



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

**Item No. 10.3.2**  
**Halifax Regional Council**  
**May 1, 2012**

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

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

**DATE:** April 19, 2012

**SUBJECT:** Festival and Events Grant Funding Request – First Intake

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**ORIGIN**

The February 24, 2012 staff report; the March 28<sup>th</sup>, April 11<sup>th</sup> and April 18<sup>th</sup> Special Event Advisory Committee meetings.

**RECOMMENDATION**

It is recommended that Halifax Regional Council approve the 2012/13 Festival and Events grant awards of \$23,700 funded from the proposed 2012/13 Operating Budget Account No. C760 Community / Civic Events as identified in Table 1, page 3, of the February 24, 2012 staff report.

**BACKGROUND**

As per the February 24, 2012 staff report. See attachment 1.

**DISCUSSION**

The Special Events Advisory Committee heard presentations and reviewed the February 24, 2012 staff report at their March 28<sup>th</sup> and April 11<sup>th</sup> meeting with final discussion being held at the April 18, 2012 meeting.

The Special Events Advisory Committee discussed the proposed grant awards upon review of all material/presentations provided and approved the proposed grant awards as presented by staff. The Committee recommends that Halifax Regional Council approve the 2012/13 Festival and Events grant awards of \$23,700 funded from the proposed 2012/13 Operating Budget Account No. C760 Community / Civic Events as identified in Table 1, page 3, of the February 24, 2012 staff report.

**BUDGET IMPLICATIONS**

As per the February 24, 2012 staff report Budget Implications section. See Attachment 1.

**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 members at large, four representatives from the following organizations: Metro Chamber of Commerce, Destination Halifax, Hotel Association of Nova Scotia and Greater Halifax Partnership; and four elected officials. The Special Event Advisory Committee meetings are open to the public.

**ENVIRONMENTAL IMPLICATIONS**

None indicated.

**ALTERNATIVES**

1. Halifax Regional Council may choose not to approve the recommended 2012/13 Festival and Event grant awards as proposed. This is not the recommended option.

**ATTACHMENTS**

1. February 24, 2012 staff 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: [Chris Newson, Legislative Assistant, 490-6732]

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P.O. Box 1749  
Halifax, Nova Scotia  
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Special Events Advisory Committee  
March 28, 2012

**TO:** Special Events Advisory Committee

**SUBMITTED BY:** Original Signed  
Brad Anguish, Director, Community & Recreation Services

**DATE:** February 24, 2012

**SUBJECT:** Festival and Events Grant Funding Request – First Intake

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**ORIGIN**

Applications received through the first intake of HRM's biannual Civic Event Granting Program 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 approve the 2012/13 Festival & Events grant awards of \$23,700 funded from the proposed 2012/13 Operating Budget Account No. C760 Community/Civic Events as identified in Table 1.

## **BACKGROUND**

The Special Events Advisory Committee (SEAC) governs four streams of HRM event grants including:

- (a) Hallmark Events
- (b) Non-Annual Major Events
- (c) Summer Festivals
- (d) Festivals and Events.

### **Festival and Events Program**

The Festival and Event program is used to support annual, small scale, local community events in various categories. The total value of the grant program is \$35,000, of which \$25,000 is allocated through the HRM operating budget, and \$10,000 from a provincial grant (pending Provincial government approval).

The first intake process is limited to the \$25,000 with the remaining \$10,000 earmarked for the second intake process. In evaluating each application, the following granting criteria is applied:

- Free/ low cost
- Arts & culture included
- Accessible to general public
- Publicized/ Marketed Community engagement
- Budget
- Anticipated participation numbers
- Event impact and quality
- Principles of fairness, equity, and precedence

Additionally, each event is screened against the following three definitions:

- i. **Community Festivals** – Multiple day events operated by non-profit community committees and encompass a broad definition of culture. Maximum grant amount award is \$2,000.
- ii. **Community Celebrations** – One day events operated by non-profit community committees and encompass a broad definition of culture. Maximum grant amount award is \$1,000.
- iii. **Professional Festival** – Events produced by non-profit committees occurring for longer than one day that have secured commercial and government sponsorship with budgets over \$50,000 that professionally advance arts and culture. These events have paid artistic participants and usually administration, however, the focus is still on community engagement and low cost/ free access to the public. Maximum grant amount award is \$4,000.

**DISCUSSION**

The event grant application and eligibility process is described in Attachment 1. There were 25 applications for funding, of which 24 are recommended to be considered eligible and one recommended to be ineligible (Attachment 2).

The following are recommended grant awards for the eligible applicants (for further overview of the analysis and proposed recommendations see Attachment 3):

<b>TABLE 1: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)</b>		
<b>Event Name</b>	<b>Requested</b>	<b>Proposed</b>
<i>a) Community Festivals</i>		
Africa Festival of Arts & Culture	\$3,500	\$1,000
Carrolls Corner Mastodon Days	\$500	\$500
Cedar Festival	\$7,000	\$1,000
Kiwanis Mother Goose Festival	\$4,000	\$1,500
Lake Echo Lions Fiesta Days	\$3,500	\$1,500
Northern Lights Lantern Festival	\$2,000	\$1,750
Outeast Film Festival	\$10,000	\$1,000
Peggy's Cove Area Festival of Arts	\$5,000	\$1,000
<b>Sub-Total</b>	<b>\$35,500</b>	<b>\$9,250</b>
<i>b) Community Celebrations</i>		
Canada Day - Beaverbank	\$5,000	\$500
Canada Day Celebration - Musquodoboit	\$1,000	\$250
Cow Bay Hall's Diamond Jubilee	\$800	\$250
Dartmouth Music & Art Showcase	\$1,200	\$750
Dominion Day Old Time Village Fair	\$500	\$500
Fox Hollow Home Owners Annual BBQ	\$200	\$200
International Dance Day	\$750	\$500
Na Sgeulaichean/Storytellers	\$600	\$500
Sackville Christmas Tree Lighting	\$2,000	\$1,000
School Farm Day - Urban Farm Museum Society of Spryfield	\$625	\$500
Upper Hammonds Plains Can Jam	\$700	\$500
Viva La Flamenco Canada Day	\$950	\$500
Ward 5 Block Party	\$1,000	\$500
<b>Sub-Total</b>	<b>\$15,325</b>	<b>\$6,450</b>
<i>c) Professional Festivals</i>		
Halifax Comedy Fest	\$25,000	\$3,500
Nova Scotia Kiwanis Music Festival	\$5,000	\$2,500
Supernova	\$3,000	\$2,000
<b>Sub-Total</b>	<b>\$33,000</b>	<b>\$8,000</b>
<b>TOTAL</b>	<b>\$83,825</b>	<b>\$23,700</b>

**BUDGET IMPLICATIONS**

If approved, the funding of \$23,700 for the Festivals & Events grants can be accommodated in the proposed 2012/13 Operating Budget Account No. C760-6933 Community/Civic Events.

**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**

Community engagement for this process involves the input from relevant stakeholders through the Special Event Advisory Committee. 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 (this is not staff’s recommendation).

**ATTACHMENTS**

Attachment 1: Grant Application and Eligibility Process  
Attachment 2: Proposed Eligible & Non-Eligible Events  
Attachment 3: Review & Analysis of Eligible Applicants

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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 Event Coordinator, 490-6979

**Original Signed**

Report Approved by: Denise Schofield, Manager, Culture, Events & Community Partnerships, 490-6252

**Original Signed**

Financial Approval by: Greg Keefe, CMA – A/Director of Finance and Information Technology/CFO 490-6308

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**Attachment 1  
Grant Application and Eligibility Process**

There are two intake processes for all HRM event granting. 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. Each intake process requires several steps as outlined below:

**Step One: Grant Application Submission**

Candidate applications are submitted. Upon receipt, letter confirming receipt of the application and reference number is forwarded to the applicant.

**Step Two: Eligibility Screening**

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program.

The approved civic event policy framework guides all decision respecting the events types may be considered for funding including:

- Community-based festival large or small events encompassing a broad definition of culture, including music and other performances, crafts, cuisine, or other cultural expressions of the community.
- Professional festival performing, visual, media or literary arts festivals with professional administration and paid artistic participants.
- Community celebrations-one-day events with a significant cultural component actively programmed around a theme, anniversary or companion activity.
- Parades

**Step Three: Staff Review**

Staff team is struck to review all eligible applications and make recommendations to SEAC based on the following guidelines:

- May be an annual event
- Local sport competitions do not qualify
- Fundraising dinners/functions of a similar nature are not eligible for funding
- Preference is not given to new events
- Community and corporate support for the event must be evident
- Events must be accessible to the general public
- Emphasis must be on low cost gate fees

**Step Four: Special Events Advisory Committee Deliberations**

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



**Step Five: 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.

**Attachment 2**  
**Proposed Eligible & Non-Eligible Events**

**The Proposed Eligible Events**

Upon review, 24 out of the 25 applications submitted are considered eligible for consideration through the Festival & Event program. The following provides a brief description of each:

**African Festival of Arts and Culture**

*When:* July 20 – 23, 2012

*Where:* Sackville Landing, Halifax Waterfront, Halifax

*Program Description:* A free showcase of culture and visual and performing arts of people of African descent. Artists will include Diasporas from Nigeria, Ghana, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Somalia, ADAM, the Caribbean and the African Nova Scotian Community.

*Attendance Size:* 1,200

*Budget:* \$80,000

*HRM Request:* \$3,500

**Canada Day – Beaver Bank**

*When:* July 1, 2012

*Where:* Beaver Bank Kinsac Community Centre

*Program Description:* Free access to celebrate Canada Day. Pancake breakfast, flag raising ceremony, country fair, youth open mic, fireworks display, beer garden, open mic (19+).

*Attendance Size:* 1,525

*Budget:* \$33,835

*HRM Request:* \$5,000

**Canada Day Celebration - Musquodoboit**

*When:* July 1, 2012

*Where:* Upper Musquodoboit

*Program Description:* Parade, games, face paint, activities, coffee, cake, fireworks, and entertainment.

*Attendance Size:* 140

*Budget:* \$1,200

*HRM Request:* \$1,000

**Carroll's Corner Mastodon Days**

*When:* July 21, 2012

*Where:* Carroll's Corner

*Program Description:* Birthday celebration featuring a community breakfast, parade, opening ceremonies, games, inflatables, BBQ, entertainment, sports tournament, adult dance party.

*Attendance Size:* 500

*Budget:* \$4,899

*HRM Request:* \$500

**Cedar Festival**

*When:* May 25, 26, 27 & 31 – June 1-3, 2012

*Where:* 3844 Joseph Howe Drive

*Program Description:* 10 Day festival on the grounds of Our Lady of Lebanon Church. Additional events at the Diman Lebanese Centre and Canadian Lebanon Society Centre.

Activity categories: culinary, artist and cultural and entertainment.

*Attendance Size:* 7,800

*Budget:* \$87,000

*HRM Request:* \$7,000

**Cow Bay Hall's Diamond Jubilee**

*When:* July 19 and August 23, 2011/12

*Where:* Cow Bay Hall

*Program Description:* Afternoon teas with music.

*Attendance Size:* 260

*Budget:* \$2700

*HRM Request:* \$800

**Dartmouth Music & Art Showcase**

*When:* May 2, 2012

*Where:* Dartmouth Sportsplex

*Program Description:* Musical event with professional lights and sound for Dartmouth music school and program student. A chance for students to work with professional musicians and a venue for students to display their art creations to an audience.

*Attendance Size:* 1,500

*Budget:* \$23,900

*HRM Request:* \$1,200

**Dominion Day Old Time Village Fair**

*When:* July 1, 2012

*Where:* Memory Lane Heritage Village, Lake Charlotte

*Program Description:* 1940 themed Sunday school/school picnics which held games, food, and other activities in the early summer.

*Attendance Size:* 450

*Budget:* \$2,100

*HRM Request:* \$500

**Fox Hollow Home Owners Annual BBQ**

*When:* June 17, 2012

*Where:* Fox Hollow Subdivision Multi Sport Field

*Program Description:* Annual community gathering to celebrate the spirit of community, cooperation and identify.

*Attendance Size:* 40

*Budget:* \$6,180

*HRM Request:* \$200

**Halifax Comedy Festival**

*When:* April 25-28, 2012

*Where:* Several Venues; including but not limited to Casino Nova Scotia

*Program Description:* Multi-day festival highlighting regional, national and international comedic talent.

*Attendance Size:* 4,500

*Budget:* \$420,466

*HRM Request:* \$25,000

**International Dance Day**

*When:* April 29, 2012

*Where:* Halifax Farmers Market

*Program Description:* Free salsa lesson and various dance performances.

*Attendance Size:* 400

*Budget:* \$1,700

*HRM Request:* \$750

**Kiwanis Mother Goose Festival**

*When:* August 4, 2012

*Where:* Ferry Terminal Park, Dartmouth

*Program Description:* The event includes games, art and activities for children, bouncy castles, a petting zoo, reading tents and short plays written and delivered by a local theatre company.

*Attendance Size:* 5,100

*Budget:* \$13,000.00

*HRM Request:* \$4,000

**Kiwanis Music Festival**

*When:* April 10-28, 2012

*Where:* Various Locations throughout HRM

*Program Description:* Competitive and non-competitive classes, representing approximately 8,000 student performances. The Festival gives HRM students the opportunity to receive valuable instruction from some of Canada's most accomplished musical talents.

*Attendance Size:* 8,000

*Budget:* \$131,000

*HRM Request:* \$5,000

**Lake Echo Lions Fiesta Days**

*When:* July 6-8, 2012

*Where:* Lake Echo Community Centre

*Program Description:* Parade, food, games, indoor events, youth dance, community celebration, using outdoor surroundings and lake for recreational use.

*Attendance Size:* 1,250

*Budget:* \$4,000

*HRM Request:* \$3,500

**Na Squeulaichean/ Storytellers**

*When:* May 10, 2012

*Where:* Military Family Resource Centre, Windsor Park

*Program Description:* Gaelic culture and language celebration to celebrate Gaelic Awareness month each May.

*Attendance Size:* 200

*Budget:* \$600

*HRM Request:* \$600

**Northern Lights Lantern Festival**

*When:* August 11, 2012

*Where:* Merv Sullivan Memorial Park

*Program Description:* Free BBQ, free drinks, games, lantern making, entertainment, petting zoo, lantern parade possession and fireworks display.

*Attendance Size:* 6,000

*Budget:* \$18,164

*HRM Request:* \$2,000

**Outeast Film Festival**

*When:* June 21-24, 2012

*Where:* Downtown/North End Halifax

*Program Description:* Outeast Film Festival Association will feature film screenings events designed to engage with and support the LGBT community in HRM.

*Attendance Size:* 1,100

*Budget:* \$44,920

*HRM Request:* \$10,000

**Peggy's Cove Festival of Arts**

*When:* July 12-22, 2012

*Where:* St. Margaret's Bay from the Prospect Area to Hubbards

*Program Description:* Ten day yearly public festival celebration that highlights the cultural talent and creativity of painters, musicians, handicrafts, artisans, sculptors, storytellers, woodworkers, potters etc. who reside in the St. Margaret's Bay region.

*Attendance Size:* 2000

*Budget:* \$50,600

*HRM Request:* \$5,000

**Sackville Christmas Tree Lighting**

*When:* December 7, 2012

*Where:* Sackville Library

*Program Description:* Free event with tree lighting, local entertainment, hot chocolate, and a visit from Santa.

*Attendance Size:* 2,570

*Budget:* \$10,373

*HRM Request:* \$2,000

**School Farm Day – Urban Farm Museum of Spryfield**

*When:* June 7, 2012

*Where:* Urban Farm Field, Rockingstone Road, Spryfield

*Program Description:* Students from local schools celebrate Spryfield's agricultural past with animals and invitation to join "Come Growth With Us" gardening program. Garden tours, heritage games, meet and interact with seniors from Melville Lodge.

*Attendance Size:* 250

*Budget:* \$3,420.50

*HRM Request:* \$625

**Supernova Theatre Festival 2012**

*When:* May 9-20, 2012

*Where:* Neptune Studio Theatre, Argyle Street, Halifax

*Program Description:* Supernova Theatre Festival is Atlantic Canada's national Professional Theatre Festival. The festival presents six to eight productions over the twelve day festival. There are outreach activities such as talk back sessions, workshops and school performances.

*Attendance Size:* 2000+

*Budget:* \$197,000

*HRM Request:* \$3,000

**Upper Hammonds Plains Can Jam**

*When:* June 30-July 2, 2012

*Where:* 711 Pockwock Road, Upper Hammonds Plains

*Program Description:* Celebration of the 200<sup>th</sup> anniversary of the War of 1812 as descendants of the Chesapeake Black Refugee. Display of pictures, artifacts, newspaper articles, photos etc. regarding the War of 1812, Canada Day parade, fireworks, outdoor basketball tournament, horseshoe tournament, children and youth activities, dances.

*Attendance Size:* 400

*Budget:* \$8,050

*HRM Request:* \$700

**Viva Flamenco! Canada Day**

*When:* July 1, 2012

*Where:* Sackville Landing, Halifax Waterfront

*Program Description:* A free performance featuring guitarists, percussionists and solo and ensemble dancing.

*Attendance Size:* 400

*Budget:* \$750.00

*HRM Request:* \$950

**Ward 5 Annual Block Park**

*When:* August 30, 2012

*Where:* Russell Street, Halifax

*Program Description:* Street party directed at children, seniors and families. Programs include games, drinks, BBQ, prizes, and entertainment.

*Attendance Size:* 350 people

*Budget:* \$3,300

*HRM Request:* \$1,000

**Ineligible Events**

Upon review, one application is deemed to be ineligible for consideration through the Festival & Events program. The ReachAbility Law Scholarship Event is listed as a fundraiser and under current policy fundraising events are not supported.

**Attachment 3**  
**Review & Analysis of Eligible Applicants**

**1. Review and Analysis**

The following provides a proposed recommendation for each event and a brief rationale for that recommendation:

**a) Community Festivals**

Upon review, staff has assessed the applications and recommends that 17 events fall within the community festival category with the following grant awards:

1. Recommend an award of \$500 to the following event based on the fact that each event meets the minimum criteria:
  - *Carrolls Corner Mastodon Days*
2. Recommend an award of \$1,000 to the following events based on the fact that each event meets the minimum criteria, has anticipated higher level of attendance and a larger event budget:
  - *Africa Festival of Arts & Culture*
  - *Cedar Festival*
  - *Outeast Film Festival*
  - *Peggy's Cove Area Festival of Arts*
3. Recommend an award of \$1,500 to the following events based on the fact that each event meets the minimum criteria, has an anticipated attendance exceeding 5,000, with a budget that shows proportional good value, and event organizers with a track record of delivering quality events.
  - *Kiwanis Mother Goose Festival*
  - *Lake Echo Lions Fiesta Days*

**b) Community Celebrations**

Upon review, staff has assessed the applications and recommends that 9 events fall within the community celebrations category with the following grant awards:

1. Recommend an award of \$200 to the following event based on the fact that the event meets the minimum criteria with a request of less than \$250.
  - *Fox Hollow Home Owners Annual BBQ*
2. Recommend an award of \$250 to the following events based on the fact that each event meets only the minimum criteria:
  - *Canada Day Celebration - Musquodoboit*
  - *Cow Bay Hall's Diamond Jubilee*
3. Recommend an award of \$500 to the following events based on the fact they each event meets the minimum criteria, and have a higher anticipated level of attendance:



- *Carrolls Corner Mastodon Days*
  - *Canada Day – Beaverbank*
  - *Dominion Day Old Time Village Fair*
  - *International Dance Day*
  - *Na Sgeulaichean/Storytellers*
  - *School Farm Day - Urban Farm Museum Society of Spryfield*
  - *Upper Hammonds Plains Can Jam*
  - *Viva La Flamenco Canada Day*
  - *Ward 5 Block Party*
4. Recommend an award of \$750 to the following event based on the fact that the event meets the minimum criteria, celebrates local youth talent and has a higher anticipated level of attendance and budget:
- *Dartmouth Music & Art Showcase*
5. Recommend an award of \$1,000 to the following event based on the fact that the event meets the minimum criteria, has a higher anticipated level of attendance and budget and is significant to the community.
- *Sackville Christmas Tree Lighting*

**c) Professional Festivals**

Upon review, staff has assessed the applications and recommends that 3 events fall within the professional festival category with the following grant awards:

1. Recommend an award of \$2,000 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 1,500, with a budget that shows proportional value, and event organizers with a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, and offers a free and low cost event accessible to the public.
  - *Supernova Theatre Festival*
2. Recommend an award of \$2,500 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 10,000, with a substantial budget and event organizers with a track record of delivering quality events. The event offers both free and low cost events accessible to the public.
  - *Nova Scotia Kiwanis Music Festival*
3. Recommend an award of \$3,500 to the following event based on the fact that the event meets the minimum criteria, has an anticipated attendance exceeding 5,000, with a substantial budget and event organizers with a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, lends good exposure to HRM and offers both free and low cost events accessible to the public.
  - *Halifax Comedy Festival*