


**Item No. 11.1.13**  
**Halifax Regional Council**  
**July 5, 2011**

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

Original signed by 

**SUBMITTED BY:** \_\_\_\_\_

Richard Butts, Chief Administrative Officer

Original Signed by 

Mike Labrecque, Deputy Chief Administrative Officer, Operations

**DATE:** June 24, 2011

**SUBJECT:** Grants – Summer Festival Grant Recommendations

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**ORIGIN**

This report originates from staff at the request of the Chair, Special Events Advisory Committee.

**RECOMMENDATION**

It is recommended that Halifax Regional Council approve 2011/12 Summer Festival grant awards for a total of \$25,000, funded from the Civic Events Operating budget (C760) as follows:

- a) \$4,500 for Cole Harbour Harvest Festival
- b) \$8,000 for the Hubbards Cove Waterfront Festival
- c) \$4,500 for the Lake & Shore Days
- d) \$8,000 for the Seaside Harvest Festival

## **BACKGROUND**

The Special Event Advisory Committee is established to provide Regional Council with advice respecting four event granting programs:

- a) Hallmark Event Grant Program
- b) Non-Annual Event Grant Program
- c) Summer Festival Grant Program
- d) Festival & Event Grant Program

The grant evaluation process is administered by Civic Events staff. Staff tables recommendations with a Summer Festival Sub-Committee, which is comprised of three councillors from the former Halifax County districts. The Sub-Committee deliberates staff's recommendations and tables a report with SEAC for its consideration. SEAC then makes its recommendation to Regional Council.

## **DISCUSSION**

The Sub-Committee report has not been deliberated by SEAC. This report was delayed for several reasons:

- a) SEAC agreed to revisit the need for a sub-committee, and a decision to maintain the Summer Festival Sub-Committee was reached on April 13, 2011. The sub-committee was not established by SEAC until its May 4, 2011 meeting.
- b) The process of establishing the Sub-Committee took longer than originally anticipated given changes in SEAC's membership and assignment of eligible members, and the requirement for approval by the Standing Committees on May 18, 2011, and final approved by Regional Council on May 24, 2011.
- c) The intensity and number of meetings involved in the grant decision making process is significant, and as the four month process of review nears completion, it is increasingly more difficult to sustain a quorum for the volunteer committee.
- d) In anticipation of the release of the Auditor General's report on granting, staff elected to ensure the staff report was consistent with any potential recommendations.

Given that the nature of this Summer Festival grant program is time sensitive, and could adversely impact the delivery of many local events, SEAC's Chair has requested that staff advance this report directly to Regional Council for consideration.

## **BUDGET IMPLICATIONS**

As outlined in the staff report dated June 8, 2011.

## **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.

**COMMUNITY ENGAGEMENT**

As outlined in the staff report dated June 8, 2011.

**ALTERNATIVES**

As outlined in the staff report dated June 8, 2011.

**ATTACHMENTS**

Summer Festival Sub-Committee Report

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

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**Special Events Advisory Committee  
June 24, 2011**

**TO:** Members of Special Events Advisory Committee

**SUBMITTED BY:** Brad Johns  
Brad Johns, Summer Festival Committee

**DATE:** June 8, 2011

**SUBJECT:** Grants – Summer Festival Grant Recommendations

**ORIGIN**

On May 4<sup>th</sup>, 2011, the Special Events Advisory Committee (SEAC) motioned the appointment of Councillors Brad Johns, David Hendsbee and Steve Streach to the Summer Festival Grant Sub-Committee,

**RECOMMENDATION**

The Sub-Committee recommends that the Special Events Advisory Committee:

1. Recommend the 2011/12 Summer Festivals grant awards for a total of \$25,000, funded from the Civic Events Operating budget (C760) be awarded as follows:
  - a) \$4,500 for Cole Harbour Harvest Festival
  - b) \$8,000 for the Hubbards Cove Waterfront Festival
  - c) \$4,500 for the Lake & Shore Days
  - d) \$8,000 for the Seaside Harvest Festival

## **BACKGROUND**

Summer Festivals grant program is used to support local events executed in communities within the former Halifax County. The total value of the grant program is \$25,000 annually, which is funded through the operating budget (C760-Community/Civic Events).

A Summer Festivals Sub-Committee is struck by SEAC annually to review the grant applications. On May 4<sup>th</sup>, 2011, a sub-committee was formed comprising of three Councillors representing different Districts within the former Halifax County area.

The purpose of the Sub-Committee is to advise SEAC on potential grant awards supported through the Summer Festivals granting stream. The applications were reviewed by this Sub-Committee during a meeting on May 17, 2011.

Upon review of applications, one application, the *Halifax Drumfest 2011*, was disqualified as it was submitted by a for-profit entity, which HRM is not able to consider, and the event location is outside of the former Halifax County boundary.

### **1. Eligible Events**

The Sub-Committee considered the following 4 events as eligible for consideration:

a) *Cole Harbour Harvest Festival*

*When:* September 10, 2011

*Where:* Cole Harbour Place, 51 Forest Hills Parkway, Cole Harbour

*Program Description:* A one day non-ticketed event that showcases local talents such as a music concert featuring local bands, art and culture displays, youth skateboard competition, farmer's market, active games for youth and inflatable games. The festival is being held in conjunction with the annual Health Fair organized by Cole Harbour Place.

b) *Hubbards Cove Waterfront Festival*

*When:* July 31 – August 4, 2011

*Where:* Hubbards Cove Waterfront, 20 yacht Club Road, Hubbards

*Program Description:* A primary focus of the event will be showcasing the Hubbards Cove, the schooners and the schooner races. There will be displays related to the history of the waterfront, presentations by local artisans, tours, entertainment on a nightly basis and family events. This event will coincide with the Hubbards Cove Days and a request has been made to the Maritime Museum of the Atlantic to participate in the festival.

c) *Lake & Shore Days*

*When:* August 8 – 14, 2011

*Where:* Porter's Lake

*Program Description:* A week long community event hosted by the Porter's Lake Community Services Association along with the participation of numerous local business and organizations. Events include church suppers, BBQs, breakfasts, a family movie,

teddy bear picnic, public yard sale, children’s carnival, adult dance, parade, parade of lights on the lake and fireworks.

d) *Seaside Harvest Festival*

*When:* September 17, 2011

*Where:* Fisherman’s Cove, Eastern Passage

*Program Description:* The festival is to appeal to all ages, stages and abilities and focus on family, community and the delicate coastal environment. Events will include a scavenger hunt, beach clean-up, craft stations, tours, corn boil, farmers market, art exhibit and sale, musical entertainment, storytelling, Atlantic Cirque, traditional knot tying, ghost walks and food booths.

**DISCUSSION**

Circulated before the Sub-Committee for consideration was a set of granting criteria (Table 1) and proposed funding awards for the eligible events (Table 2). These recommendations were based on both the criteria as well as principles of fairness, equality, precedence, and overall impact and quality.

<b>TABLE 1: SUMMER FESTIVAL CRITERIA</b>	<b>Cole Harbour Harvest Festival</b>	<b>Hubbards Cove Waterfront Festival</b>	<b>Lake &amp; Shore Days</b>	<b>Seaside Harvest Festival</b>
Free/ low cost	Free	Free	Free	Free
Arts & culture included	Yes	Yes	Yes	Yes
Accessible to general public	Yes	Yes	Yes	Yes
Publicized regionally	Yes	Yes	Yes	Yes
Secured sponsorship	Yes	Yes	Yes	Yes
Community engagement	Yes	Yes	Yes	Yes
Partnerships secured	Yes	Yes	Yes	Yes

<b>TABLE 2: PROPOSED FUNDING SUMMER FESTIVALS GRANT PROGRAM (C760)</b>		
<b>Event Name</b>	<b>Requested</b>	<b>Proposed</b>
Cole Harbour Harvest Festival	\$15,000	\$5,000
Hubbards Cove Waterfront Festival	\$50,000	\$9,000
Lake & Shore Days	\$3,000	\$2,000
Seaside Harvest Festival	\$27,500	\$9,000
<b>TOTAL</b>	<b>\$95,500</b>	<b>\$ 25,000</b>

**A) Sub-Committee Recommendation**

The Committee deliberated the merits of each event and recommend the awards as outlined in Table 3, based on the following:

*a) Cole Harbour Harvest Festival*

The Sub-Committee recommended that \$5,000 as proposed, be reduced to \$4,500 to ensure consistency with the granting levels due to the high quality of events competing for the amount of grant money available.

*b) Hubbards Cove Waterfront Festival*

The Committee recommended that the \$9,000 proposed, be reduced to \$8,000 to ensure consistency with the granting levels due to the high quality of events competing for the amount of grant money available.

*c) Lake & Shore Days*

The Committee recommended that the \$2,000 proposed, be increased to \$4,500 based on the cultural significance of the event and the limited number of local festival and event opportunities.

*d) Seaside Harvest Festival*

The Committee recommended that the \$9,000 proposed be reduced to \$8,000 to ensure consistency with the granting levels due to the high quality of events competing for the amount of grant money available.

<b>TABLE 3: PROPOSED FUNDING (Sub-Committee recommendations) SUMMER FESTIVALS GRANT PROGRAM (C760)</b>		
<b>Event Name</b>	<b>Requested</b>	<b>Proposed</b>
Cole Harbour Harvest Festival	\$15,000	\$4,500
Hubbards Cove Waterfront Festival	\$50,000	\$8,000
Lake & Shore Days	\$3,000	\$4,500
Seaside Harvest Festival	\$27,500	\$8,000
<b>TOTAL</b>	<b>\$95,500</b>	<b>\$ 25,000</b>

**BUDGET IMPLICATIONS**

The funding for the 2011/12 Summer Festivals grants awards totaling \$25,000 can be accommodated within the approved operating budget for Community/Civic Events (C760). Council is considering many expenditure saving options. Approving the granting amounts will preclude these from any budget reduction considerations.

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**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.

**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. SEAC may choose not to recommend the grants awards as recommended by the Sub-Committee.

**ATTACHMENTS**

None

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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, Civic Events Coordinator

Report Approved by:



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



Financial Approval by:

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

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