HALIFAX
REGIONAL MUNICIPALITY

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 10.5.1
Halifax Regional Council
May 24, 2011

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: Original Signed
Councillor Sue Uteck, Chair, Special Events Advisory Committee

DATE: May 12, 2011

SUBJECT: O'Neil Cold Water Classic Grant Application

ORIGIN

The March 16th, April 6th, April 13th and May 4th, 2011 Special Events Advisory Committee meetings.

RECOMMENDATION

It is recommended that Halifax Regional Council approve the 2011/12 Non-Annual grant award of **$145,000 (as amended)** for the O'Neil Cold Water Classic, to be funded from the Marketing Levy Special Events Reserve (Q315).

BACKGROUND

The O'Neill Cold Water Classic (CWC) event is one of four stops of an international surfing tour including Canada, Scotland, New Zealand, and the United States. The tour promotes Canada's event as one of the world's coldest surf destinations. The event is a six star surf contest which is the highest non-professional level surf event. Athletes must participate in the ranked star events to quality for a professional tour.

The O'Neill Cold Water Classic (CWC) event organizers want to move the event to the east coast, specifically HRM, due to HRM's reputation for hosting events and its close proximity to the ocean (Eastern Passage/Cow Bay area) and populated areas. A professional circuit event will be taking place in New York a week prior enabling athletes to attend both events on the east coast.

DISCUSSION

At the April 13, 2011 Special Events Advisory Committee meeting, staff advised that the March 23, 2011 staff report contained an error and that the $142,000 recommended non-annual grant award should have been recorded as $144,000.

During discussion and review of the Score Sheet, the Special Events Advisory Committee agreed to an increase of $1,000 to a total grant award of $145,000 based on the score sheet total of 72.5% of the $200,000 equaling $145,000. The Committee agreed that surfing is a growing sport and this international event will help market HRM and the Nova Scotia coastline.

BUDGET IMPLICATIONS

As per the Budget Implications section of the March 23, 2011 staff report and amended by the Special Events Advisory Committee for total increase of $3,000 for a final grant award proposal of $145,000 funded by the Marketing Levy Special Events Reserve (Q315) for which an update of the March 2011 balance has been included.

Budget Summary Q315 Reserve:

Reserve Balance March 31, 2011	$ 440,654
Marketing Levy Projected Revenue 11/12	$1,267,000
2011/12 Non-Annual Applications	$(327,500)
Hallmark events estimated at this time	$(380,000)
Infrastructure	$ (90,000)
CIS Men's Basketball Championship $80,000	$ (40,000)
Over two years (2010-11/12)	
O'Neil Cold Water Classic	**$(145,000)**
FCM Conference	$(225,000)
Interest	$ 14,741
Projected Reserve Balance March 31, 2012	**$ 514,895**

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation. When approved, the proposal will result to additional withdrawal from the Reserve Funds.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of four (4) members at large and four (4) representatives of organizations such as the Greater Halifax Partnership, Destination Halifax, Hotel Association of Nova Scotia and the Metro Chamber of Commerce. There are also five (5) Councillors who serve on the Committee. All meetings are open to the public. The Community Engagement requirement has been met.

ALTERNATIVES

1. Regional Council may choose not to approve the 2011/12 Non Annual Grant award of $145,000 for the O'Neill Cold Water Classic. This is not the recommended option.

ATTACHMENTS

1. March 23, 2011 Staff Report.

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: Chris Newson, Legislative Assistant, 490-6732

HALIFAX
REGIONAL MUNICIPALITY

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No.
Special Events Advisory Committee
April 13, 2011

TO: Special Events Advisory Committee

SUBMITTED BY: Original Signed
Paul Dunphy, Director, Community Development

DATE: March 23, 2011

SUBJECT: O'Neill Cold Water Classic Grant Application

ORIGIN

March 16, 2011 - the Special Events Advisory Committee directs staff to process a grant funding application for the O'Neill Cold Water Classic.

RECOMMENDATION

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

1. Approve the 2011/12 Non-Annual grant award of $142,000 for the O'Neill Cold Water Classic, to be funded from the Marketing Levy Special Events Reserve (Q315), as outlined in the Budget Implications Section of this report.

BACKGROUND

There are two intake processes for all HRM events granting 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.

Subsequent to the first intake process closing, the event organizers contacted HRM to inquire about making an application for funding. Staff communicated to the event organizers that the application process had closed, and that the next process would open again in June 2011.

At the March 16th, 2011, SEAC meeting, the proposed surf event was added to the agenda. A brief overview of the event and the challenge with respect to funding was presented. The committee directed staff to process the grant application and to follow the official grant process approved by Regional Council.

The Proposed Event:
The O'Neill Cold Water Classic (CWC) event is one of four stops of an international surfing tour including Canada, Scotland, New Zealand, and the United States of America. This tour promotes Canada's event as one of the world's coldest surf destination. This event is a 6 star surf contest which is the highest non-professional level surf event. Athletes need to participate in these ranked star events to attain aggregate points to qualify for a professional tour.

Over the last two years, Tofino, British Columbia has been host. The event organizer has indicated that Tofino is no longer a preferred location due to its proximity outside Victoria. This year O'Neill is proposing to relocate the event to the east coast. This is due to HRM's outstanding reputation for hosting events, the close proximity to the ocean (Eastern Passage/ Shore), and Halifax being a main transportation hub to Europe. Also, a professional circuit event will be taking place in New York a week prior enabling athletes to attend both.

The proposed event budget is approximately $575,000. The event organizers require the host city to partner financially. A request of $200,000 has been made of HRM.

DISCUSSION

This report will assist SEAC in its deliberations respecting the grants application to be funded through the Marketing Levy Special Event Reserve (MLSER). 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. Additionally, events must score 50 or greater in order to qualify for funding.

Staff has determined this event eligible for consideration pursuant to the sporting event category.

Analysis of the Event Application
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.

The application for the O'Neill CWC anticipates an estimated 20,000 spectators over the course of a week. The event is expected to attract one hundred forty-four of the world's best surfers with four entry spots to be reserved for Canadians. The event would broadcast online for the entire week of the contest, and is expected to generate significant international media coverage.

The O'Neil application has many strengths, primarily surfing is a strategic growth area identified in the new Event Strategy. Further, this event is located in the rural area of HRM, exposing our region's natural features to an international viewing audience and reinforcing HRM's position as an important surfing destination. This type of event involves a significant marketing budget, which will ensure HRM is highlighted positively to an international market. It is expected that this event will have both short and long-term economic benefits, given the extensive marketing and promotion campaign and the ability for it to attract a loyal alternative lifestyle audience. Weaknesses of the application include the fact this event is unproven in HRM, that its business case requires a level of clarity regarding its operating budget and anticipated impact.

Based on information contained within the application, staff have evaluated the O'Neill Cold Water Classic and identified a score of 73 points out of 100 on the MSLER Scoring Sheet. This score translates into 71% of the $200,000 request which translates into a grant award of $142,000.

BUDGET IMPLICATIONS

All recommendations are subject to approval of the proposed 2011/12 budget and availability of reserve funds. Assuming the Reserve remains consistent, the Reserve can accommodate the proposed grants to the events noted in the recommendations. Projected contributions and withdrawals are as follows:

Budget Summary Q315 Reserve

Projected Reserve Balance March 31, 2011	$ 360,559
Proposed Contributions 11/12 (Marketing Levy)	$ 1,267,000
Proposed 2011/12 Special Events Grants	$ (298,000)
Proposed 2011/12 Hallmark Events Grants	$ (330,000)
Infrastructure	$ (90,000)
CIS Men's Basketball Championship $80,000 over two years (2010/11-2011/12)	$ (40,000)
Proposed O'Neill CWC	$ (142,000)
FCM Conference	$ (225,000)
Interest	16,065

Projected Reserve Balance March 31, 2012 $ 518,624

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation and is subject to the approval of the proposed 2011/12 Reserve budget.

COMMUNITY ENGAGEMENT

Community engagement for this process involves staff seeking the input of relevant and knowledgeable stakeholders through the Special Event Advisory Committee to advise on the proposed events. Event organizers are also invited to attend a SEAC meeting to present and to answer questions.

ALTERNATIVES

Alternative 1: SEAC could approve the report with amendments.
Alternative 2: SEAC could not approve the report.

ATTACHMENTS

Attachment 1: O'Neill Cold Water Classic Scoring Sheet
Attachment 2: O'Neill Cold Water Classic Application

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: Paul Forrest/Event Coordinator, Community Relations & Cultural Affairs, 490-6979

Report Approved by: Original Signed

Andrew Whittemore/Manager, Community Relations & Cultural Affairs, 490-1585

Financial Approval by: Original Signed

For Bruce Fisher, Acting Director of Finance/CFO 490-6308

Attachment 1

O'Neill CWC

HALIFAX
REGIONAL MUNICIPALITY

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	Reference Number:
Grant Reviewed: Mar. 21	Approved (Yes) 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)	6 /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	10 /10	Urban = 3 Mixed = 6 Rural = 10

HALIFAX
REGIONAL MUNICIPALITY

Marketing Levy Special Events Reserve (MLSER)
Scoring

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	6 /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 Privince in terms of local investment and HST spin-off	6/12	$500,000 + extensive online media
Final Total	74.5/100	

Signature, Chair of the Special Events Advisory Committee

Date

Round up 73.

73 ⇒ 71% of dsk.

↳ $142,000

[redacted]

Attachment 2

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

FOR OFFICE USE ONLY	Reference Number
Received	*Prescreen Reviewed
*Prescreen Approved ☐ Yes ☐ No By:	Grant Approved ☐ Yes ☐ No Sum:

IMPORTANT: Please thoroughly read this page as our application process has recently changed.

COMPLETION AND SUBMISSION OF A CIVIC EVENTS GRANT APPLICATION DOES NOT GUARANTEE FUNDING.

FUNDING IS NOT CONFIRMED UNTIL AFTER HALIFAX REGIONAL COUNCIL APPROVAL.

I, the applicant, understand the above disclaimer and that in no way does submission of this application guarantee my event funding.

Applicant Signature *Date*

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

2011 Grant Application Deadlines: 4:30pm January 28 and August 26**

**Summer Festival Grant Applications will ONLY be accepted for the January 29 deadline

Festivals and Events and Marketing Levy Special Events Reserve Grants will be accepted for both deadlines

HRM supports events that build community, foster good community relations, develop local economy and tourism industry, and enrich the quality of life of all residents and visitors. This application is for three of HRM Civic Event's Granting Streams, ***Festivals and Events Grant, Summer Festival Grant,*** *and* ***Marketing Levy Special Events Reserve.***

Follow these **three steps** to apply for a Civic Events Funding Grant:	
Step 1	Read and sign the **Completion and submission** statement at the top of this page.
Step 2	Read the **Grant Descriptions** on page 2 to determine which grant stream you are applying for and what sections you are to complete.
Step 3	Complete all required sections of this **application form** for your grant stream, and the **Checklist** to confirm that you have completed all relevant sections of the form and have included all required support material.

** All Civic Events Grant Applications are put through an internal prescreen process to determine potential eligibility under the Civic Events Policy and Granting Framework. Applicants unsuccessful in the prescreen process will be notified. Successful completion of the prescreen process does not guarantee funding.*

** Applicants will receive the results of their grant application approximately **five months** after the application deadline.*

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

GRANT DESCRIPTIONS

Please check which granting stream you are applying for. Separate applications must be completed if apply for multiple streams. If successful, only one grant stream will be awarded to an event.

☐ **Festivals and Event Grant**

Sections to Complete
☐ *Part A*
☐ *Part D*

Funding geared to community non-profit organizations for events including festivals and celebrations, such as community festivals or summertime BBQs.

Fundraising events, reunions, conferences, sporting events, private events, political events or events receiving funding from other HRM sources **do not qualify** for this grant.

☐ **Summer Festival Grant**

Sections to Complete
☐ *Part A*
☐ *Part B*
☐ *Part D*

Funding to community events located within the former Halifax County Municipal boundaries for events including festivals and celebrations.

Fundraising events, reunions, conferences, sporting events, private events, political events or events receiving funding from other HRM sources **do not qualify** for this grant.

☑ **Marketing Levy Special Events Reserve**

Sections to Complete
☑ *Part A*
☑ *Part B*
☑ *Part C*
☑ *Part D*

Funding for national or international culture, sport and heritage events that do not occur annually.

Fundraising events, reunions, conferences, private events, political events or events receiving funding from other HRM sources **do not qualify** for a grant.

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

Halifax Regional Municipality
Community Development
Attn: Civic Event Grant Process
Alderney Gate, 2nd Floor
P.O. Box 1749
Halifax, NS B3J 3A5
Fax. 902.490.5950
Email. CivicEventsGrants@halifax.ca

Grant deadlines are 4:30pm January 28 and August 26.

*Summer Festival Grant Applications will ONLY be accepted for the January 29 deadline
Festivals and Events and Marketing Levy Special Events Reserve Grants will be accepted for both deadlines

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

Contact 490.2700 with any questions.

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

PART A. ***To be completed by ALL applicants***

Event Title: O'Neill Cold Water Classic Halifax (Canada) 2011

Event Date: (temptative) September 19-25, 2011

Event Location: Mobile surf event (From Heartland Point to Minutes in Cow Bay)

Hosting/Planning Organization: O'Neill / Canadian Surfing Association ☐ For Profit ☐ Non Profit

Primary Contact: Leonard Marcovitch / John Fluke Position: Marcovitch (President O'N Canada) Fluke (CSA)

Address: [redacted]

Phone Office) [redacted] Home)

Cell) Fax) [redacted]

Email [redacted] Webpage: www.oneill.com/cwc

1. How much funding are you requesting from HRM for your event? 200,000.$

2. Which 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 (please explain)

3. ☐ Yes ☑ No Is your event a fundraiser, conference, competition, banquet or dinner?
   If yes, your event does not qualify under the Festivals and Events Grant nor the Summer Festival Grant. You do not need to continue the application.

4. ☐ Yes ☑ No Does your event have a specific political or social perspective or agenda?
If yes, your event does not qualify under the Festivals and Events Grant, the Summer Festival Grant nor the Marketing Levy Special Events Reserve. You do not need to continue the application.

5. ☐ Yes ☑ No Has this event qualified for funding through other municipal granting programs for this year?
If yes, your event does not qualify under the Festivals and Events Grant, the Summer Festival Grant nor the Marketing Levy Special Events Reserve. You do not need to continue the application.

6. ☑ Yes ☐ No Is your event free to the public? If your event is ticketed, what are ticket prices?
Free to watch/attend (either surfing and other open events)

7. ☐ Yes ☑ No Is your event geared towards a specific age group, demographic or community? If so, please explain.

8. ☐ Yes ☑ No Is this the first year for your event?
The O'Neill Cold Water Series happened in 2009&2010. 2 times stopped in Tofino, BC.

9. Is your event annual, bi-annual or another reoccuring event? Please explain.
The O'Neill Cold Water Classic Serie is a 4 stop ASP (Association of Surfing Professional) WQS (World Qualifying Serie) Tour. It happened in 2009 and 2010 with a stop in Tofino, BC.

10. What is the theme of the event?
The CWC Canada is the Coldest Surf Contest on the planet and only ASP event in Canada.
This event will celebrate HRM's natural coasts and surfing community.

11. Please provide a brief description of your event including activities.
144 of the best surfers in the world will surf in a 6-Star WQS event leading to the event in Santa Cruz (Most Classic) where will be proclaimed the O'Neill CWC 2011 Champion. Prior to Canada, the CWC will visit Gisborne, NZ (Most Southern) and Thurso, Scotland (Most Northern). 145,000.$ USD in prizemoney will be awarded in Canada and the CWC Champion earns a 50,000$ USD bonus.
There will be art/culture happenings prior and during the CWC.
The contest is organic and follows swell models, daily weather and local knowledge to optimize conditions.
We are dedicated to minimize our ecological footprint at the event location.

12. Please describe the relationship between your event and the community.
Surfing is a relaxed sport and recreation activity that uses and respect the natural coastline. All over Eastern Shore and Eastern Passage there are many areas that the community uses to take part in surfing. This event is to tie in to the community one of the fastest growing sports and to celebrate the community's natural attributes.
The O'Neill Cold Water Classic Series is a top international surfing event that attracts generous media coverage around the globe, and generates widespread tourism, local business interest, and economic activity.

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

This event will showcase Halifax and the Eastern Canada Coastline to the world. Outdoor, Travel and Cultual journalists of the world will enjoy attending this major event and experiment HRM's facilities and features.

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

To celebrate the surf community, the Eastern Canada surf, the O'Neill cold water surfing heritage by:
- hosting an international and only canadian ASP event
- engaging and educating those who don't know the sport
- including art and culture
- promoting surfing as a healthy, active lifestyle with dynamic imagery
- hosting a celebration to bring together the community as a whole

15. ☐ Yes ☑ No Has your event previously received support from HRM?
If so, how much and when? _____

16. Approximately how many people are you expecting to participate in your event?

144 of the best surfers on the planet and approx. 20,000 visitors/spectatots over the week.

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

96 surfers and approx. 6000 spectators over the week in the small (1400 citizens) community of Tofino, BC.

FESTIVAL AND EVENTS GRANT applicants please skip to Part D.
SUMMER FESTIVAL GRANT applicants please continue to Part B.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants please continue to Part B.

PART B. **FESTIVAL AND EVENTS GRANT applicants please skip to Part D.**
SUMMER FESTIVAL GRANT applicants complete this section.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants complete this section.

18. Please briefly describe the event marketing strategy.

(You can refer to attached documents for this section for more details)
Pre-Event promotion:
- print and online advertising in Surf medias
- consumer promotion (catalogues, posters, product range)
- O'Neill CWC event website and prior events webcasts and activations
- Online promotion (Facebook, Twitter, TV & web trailer, Website, newsletters, Stationary)
Event promotion:
- live webcast
- press release, video and photos highlights every day
Post-Event promotion:

19. Will the event be marketing outside of HRM? Outside of NS? Outside of the Atlantic Provinces? Please describe.

(You can refer to attached documents for this section for more details)

The O'Neill Cold Water Classic Serie marketing and promotion is worldwide, using all O'Neill channels and Media relations.

20. How will the event be evaluated?

By the committee and by offering a written evaluation sheet the day of the event to spectators and participants.
The O'Neill and HRM PR teams will be available to listen to any comments/suggestions prior, during and after the event.

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

Participants and Journalists (Surf, Outdoor, Travel, Tourism) of the world will attend the event will voice the benefits of the HRM, the city of Halifax and the coastline.
O'Neill photos videos and press releases will be posted worldwide on Television, Webcasts; print Medias, Social medias and Internet.

Pre-Event, Event and Post-Event promotion of the event AND serie will insure HRM's tourism visibility worldwide, This including CWC product range.

FESTIVAL AND EVENTS GRANT applicants please skip to Part D.
SUMMER FESTIVAL GRANT applicants please skip to Part D.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants please continue to Part C.

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

PART C. **FESTIVAL AND EVENTS GRANT applicants please skip to Part D.**
SUMMER FESTIVAL GRANT applicants please skip to Part D.
MARKETING LEVY SPECIAL EVENTS RESERVE applicants complete this section.

22. What is the scope of the event?
☐ Regional ☐ National ☑ International

23. Approximately what percentage of your event attendance (spectators and participants)

Are from HRM?	50%
Are from outside HRM?	15%
Are from outside NS?	20%
Are from outside of Canada?	15%

24. Approximately what percentage of your event attendance who are visitors stay

With friends or relatives?	%
In campgrounds?	%
In hotels or motels?	80%
In bed and breakfasts?	20%
In other? (please explain)	%

25. Approximately how many volunteers are involved in your event? 100

26. How will the event benefit HRM's economy?

This event will help establish NS and Halifax as a surf/travel destination and show the features of NS, HRM and the City of Halifax worldwide

27. ☐ Yes ☑ No Does the event have an oustanding debt owed to HRM?

ALL APPLICANTS continue to Part D.

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

PART D. ALL APPLICANTS complete this section.

If your event receives funding, who should the cheque be made out to?

_____

FESTIVAL AND EVENTS GRANT APPLICANTS

Have you completed:
- ☐ Part A
- ☐ Part D

Please attach:
- ☐ This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
- ☐ Last year's financial statement or opperating budget (if applicable)
- ☐ A list of committee members and contact information*
- ☐ Any additional information you feel relevant

SUMMER FESTIVAL GRANT APPLICANTS

Have you completed:
- ☐ Part A
- ☐ Part B
- ☐ Part D

Please attach:
- ☐ This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
- ☐ Last year's financial statement or opperating budget (if applicable)
- ☐ A list of committee members and contact information*
- ☐ A copy of the last committee meeting minutes (if applicable)
- ☐ Any promotional/marketing print materials applicable
- ☐ Any additional information you feel relevant

MARKETING LEVY SPECIAL EVENTS RESERVE APPLICANTS

Have you completed:
- ☑ Part A
- ☑ Part B
- ☑ Part C
- ☑ Part D

Please attach:
- ☑ This year's proposed budget clearly identifying expenses and revenue including sponsorship and in kind donations.
- ☐ Last year's financial statement or opperating budget (if applicable)
- ☑ A list of committee members and contact information*
- ☐ A copy of the last committee meeting minutes (if applicable)
- ☑ Any promotional/marketing print materials applicable
- ☑ Any promotional/marketing print materials applicable
- ☑ Any additional information you feel relevant

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

ALL APPLICANTS continue to next page

HALIFAX REGIONAL MUNICIPALITY Civic Event Grant Application

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 coverage shall be forwarded to HRM, care of Civic Events, 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 _____(dd/mm/yy).

_____

Primary Contact Date

_____

Committee Witness Committee Title

Please be sure to complete all sections of this application. Incomplete applications will not be processed. For questions on application process please contact our office,
490.2700, CivicEventsGrants@halifax.ca

2011 Grant Application Deadlines: 4:30pm January 28 and August 26