

Item No. 11.2.1
Halifax Regional Council
November 26, 2013

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original Signed
Councillor Gloria McCluskey, Vice- Chair, Special Events Advisory
Committee

DATE: November 15, 2013

SUBJECT: 2013/14 HRM Event Grants – Second Intake

ORIGIN

The September 8, 2013 staff report and the November 13, 2013 meeting of the Special Events Advisory Committee.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av). Special Events Advisory Committee Terms of Reference: "The HRM Special Events Advisory Committee shall review, evaluate and make recommendations to Regional Council regarding the annual Special Event Reserve, Festivals & Events Grants and the Summer Festival Grants with the support from staff of the Community Relations and Events Division of the Community Development Department."

RECOMMENDATION

The Special Events Advisory Committee recommends Halifax Regional Council:

1. Approve one (1) grant award to the Blue Nose Squash Classic from the 2013/14 Non-Annual Grants – Second Intake for a total of \$10,000 from the Marketing Levy Special Events Reserve (Q315).
2. Approve the following grant awards from the 2013/14 Non-Annual Grants – Second Intake for a total of \$85,000 from the Marketing Levy Special Events Reserve (Q315) in 2014/15, subject to 2014/15 budget approval:

Recommendation continues on pg 2...

Prismatic	\$10,000
Magnetic North Theatre Festival	<u>\$75,000</u>
	\$85,000

3. Approve four (4) grant awards from the 2013/14 Festival & Events – Second Intake for a total of \$4,000 funded from the 2013/14 Operating Budget Account No. C760 Regional Recreation & Culture as identified in Table 2.

BACKGROUND

As per the September 8, 2013 staff report included as Attachment 1 of this report.

DISCUSSION

The Special Events Advisory Committee (SEAC) received presentations from the Blue Nose Squash Classic, Prismatic Festival and Magnetic North Theatre Festival prior to discussing the September 8, 2013 staff report and recommendations. The Committee reviewed the scoring of the Non-Annual events and recommended three amended grant awards.

The Blue Nose Squash Classic has a significant youth engagement component that the current scoring did not reflect and therefore an amended grant award of \$10,000 was recommended. The Prismatic Festival is scheduled to take place in Downtown Dartmouth, which is not on the Halifax Peninsula, and the Committee felt that this strength of the event was not recognized appropriately in the current scoring. In addition, new information was presented to the Committee on a rural outreach program. The Committee recommended an amended grant award of \$10,000 for the Prismatic Festival.

The last event discussed was the Magnetic North Theatre Festival and the Committee acknowledged the importance of HRM's renewed focus on supporting professional arts and culture. The Committee felt that the current scoring does not place enough emphasis on culture and that the attendance scoring levels are unrealistic for an indoor theatre festival. Therefore the Magnetic North Theatre Festival scored lower than its actual value. As such, the Committee recommended an amended grant award of \$75,000.

FINANCIAL IMPLICATIONS

Projected Balance, March 31, 2014 (This includes the 2013/14 second intake)	\$ 4,279
Projected 2014/15 revenue from Hotel Tax	\$ 1,200,000
Less pre-approval for 2014/15:	
2015 World Curling Championship	\$ (150,000)
Second recommendation of this report	<u>\$ (85,000)</u>
Projected MLSER Balance available for 2014/15 budget	\$ 965,000

COMMUNITY ENGAGEMENT

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

ENVIRONMENTAL IMPLICATIONS

There were no environmental implications identified.

ALTERNATIVES

The Special Events Advisory Committee did not provide an alternative.

ATTACHMENTS

1. September 8, 2013 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: Quentin Hill, Legislative Support



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

Special Events Advisory Committee
October 9, 2013

TO: Chair and Members of Special Events Advisory Committee

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

DATE: September 8, 2013

SUBJECT: 2013/14 HRM Event Grants – Second Intake

ORIGIN

Civic Events Policy and Granting Framework approved by Regional Council on March 27, 2007.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av).

RECOMMENDATION

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

1. Approve one (1) grant award from the 2013/14 Non-Annual Grants – Second Intake for a total of \$7,500 as identified in Table 1 from the Marketing Levy Special Events Reserve (Q315).
2. Approve two (2) grant awards from the 2013/14 Non-Annual Grants – Second Intake for a total of \$63,750 as identified in Table 1 from the Marketing Levy Special Events Reserve (Q315) in 2014/15, subject to 2014/15 budget approval.
3. Approve four (4) grant awards from the 2013/14 Festival & Events – Second Intake for a total of \$4,000 funded from the 2013/14 Operating Budget Account No. C760 Regional Recreation & Culture as identified in Table 2.

BACKGROUND

Currently there are four event grant programs operated by HRM: 1) Hallmark Events; 2) Non-Annual Events; 3) Summer Festival Events; and 4) Festivals and Events. This report is intended to assist the Special Events Advisory Committee (SEAC) with its deliberations of grant allocations respecting the second intake of the 2013/14 HRM Event Grant process. The second intake includes applications from the Non-Annual Event Program and the Festivals and Events Program. The Summer Festivals and Hallmark programs are not open for application during the second intake.

Non-Annual Events Program

The Non-Annual Event Program is funded through the Marketing Levy Special Events Reserve (MLSER). The MLSER is an operating reserve funded through the hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of event and economic development.

All recommendations respecting the allocations of the MLSER are guided by the Civic Event Granting Framework and Policy and the MLSER Reserve Business Case. Staff undertakes the grant application and evaluation process which is described in Attachment 1 for MLSER Events. The Non-Annual Event Program supports Tourism, Sporting and Major Civic Celebration events. Detailed information on the programs and event categories is outlined in Attachment 2.

Festivals and Events Program

The Festival and Event program is used to support 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 is received from a provincial agreement. In the first intake process the available funds for grants are limited to \$25,000, with the remaining \$10,000 allocated for the second intake process. The \$10,000 provincial contribution has been confirmed for 2013/14.

All recommendations respecting the allocations of the Festivals and Events grants are guided by the Civic Event Granting Framework and Policy. Staff undertakes the grant application and evaluation process which is described in Attachment 3.

DISCUSSION

Non-Annual Events Program

There were three (3) applications for funding received, all of which qualified as eligible. Upon determining eligibility, each event is assessed to determine which, if any, grant program it may qualify for consideration. In addition, applications must score 50 or greater during evaluation 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.

Following the review of all applications, the proposed events were placed into one of the three categories: applications requiring additional information, non-eligible events and eligible events (see Attachment 4). The eligible events were then scored using the MLSE Score Sheets to determine if they qualified for a grant award (Attachment 5). All three applicants qualified for grant support and, as of September 8, 2013, do not owe any outstanding debt to HRM. The Non-Annual second intake proposed funding amounts are displayed in Table 1 below.

Table 1: PROPOSED FUNDING – Second Intake Marketing Levy Special Events Reserve (Q315)				
Event Name	Event Year	Request	Score	Proposed
Sporting Events				
Blue Nose Squash Classic	13/14	\$30,000	50	\$7,500
SUBTOTAL		\$30,000		\$7,500
Tourism Events				
Magnetic North Theatre Festival	14/15	\$100,000	65	\$55,000
Prismatic Festival	14/15	\$25,000	55	\$8,750
SUBTOTAL		\$125,000		\$63,750
Major Civic Celebrations				
None		\$0		\$0
SUBTOTAL		\$0		\$0
TOTAL Non-Annual Events - Second Intake		\$155,000		\$71,250

Festivals and Events Program

There were five (5) applications for funding received, of which four (4) qualified as eligible, and one (1) deemed to be ineligible (see Attachment 6). The following are the recommended grant awards for the eligible applicants (for further overview of the analysis and proposed recommendations see Attachment 7):

TABLE 2: PROPOSED FUNDING – Second Intake Festivals and Events (C760)		
Event Name	Requested	Proposed
a) Community Festivals		
Festival des cultures francophone	\$10,000	\$1,500
Mi'kmaq Treaty Day Cultural Showcase	\$15,000	\$1,000
Quinfest	\$2,500	\$1,000
Re-Jigged Festival	\$1,500	\$500
Sub-Total	\$29,000	\$4,000
b) Community Celebrations		
None	\$0	\$0
Sub-Total	\$0	\$0
c) Professional Festivals		
None	\$0	\$0
Sub-Total	\$0	\$0
TOTAL	\$29,000	\$4,000

FINANCIAL IMPLICATIONS

The first proposed recommendation for the Non-Annual Events program will not increase the amount to be withdrawn from Q315, Marketing Levy Special Events Reserve, as these recommended grant amounts are part of the total 2013/14 approved budget amounts for C772 which is funded by the reserve. The second proposed recommendation will affect the 2014/15 Q315, Marketing Levy Special Events Reserve, proposed budget. The proposed third recommendation for the Festivals and Events program will not increase the Operating budget as these recommended grants are part of the approved 2013/14 operating budget for C760. This has been confirmed with Finance staff.

Budget Summary Q315 Reserve:

Projected Balance, March 31, 2014 (This includes the 2013/14 second intake)	\$ 6,779
Projected 2014/15 revenue from Hotel Tax	\$ 1,200,000
Less pre-approval for 2014/15:	
2015 World Curling Championship	\$ (150,000)
Second recommendation of this report	\$ (63,750)
Projected MLSER Balance available for 2014/15 budget	\$ 993,029

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend the proposed grant award pending budget capacity.

ATTACHMENTS

Attachment 1: MLSER Grant Application and Evaluation Process
Attachment 2: MLSER Event Programs & Categories
Attachment 3: Festivals & Events Grant Application and Evaluation Process
Attachment 4: MLSER Non-Eligible & Eligible Events
Attachment 5: MLSER Score Sheets
Attachment 6: Festivals and Events Proposed Eligible & Non-Eligible Events
Attachment 7: Festivals & Events Analysis of Eligible Applicants

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

Report Prepared by: Paul Forrest, Coordinator, Regional Recreation & Culture, 490-6979

Original Signed

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

Original Signed

Financial Approval by: Greg Keefe, Director of Finance & ICT/CFO, 490-6308

Attachment 1
MLSER Grant Application and Evaluation Process

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 each intake. The application 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 communicates receipt of the application. An application reference number is provided.

Step Two: Applications Scoring and Presentations

Applications are reviewed to determine eligibility for the respective grant program. Staff analyzes and scores each application accordingly (eligible events must reach the minimum score to be recommended a grant award). Award recommendations are developed within the allocated budget based on a grant allocation formula and capping system shown in Table 2 (Approved by Regional Council on April 21, 2009). Approved applicants requesting over \$20,000 in funding are contacted and required to make a presentation to the Special Events Advisory Committee.

Table 2: MLSER Granting Cap Amount Totals	
Event Category	Grant Cap Amount
Hallmark	
• Hallmark	\$100,000
Sport	
• National	\$50,000
• International	\$250,000
Tourism	
• Major	\$100,000
Major Civic Celebrations	
• 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. Both successful and unsuccessful grant applicants are officially notified of Regional Council's motions.

Attachment 2
MLSER Event Programs & Categories

The Reserve Business Case as approved by Regional Council in 2007 acts as the governing document for funding allocations from the Marketing Levy Special Events Reserve (MLSER). The purpose of the Reserve Business Case is to provide 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, where HRM plays a leading and/or hosting role.

The Event Infrastructure Program, as stated in the Reserve Business Case, supports miscellaneous expenses such as maintenance, upgrades, and development of HRM owned and operated event infrastructure (i.e., HRM Float), equipment and sites. This funding program can be valued up to 10% of the MLSER budget in any given budget cycle.

The Civic Event Granting Framework and Policy was also approved by Regional Council in 2007 and guides all decisions respecting the allocation of the MLSER. The following policies were identified for funding and are referred to as the Non-Annual Event Categories:

Non-Annual Event Categories

- **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.
- **Major Civic Celebrations:** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

Attachment 3
Festivals & Events Grant Application and Evaluation 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, a letter confirming receipt of the application and a reference number is forwarded to the applicant.

Step Two: Eligibility Screening

The approved Civic Events Granting Framework and Policy guides all decisions respecting event categories that may be considered for funding:

- **Community Festivals** – Multiple day events operated by non-profit community committees that encompass a broad definition of culture including music and other performances, crafts, cuisine, or other cultural expressions of the community. Maximum grant amount award is \$2,000.
- **Community Celebrations** – One day events operated by non-profit community committees that encompass a broad definition of culture and usually programmed around a theme, anniversary or companion activity. Maximum grant amount award is \$1,000.
- **Professional Festival** – Performing, visual, media or literary art events produced by non-profit committees occurring for longer than one day that have secured commercial and government sponsorship. These events have budgets over \$50,000 and professionally advance arts and culture. These events have paid artistic participants and (in most cases) administration. However, the focus remains on community engagement and low cost/free access to the public. Maximum grant amount award is \$4,000.
- **Parades**

Not considered for funding are local sport competitions do not qualify and fundraising dinners/functions of a similar nature.

Step Three: Staff Review

Staff reviews all eligible applications and makes recommendations to SEAC. In evaluating each application, the following granting criteria are applied:

- Free/ low cost
- Arts & culture included
- Accessible to general public
- Publicized/ marketed community engagement
- Community & Corporate Support
- Budget

- Anticipated participation numbers
- Event impact and quality
- Principles of fairness, equity, and precedence

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 grant applicants are officially notified by staff of the grant amount awarded.

Attachment 4
MLSER Non-Eligible & Eligible Events

A. NON-ELIGIBLE EVENTS

Following the review of the applications, all events qualify for grant support.

B. ELIGIBLE EVENTS

Following the review of the applications, four events have been identified that are eligible for grant support. These events are listed below as either Non-Qualified Events or Qualified Events.

a) Non-Qualified Events

There may be events which are eligible for funding but do not score enough points to qualify for the respective funding (an application must score the minimum of 50 points to qualify for a grant award recommendation). All eligible events qualified for funding.

b) Qualified Events

Staff has identified 3 events that are eligible and qualified for grant support. A detailed description of each event is outlined in the following information:

Major Sporting Events

The following Major Sport Event application has been received within the second intake of the 2013/14 grant season:

Blue Nose Squash Classic

Grant Requested: \$ 30,000

Grant Proposed: \$ 7,500

2012 Grant Requested: \$40,000

2012 Grant Approved: \$14,000*

** The 2012 grant award was not issued because the scope of the event was reduced. The grant award was contingent on the event being held at the Rebecca Cohn Auditorium and the event was unable to fulfill this requirement.*

The event is proposed for March 25 to 31, 2014, at the Homburg Centre at Saint Mary's University, Halifax. The event has Professional Squash Association (PSA) status and the Halifax tournament has been the largest PSA event played in Canada over the last three years. The 2012 event was the 4th largest PSA event in North America. The qualification rounds are free for the public to attend with the main draw being gated with a ticket price ranging from \$25 to \$60 per session. The estimated attendance is 800 people with 32 athletes and 45 volunteers. The event estimates 300 hotel nights will be generated and has a total budget of \$63,000.

Based on information contained within the application, staff has evaluated the Blue Nose Squash Classic and identified a score of 50 points out of 100 on the MSLER Scoring Sheet. Strengths of this application include the strong reputation Halifax has for hosting international sporting events and exposure of being the top Canadian PSA event.

Major Tourism Events

The following Tourism Event applications have been received within the second intake of the 2013/14 grant season:

Magnetic North Theatre Festival

Grant requested: \$100,000

Grant proposed: \$55,000

The event is proposed for June 18 to 28, 2014, at various theatre venues across HRM such as Alderney Landing, Neptune Theatre, Dalhousie's Dunn Theatre and Bus Stop Theatre. Magnetic North is Canada's only national theatre festival and has a unique model of moving to various regions in the country to expose host communities to the rest of Canada. The event returns to its home base of Ottawa every other year and 2014 would be the twelfth edition. There will be free activities as part of the Magnetic North Encounters program and ticket prices for gated events will range from \$20 to \$32 with discounted admission for youth, seniors, groups, and early buyers. The estimated attendance is 7,500 people with 100 artists, 100 volunteers and 34 staff. The event estimates 633 room nights and has a total budget of \$1,188,560.

Based on information contained within the application, staff has evaluated the Magnetic North Theatre Festival and identified a score of 65 points out of 100 on the MLSER Scoring Sheet. Strengths of this application include experienced event organizers delivering a successful cultural event in the shoulder season of tourism with a significant economic impact.

Prismatic Festival

Grant requested: \$25,000

Grant proposed: \$8,750

2012 Grant Requested: \$30,000

2012 Grant Awarded: \$7,500

The event is proposed for August 21 to 24, 2014, at Alderney Landing, Dartmouth. Prismatic is a bi-annual multi-arts festival that celebrates and showcases the work of local, national and international aboriginal and culturally diverse artists. The main outdoor festival site (at Alderney Landing) will be open to the public to view free performances and workshops throughout the day. The gated events will have a ticket range of \$10 to \$25 and will have group/school rates. The estimated attendance is 7,000 with 200 artists, 50 volunteers and 5 staff. The event estimates 237 room nights and has a total budget of \$391,000.

Based on information contained within the application, staff has evaluated the Prismatic Festival and identified a score of 55 points out of 100 on the MLSER Scoring Sheet. Strengths of this application include the event celebrates local traditions and identity and is culturally diverse. Prismatic forfeited the twenty (20) percent hold back of their grant award (\$1,500) in 2012 as they did not submit a Post-Event Report within one hundred twenty (120) days of the completion of the festival. Prismatic did submit a Post-Event Report six (6) months after the deadline to fulfill its reporting requirements.

Major Civic Celebrations

There were no applications for the Major Civic Celebration category received within the second intake of the 2013/14 grant season.

**Attachment 5
MLSER Score Sheets**

MLSER Sporting/ Tourism Score Sheet

Applicant: Blue Nose Squash Classic

Request: \$30,000

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	7 /12	Partnership support – Prov./Fed./Corp./Comm. – 3/4 Volunteers – 0-50/50-100/100-200/200+ – 1/4 Experience – Track record– 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	4 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 0/3 Culture – Innovative/creative, diverse – 0/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	5 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 2/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	9 /20	Number of tourists – 3/8 General Economic Impact – 1/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	50/100	

Total points: 50

Percentage of grant award proposed: 25%

Recommended grant award: \$7,500

MLSER Sporting/ Tourism Score Sheet
Applicant: Magnetic North Theatre Festival
Request: \$100,000

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. –4/4 Volunteers – 0-50/50-100/100-200/200+ – 3/4 Experience – Track record – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – 4/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 4/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	65/100	

Total points: 65

Percentage of grant award proposed: 55%

Recommended grant award: \$55,000

MLSER Sporting/ Tourism Score Sheet

Applicant: Prismatic Festival

Request: \$25,000

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Prov./Fed./Corp./Comm. –4/4 Volunteers – 0-50/50-100/100-200/200+ – 2/4 Experience – Track record – 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 2/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	55/100	

Total points: 55

Percentage of grant award proposed: 35%

Recommended grant award: \$8,750

Attachment 6
Festivals and Events Proposed Eligible & Non-Eligible Events

The Proposed Eligible Events

Five (5) out of the six (6) applications submitted are eligible for consideration through the Festivals & Events program. The following provides a brief description of each event in alphabetical order:

Event: Festival des cultures francophone

Organization: Conseil communautaire du Grand-Havre

When: November 16 – 30, 2013

Where: Various locations within the Halifax Regional Municipality

Program Description: A two week festival that includes free events (book fair, school workshops, literature cafes, and arts and crafts exhibitions) and gated events (evening concerts - \$15 and a gala dinner \$50). The festival will showcase the many cultures that make up the region's francophone community including Acadian, French Canadian and immigrants from Europe, Africa and the Middle East.

Attendance Size: 7,000

Budget: \$117,964

HRM Request: \$10,000

Proposed HRM Funding: \$1,500

Event: Mi'kmaq Treaty Day Cultural Showcase

Organization: Mi'kmaq Association for Cultural Studies

When: September 30 & October 1, 2013

Where: Marriott Harbourfront Hotel and Grand Parade, Downtown Halifax

Program Description: A free event that showcases Mi'kmaq history, culture, entertainers and artisans. The Monday event will consist of an evening cultural showcase held at the Marriott Harbourfront Hotel and will feature singers, dancers, drummers and cultural demonstrations. The Tuesday event will include a parade of honour, the City Hall flag raising, a Mi'kmaq feast and an Award Ceremony at the Nova Scotia Legislature.

Attendance Size: 1,050

Budget: \$80,000

HRM Request: \$15,000

Proposed HRM Funding: \$1,000

Event: Quinfest

Organization: Quinpool Road Mainstreet District Association

When: September 21, 2013

Where: Quinpool Road (Beech St. to Quinpool Education Centre), Halifax

Program Description: A free event which encourages local businesses to showcase their wares with live entertainment, face painting, carnival games, crafts, kid's area, and food sampling. The event is a family event suitable for all ages and aims to develop sense of community.

Attendance Size: 3,500

Budget: \$10,581

HRM Request: \$2,500

Proposed HRM Funding: \$1,000

Re-Jigged Festival

Organization: New Trad Society

When: October 25 & 26, 2013

Where: Downtown Dartmouth

Program Description: A gated festival (ticket range \$5 - \$30) consisting of children's workshops, lunchtime seminars, a gala concert and a Ceilidh dance. The Re-Jigged festival aims to celebrate and showcase new traditions in Celtic music and dance while growing the Celtic arts community in Nova Scotia.

Attendance Size: 350

Budget: \$15,715

HRM Request: \$1,500

Proposed HRM Funding: \$500

Ineligible Events

Upon review, one application was deemed ineligible for consideration through the Festival & Events program. Theatre Nova Scotia's **Robert Merritt Awards'** application was deemed ineligible as the event currently receives financial assistance from Operating Budget C760 through the Mayor's Awards program. This financial assistance makes the event ineligible for funding as the grant process does not support funding for the same event from two different HRM sources.

Attachment 7
Festivals & Events Analysis of Eligible Applicants

1. Analysis

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

a) Community Festivals

Upon review, staff has assessed the applications and recommends that 4 events fall within the community festival category with the following grant awards:

1. Recommend an award of \$500 to the following event on the basis that the event meets the minimum criteria:
 - *Re-Jigged Festival*
2. Recommend an award of \$1,000 to the following events on the basis that each event surpasses the minimum criteria, has anticipated higher level of attendance and a larger event budget:
 - *Quinfest*
 - *Mi'kmaq Treaty Day Cultural Showcase*
3. Recommend an award of \$1,500 to the following events on the basis that each event surpasses the minimum criteria, has an anticipated attendance exceeding 5,000 with a budget that shows proportional good value, and the event organizers have a track record of delivering quality events.
 - *Festival des cultures francophone*

b) Community Celebrations

Upon review, no events fall in the community celebrations category.

c) Professional Festivals

Upon review, no events fall in the professional festival category.