consider matters related to other municipal supports - either from another grant program or capital investment in infrastructure required to support the event.

B) Non-Qualified Events

Based on the above noted, following the review of all applications, staff have identified three events that may not qualify for grant support. Staff are seeking SEAC's concurrence based on the reasons noted below:

a) Nova Scotia International Air Show

In 2007 the Nova Scotia International Air Show was granted Hallmark status under the Civic Event granting Framework and Policy, and subsequently awarded \$40,000 from HRM. However, due to reconstruction and resurfacing of the airport runways, the Air Show did not proceed. This money was not returned to HRM. Therefore, HRM negotiated a repayment agreement with the Air Show at \$8,000 per year for five years.

In 2008, HRM awarded the Nova Scotia International Air Show \$30,000, of which \$8,000 was withheld due to the repayment schedule.

In 2009, the Air Show announced it would not be hosting an event in HRM. In response, on January 28, 2009 Regional Council passed a motion that a) the air show be removed as a Hallmark Event and b) that grant funding from 2007 be recovered in a timely manner and returned to the MLSER.

As of February 2010, the Nova Scotia International Air Show has an outstanding debt to the Halifax Regional Municipality in the amount of \$32,109.25.

On January 29, 2010 the Nova Scotia International Air Show submitted a new grant application for a 2010 event. The application is silent respecting a commitment beyond one year. This is an important factor in that the application would have otherwise been deemed ineligible as this program can only support non-annual events.

Given the delinquent or outstanding monies owed to HRM, as well as the question of the event organizer's capacity to deliver the event, staff recommend that an additional grant to the Nova Scotia International Air Show not be considered at this time.

b) Premier Basketball All Star Weekend (Rainmen)

The Halifax Rainmen Community Assist Society has made application for funding in support of the Premier basketball all-star weekend at the Metro Centre on May 1 and 2, 2010. HRM was successfully selected to host the event. The weekend will feature events over two days and include concerts, free basketball camps for children, visits to the IWK, games for children, a 3-point shoot out, and a slam dunk competition. The expected attendance is 3,500 people. The direct spend for this event is \$340,000. Upon evaluation of the proposal, the application scored 47.25 points out of 100. Given a minimum of 50 points is required, staff recommend the application not be advanced.

C) Application Requiring Further Information

Nova Scotia International Tattoo - Royal Visit

At this time the Nova Scotia International Tattoo - Royal Visit application does not contain adequate information to provide the Special Events Advisory Committee a sound recommendation. Staff has requested additional budget information from the organizer. Upon receipt, staff will advance a recommendation.

2. Qualified Events

Table 2 outlines the various events that staff are recommending qualify for funding. A detailed description of each event is outlined in the following discussion and an evaluation sheet for each is provided as Attachment 1.

TABLE 2 - PROPOSED FUNDING AMOUNTS Marketing Levy Special Events Reserve (Q315)			
Event Name	Request	Score	Proposed \$
Sporting Events			
J24 Canadian National Championship Sailing	\$8,000	60	\$4,000
CIS Men's Basketball Championship (2011/2012) (\$65k/year for 2 years)	\$130,000	66	\$40,000 per year
Canadian Lawn Bowling Championships	\$5,000	57	\$2,000
Canadian FITA Archery Championships	\$4,000	52	\$1,500
Canadian Field Archery	\$4,000	61	\$4,000
Baseball Championships - 2010 Senior Mens	\$50,000	50	\$12,500
SUBTOTAL			\$64,000

TABLE 2 - PROPOSED FUNDING AMOUNTS Marketing Levy Special Events Reserve (Q315)			
Event Name	Request	Score	Proposed \$
Tourism Events			
Halifax Waterfront Winterfest	\$15,000	50	\$4,000
Shriners Parade	\$30,000	57	\$12,000
Membertou 400 Pow Wow 2010	\$250,000	73	\$100,000
New Year's Eve Event	\$50,000	68	\$30,000
Manifesto East	\$60,000	59	\$26,000
SUBTOTAL			\$172,000
Major Civic Celebrations			
Navy 100	\$50,000	79	\$25,000
2011 Canada Games New Year's Eve Family Celebration	\$50,000	70	\$25,000
SUBTOTAL			\$50,000
Non-SEAC Event Programs			
Commercial Events			
Common Concerts (Revised annual allocation of up to \$100,000 per 3 concerts)	\$200,000	n/a	\$200,000
SUBTOTAL			\$200,000
Infrastructure			
Granville Mall Event Plaza	\$125,000	n/a	\$125,000
Event Infrastructure Maintenance and Upgrades	n/a	n/a	\$40,000
SUBTOTAL			\$165,000
GRAND TOTAL			\$651,000

Major Sport Hosting Events

The following Sporting Event applications have been received on or before the January 29, 2010 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 2010.

1. J24 Canadian National Championship Sailing

The J24 is the biggest keelboat class in the world with 45-50 boats participating in this

national championship. The event is held annually in various locations. It was held in Halifax 5 years ago. It is a national sailing event with some of the world's best sailors participating. The event will be held August 4 - 8, 2010 at the Royal NS Yacht Squadron. A sailing day is planned in the Halifax Harbour which will feature a spectator information booth and a commentary to follow the sailboats in close proximity to the shore of downtown Halifax. It is anticipated over 250 sailors and about 300 associated people will accompany the sailors to HRM. In addition, 200 local people will participate in the event in various capacities including volunteering. A minimum of two evening events with live music is presently planned for this championship. The economic impact to the HRM is anticipated to be \$160,000.

Based on information contained within the application, staff have evaluated and determined the J24 scored 60 points out of 100 on the MSLER Scoring Sheet.

2. CIS Canadian Mens's Basketball Championship

CIS Final 8 2011 and 2012 - this tournament is a mens national university basketball championship. It is a world class university event and 2011 will mark the 50th anniversary of the CIS. It will be the 25th year that the event has been hosted in Halifax. The event leverages partnerships locally, regionally and nationally to host this world class event. The event will be held March 11 - 13, 2011 and March 9 - 11, 2012 at the Halifax Metro Centre. Historically the event has attracted between 30,000 and 40,000 fans and it is anticipated that in 2011 the event will attract 30,000 plus. The economic impact to the HRM is anticipated to be \$19 million total impact and \$15.5 million in incremental spending.

Based on information contained within the application, staff have evaluated and determined the CIS Canadian Men's Basketball Championship scored 66 points out of 100 on the MSLER Scoring Sheet.

3. Canadian Lawn Bowling Senior Championships

This is an annual Canadian event hosted by different communities located in various provinces throughout Canada. The event is scheduled for August 26 to September 1, 2010. A week long competition will determine the 2010 Canadian Champions' lawn bowling team in both Mens Senior Triples and Women's Senior Triples. The anticipated number of competitors is 60. 50 to 75 volunteers will help organize and implement the Championships and the expected audience is 150. The Wanderer's Club, which is the host club, was founded in 1887. This event's direct spend is \$22,000.

Based on information contained within the application, staff have evaluated and determined the Canadian Lawn Bowling Senior Championships scored 57 points out of 100 on the MSLER scoring Sheet.

4. 2010 Canadian FITA Archery Championships

The Canadian Archery Championships is a national event that is held yearly. The event is scheduled to be held from July 23 - 28, 2010 at the Scotian Bowmen Archery Club. This club has been in existence for over 50 years. The event is open to all ages across Canada as well as some competitors from the United States. Approximately 140 to 150 people will participate in this event. This event's direct spend is \$44,000.

The 2010 Canadian FITA Archery Championships scored 52 points out of 100 on the MLSER Scoring Sheet.

5. Canadian Field Archery Championships

This Championship will be held from July 28th - July 30th 2010 at the Osprey Archery Club. This Club has been operating in Shad Bay since 1992. It is a national archery competition. This event will bring 80 to 100 people to HRM. This event's direct spend is \$15,000.

Based on information contained within the application, staff have evaluated and determined the Canadian Field Archery Championships scored 61 points out of 100 on the MLSER Scoring Sheet.

6. Senior Mens Baseball Championships

The Senior Mens Baseball Championships is scheduled for August 26 - August 30, 2010 at Beazley Field, Dartmouth. The Dartmouth Senior Dry team was awarded this 2010 Championship in the fall of 2009. In addition to the championship games there will be fan activities such as a home run derby and a player clinic. The anticipated attendance is 30,000 people. All ten provinces will be involved. This event celebrates baseball excellence by hosting the premier level of amateur baseball in Canada. The combined spending resulting from the 2010 Baseball Canada Senior Championship is estimated to be \$566,000. These expenditures are expected to generate a total of \$1,240,000 of economic activity in the province, of which \$870,000 will be in HRM.

Based on information contained within the application, staff have evaluated and determined the Senior Mens Baseball Championships scored 50 points out of 100 on the MLSER Scoring Sheet.

Major Tourism Hosting Events

The following Tourism 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 2010.

1. Halifax Waterfront Winterfest

The Waterfront Winterfest, held February 26 - 28, 2010, is a free multi day, multi venue, family-friendly, inclusive and an accessible event. The theme of the event is to celebrate, explore and enjoy the Halifax waterfront during the winter months. The Halifax waterfront

will be transformed into a thriving entertainment and celebration zone. Families, children, and youth will be targeted for the event marketing. The Marriott Halifax Harbourfront will house an indoor 'Warm Up' Playland of bouncie castles; the activities located in the Block M Parking Lot will be a snowboarding demonstration and competition, Halifax Canada Games sports demonstrations, an outdoor skating rink, and an outdoor screen showing Olympic programming; and finally Bishop's Landing will be the location of snow sculptures. The organizers anticipate 50,000 people will attend Winterfest over the 3 day period. Approximately 50 volunteers will help implement this event. The direct spend of this event is \$220,000.

Based on information contained within the application, staff have evaluated and determined the Halifax Waterfront Winterfest scored 50 points out of 100 on the MLSER Scoring Sheet.

2. Shriners

The Northeast Shrine Association will host the 2010 Annual Field Days in HRM. The event is scheduled for September 16 - 19, 2010. Shrine Competitions and a Parade will be held at various locations in downtown Halifax. Numerous events are scheduled including golf tournaments, dinners, hospitality suites, general meetings, and a large street parade.

Based on information contained within the application, staff have evaluated and determined the Shriners scored 57 points out of 100 on the MLSER Scoring Sheet.

3. Membertou 400 Pow Wow

The Pow Wow is a celebration of a monumental historic event that is the foundation of peaceful relations between the Mi'kmaq nation and the nations of Europe through the baptism of Grand Chief Membertou. This event will be a celebration and sharing of the Mi'kmaq culture and heritage. The event is scheduled for June 25 - 28, 2010 at the Halifax Commons.

Celebrations will include a Mi'kmaq Village to host and showcase native drumming, dancing and pow wows, music, artisans, cultural exhibits, and culinary experiences. The program also includes a concert featuring well-known aboriginal performers and up-and-coming artists. A theatrical presentation is proposed re-enacting the baptism event.

This event will attract members of the First Nation's community in a celebration of the history of the Mi'kmaq. However, the event will have broad appeal as it will provide new types of experiences themed around the living history of the Mi'kmaq culture. Groups from across Canada will be invited to perform native dancing, drumming, chanting, and storytelling. There will be art exhibits and artisans on site creating their work and sharing the stories of their craft. It is anticipated the 100,000 to 200,000 people will attend this event and 600 volunteers will be used at this event. The direct spend of this event is \$1,431,000.

**Special Event Grant Funding Requests
Committee Report
2010**

- 11 -

March 24,

Based on information contained within the application, staff have evaluated and determined the Membertou 400 Pow Wow scored 73 points out of 100 on the MLSER Scoring Sheet.

4. New Year's Eve Event

BT New Year's Eve on Channel "A" at Grand Parade on Friday, December 31, 2010 - Count down to the 2011 Halifax Winter Games. This annual New Year's Eve program with a "live to air" broadcast on Channel "A" formerly ASN will be celebrating its 17th year in 2010. The event will be designed to build momentum and excitement within the community and the nation as the Halifax Canada Winter Games approach. An expanded entertainment line up will enhance the event including spectacular midnight fireworks. HRM and CTV Halifax will also be seeking additional national attention on CTV National in order to highlight Halifax, Nova Scotia and the 2011 Canada Winter Games through expanded media exposure. It is estimated that 30,000 people will attend this event at the Grand Parade with an estimated 250,000 viewers watching the event on television. This event has a direct spend of \$178,000.

Based on information contained within the application, staff have evaluated and determined the New Year's Eve Event scored 68 points out of 100 on the MLSER Scoring Sheet.

5. Manifesto East

The three-day event celebrating HRM's urban and hip-hop culture will kick-off September 30, 2010. Manifesto East primarily targets young urban women and men aged 15 to 35 years old who are music-lovers, culture mongrels, aspiring artists, performers, and people with similar interests. Main events will be free to allow as many people as possible to partake in the arts programming, including a concert featuring an internationally acclaimed urban superstar, the Canadian National Championship Bboy battle, and the first HRM urban arts competition.

Programming for the first night (Thursday) includes free screenings of Hip Hop culture videos and some of nations' top dancer and artists showcased at the Grand Parade. On Friday, emphasis will shift to visual arts, including exhibits by renowned graffiti artists SECTR and PERU, a sneaker art exhibit, hosted by Soled Out Sneakers, and a Hip Hop fashion show, free to any local artist and designer entrepreneurs. On Saturday, the 'Main Event' focuses on an outdoor concert estimated to attract more than fifteen thousand people from all over Atlantic Canada. Additionally, a variety of interactive events will be planned for the day and night, including an open, outdoor graffiti exhibit, Afro-Cuban drum circle, dance workshops, bboy dance workshops with Concrete Roots and Canada's best hip-hop dancers. Finally, on Sunday the event will conclude with spoken word artists and a final showcase of battle winners and fan favourites of the weekend long festival. The direct spend of this event is \$200,000.

Based on information contained within the application, staff have evaluated and determined the Manifesto East scored 59 points out of 100 on the MLSER Scoring Sheeting.

Major Civic Celebrations

The following Major Civic Event applications have been received by the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 2010.

1. Navy 100

A celebration of the Canadian Navy is scheduled for June 26 - July 2, 2010 on the Halifax Waterfront. The event will include a Centennial Village on the Halifax Waterfront for local community, visitors, and naval participants to enjoy. The village will include a wide variety of vendors and exhibitors highlighting the Canadian Naval Centennial and local culture. Family and children's activities/events, information booths/tents for the general public and the crews of participating naval vessels, and an event tent showcasing local entertainment are planned.

Based on information contained within the application, staff have evaluated and determined the Navy 100 scored 79 points out of 100 on the MLSER Scoring Sheeting.

2. 2011 Canada Games New Year's Eve Family Celebration

On December 31, 2010 the 2011 Canada Winter Games Long Track Speed Skating Oval will mark its official opening at the Halifax Commons. This celebration will feature live musical entertainment and an early-evening fireworks show for young children to experience a traditional New Year's Eve countdown. Concessions will be on site for food and beverages. The skating oval will provide a unique event area to allow the audience to skate while they enjoy the entertainment. Projection art will be displayed on an outdoor screen to visibly entertain the audience. An estimated crowd of 10,000 people will attend over the 3-hour period. The direct spend of this event is \$125,000.

Based on information contained within the application, staff have evaluated and determined the 2011 Canada Games New Year's Eve Family Celebration scored 70 points out of 100 on the MLSER Scoring Sheeting.

Common Concert Program

The 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 the form of a direct grant but used to offset the extraneous service costs associated with staging a concert on the Common.

However, staff are recommending for 2010/11 that only 2 major concerts be considered. This is do to both the Pow Wow event scheduled for June 2010, and the planned construction of the Oval to begin in August. Additionally, staff recommend reducing the program budget proportionate to the anticipated cost savings (\$50,000 is required for power services) that will be achieved by the installation of permanent power. Staff have also introduced a new rental charge of \$20,000 for major

concerts which will eventually be directed to future programming/maintenance.

Infrastructure

The Event infrastructure Program supports 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 \$40,000 annually, with the exception of years where a major infrastructure project is identified.

BUDGET IMPLICATIONS

Proposed 10/11 Budget Summary

Projected Reserve Balance March 31, 2010.	\$ 30,525
Proposed Budget 2010/11 Revenue	\$ 1,200,000
Proposed 2010/11 Hallmark Grants	\$ (330,000)
Tim Horton's Brier	\$ (50,000)
Proposed Non-Annual Applications	\$ (286,000)
Common Concerts	\$ (200,000)
Infrastructure	\$ (165,000)
Projected Reserve Balance March 31, 2011.	\$ 199,525

*A further report will be presented outlining the anticipated participants and individual amounts for the Special Events component of the 2010/11 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.
Alternative 3:	SEAC could reject and consider the grants identified not receiving funding.

ATTACHMENTS

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


**Special Event Grant Funding Requests
Committee Report
2010**

- 15 -

March 24,

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Mike Gillett, Senior Event Coordinator, 490-4740

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

Financial Approval by: 
For Cathie O'Toole, CGA, Director of Finance, 490-6308

ATTACHMENT ONE



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

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	Reference Number: CE1010 - J24 Sailing Championship
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

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)	3/15	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	12/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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	3/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/12	
Final Total	59.75/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1016 - CIS Basketball
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

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	6/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
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

ATTACHMENT ONE



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	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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	10/12	
Final Total	66.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1047 - Lawn Bowling Champ.
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	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	12/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/12	
Final Total	57.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1029 - FITA Archery
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	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
Geographic Distribution	10/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/12	
Final Total	52.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1030 - Field Archery
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	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	12/12	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
Geographic Distribution	10/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/12	
Final Total	61.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1046 - Sen. Mens Baseball
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	5/15	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	6/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/12	
Final Total	50.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1042 - Rainmen
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	5/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	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	6 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
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

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/12	
Final Total	47.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1066 - Winterfest
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	0 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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)	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

ATTACHMENT ONE



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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	5/12	
Final Total	50.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1005 - Shriners Parade
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/15	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	12/12	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
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	1.75/5	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	3/12	
Final Total	56.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1058 - Membertou 400
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	12/15	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	9/12	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
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	5/5	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	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	6/12	
Final Total	72.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1032 - NYE Event Grand Parade
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	10 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	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	6/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
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

ATTACHMENT ONE



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	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
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	7/12	
Final Total	68.25/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1068 - Manifesto East
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /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)	12/15	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)	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

ATTACHMENT ONE



Financial Support	2.5/5	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	3/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/12	
Final Total	58.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1051 - Navy 100 Civic Celebration
Grant Reviewed: Feb. 18 th , 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

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	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	10/10	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
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

ATTACHMENT ONE



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	7/10	
Final Total	78.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

ATTACHMENT ONE



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

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	Reference Number: CE1071- NYE Family Event Civic Celebration
Grant Reviewed: Feb. 18 th , 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

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)	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	2/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2
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

ATTACHMENT ONE



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	3/10	
Final Total	69.5/100	

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 August.

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		Reference Number: CE1043 - NS Int. Air Show
Grant Reviewed: Feb. 18 th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:	

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	5/15	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	9/12	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
Geographic Distribution	6/10	Urban = 3 Mixed = 6 Rural = 10



Marketing Levy Special Events Reserve (MLSER) Scoring

Financial Support	3.5/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: <ul style="list-style-type: none">- 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
Business Case <ul style="list-style-type: none">- Economic Impact- Budget Breakdown- Pre & Post Benefits ROI Information <ul style="list-style-type: none">- Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/12	
Final Total	59.5/100	

Signature, Chair of the Special Events Advisory Committee

Date