

Item No. 11.6.2
Halifax Regional Council
June 10, 2014

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed
Councillor Barry Dalrymple, Chair Special Events Advisory Committee

DATE: May 28, 2014

SUBJECT: 2014 Festivals and Events Grant Report

ORIGIN

The April 14, 2014 staff report; the May 28, 2014 meeting of the Special Events Advisory Committee.

LEGISLATIVE AUTHORITY

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

RECOMMENDATION

The Special Events Advisory Committee recommends Halifax Regional Council:

1. Approve the 2014/15 Festivals and Events grant awards of \$34,850 as identified in Table 1 to be funded from the approved 2014/15 Operating Budget Account No. C760, Regional Recreation & Culture.

BACKGROUND

As per the April 14, 2014 staff report included as attachment 1 of this report.

DISCUSSION

The Special Events Advisory Committee reviewed and discussed the April 14, 2014 staff report at their May 28, 2014 meeting.

FINANCIAL IMPLICATIONS

As outlined in the April 14, 2014 staff report

COMMUNITY ENGAGEMENT

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

ENVIRONMENTAL IMPLICATIONS

None indicated.

ALTERNATIVES

SEAC did not provide an alternative.

ATTACHMENTS

1. April 14, 2014 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 Assistant, 490-6732



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Attachment 1

Special Events Advisory Committee
May 14, 2014

TO: Chair and Members of the Special Events Advisory Committee

Original Signed

SUBMITTED BY: Brad Anguish, Director, Community and Recreation Services

DATE: April 14, 2014

SUBJECT: 2014 Festivals and Events Grant Report

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 the 2014/15 Festivals and Events grant awards of \$34,850 as identified in Table 1 to be funded from the approved 2014/15 Operating Budget Account No. C760, Regional Recreation & Culture.

BACKGROUND

This report is intended to assist the Special Events Advisory Committee (SEAC) in its deliberations respecting the Festivals and Events grants allocation for the 2014/15 budget in accordance with the Grant Application and Eligibility Process (Attachment 1).

The Festivals and Events program supports 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 has been provided by the Province of Nova Scotia.

Each application received is evaluated based on the following granting criteria:

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

Additionally, each event must qualify in 1 of the 3 following categories:

- i. **Community Celebrations** – One day events operated by non-profit community committees and encompassing a broad definition of culture. Maximum grant amount award is \$1,000.
- ii. **Community Festivals** – Multiple day events operated by non-profit community committees and encompassing a broad definition of culture. Maximum grant amount award is \$2,000.
- iii. **Professional Festivals** – 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 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.

DISCUSSION

In past years, the first intake process was limited to \$25,000, with \$10,000 allocated for the second intake process. The intake process is being aligned to other grant application processes and, as a result, only one application intake will be issued for 2014/15. This recommendation is based on the revised event grant policy that is anticipated to be presented to SEAC and Regional Council during the summer of 2014 for implementation for the 2015/16 fiscal year. This change from 2 intakes to 1 has been communicated to all applicants who received a grant from HRM during the second intake last year and they have been directed to apply to this intake for 2014/15.

Information has also been posted on the HRM Event Grant website. As a result, it is recommended that the entire \$35,000 be allocated at this time.

There were 47 applications for funding, of which 46 qualified as eligible and 1 deemed to be ineligible (see Attachment 2).

The following are recommended grant awards for the eligible applicants (for further overview of the analysis and proposed recommendations see Attachment 3). The events in Table 1 are listed by category and within each category the events are listed alphabetically:

TABLE 1: PROPOSED FUNDING FESTIVALS AND EVENTS GRANT PROGRAM		
Event Name	Requested	Proposed
<i>a) Community Celebrations</i>		
Abundance Ritual	\$1,500	\$250
Celebrating Community Inclusion*	\$1,200	\$750
Dartmouth Halloween Parade*	\$5,000	\$500
Dartmouth Outdoor Movie*	\$4,000	\$750
East Dartmouth BBQ	\$1,500	\$750
Eastern Shore Family Resource 20 th Anniversary*	\$5,000	\$500
Eastern Shore Summer Arts Festival*	\$5,000	\$250
Food Festival and Fun/Run/Walk	\$10,000	\$500
Gottingen Street Community BBQ*	\$2,450	\$250
Harvest Hootenany*	\$2,100	\$250
In Full Bloom*	\$5,000	\$500
Lake & Shore Bike Rodeo*	\$500	\$100
Lake Echo Fall Festival*	\$5,000	\$250
MACPASS Miles Bridge Runs	\$4,000	\$500
Na Sgeulachdan	\$500	\$250
North End Holiday Parade	\$2,500	\$500
North Woodside Canada Day	\$2,500	\$500
PYC Canada Day*	\$500	\$250
Sackville Christmas Tree Lighting	\$2,000	\$1,000
School Farm Day	\$575	\$500
Seacoast Trail Art Exhibition*	\$500	\$250
Sealight – Skylight*	\$3,500	\$250
St Patrick's Day Parade	\$2,000	\$500
Sullivan's Pond Concert*	\$2,000	\$250
Ward 5 - Annual Block Party	\$700	\$500
WWII Encampment & Movie Night	\$500	\$250
Sub-Total	\$70,025	\$11,100

<i>b) Community Festivals</i>		
AfricFest 2014	\$3,500	\$1,000
Art of Disability Festival*	\$5,000	\$500
Artist for a Day	\$1,250	\$1,000
Arts & Cultural Freedom Festival	\$5,000	\$1,500
Beechville 200*	\$5,000	\$1,000
Doors Open Halifax*	\$12,500	\$2,000
Emerging Lens *	\$4,000	\$1,000
Flamenco Festival	\$3,000	\$500
Halifax Celtic Festival	\$3,000	\$1,000
Lake Echo Lions Fiesta Days	\$2,500	\$1,000
Mayworks Halifax Festival*	\$2,000	\$500
Mother Goose Festival	\$3,000	\$1,500
Northern Lights Lantern Festival	\$2,000	\$1,500
Obey Convention Arts & Music*	\$1,800	\$750
Peggy`s Cove Area Festival of Arts	\$5,000	\$1,000
Quinfest	\$2,000	\$1,000
Re-Jigged Festival	\$1,500	\$500
Sub-Total	\$62,050	\$17,250
<i>c) Professional Festivals</i>		
Festival des cultures francophone	\$10,000	\$1,500
Nova Scotia Kiwanis Music Festival	\$5,000	\$2,500
Stages Theatre Festival	\$3,000	\$2,500
Sub-Total	\$18,000	\$6,500
TOTAL	\$150,075	\$34,850

* Indicates first time applicant

FINANCIAL IMPLICATIONS

All recommendations can be accommodated in the approved 2014/15 operating budget account C760-6933.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

1. SEAC may choose to recommend that Regional Council amend the proposed grant awards pending budget capacity.

ATTACHMENTS

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

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.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, Civic Events Coordinator, Regional Recreation & Culture, 490-6979
Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-438

Original Signed

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

Original Signed

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

Attachment 1 Grant Application and Eligibility Process

The application process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Eligibility Screening

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

- Community-based festivals, 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 festivals that include performing, visual, media or literary arts 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 Two: Staff Review

Staff reviews all eligible applications and makes recommendations to SEAC based on the following guidelines:

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

Step Three: 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 Four: 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 2
Proposed Eligible & Non-Eligible Events

Proposed Eligible Events

Upon review, 46 out of the 47 applications submitted are considered eligible for consideration through the Festivals & Events program. The following provides a brief description of each event in alphabetical order:

Abundance Ritual

When: June 1-2, 2014

Where: Black Rock Beach, Point Pleasant Park

Program Description: The free event focuses on understanding diversity within spiritual traditions and cultures, specifically the West African Dagara peoples. The event will include an information session, food, singing, a boat building activity and the ancestral boat send off.

Attendance Size: 120

Budget: \$4,000

HRM Request: \$1,500

Proposed HRM Funding: \$250

AfricFest 2014

When: July 25-27, 2014

Where: Sackville Landing, Halifax Waterfront

Program Description: A free showcase of the African culture, visual and performing arts. Artists will include Diasporas from Nigeria, Ghana, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Somalia, ADAM, the Caribbean and the African Nova Scotian Community. Artistic work will include visual arts, drumming, jazz, hip-hop, gospel, stand-up comedy and storytelling.

Attendance Size: 5,600

Budget: \$50,000

HRM Request: \$3,500

Proposed HRM Funding: \$1,000

Art of Disability Festival

When: July 31, 2014

Where: Alderney Landing, Dartmouth

Program Description: A free festival where persons with disabilities have an opportunity to showcase their artistic works in the community. There will be workshops including silk screening, photography, dance, spoken word and sketch art.

Attendance Size: 367

Budget: \$5,000

HRM Request: \$5,000

Proposed HRM Funding: \$750

Artist for a Day

When: May 10, 2014

Where: NSCAD Port Campus, Marginal Road, Halifax

Program Description: Artist for a Day is a free, outdoor exploration of many artistic disciplines housed under tents and kiosks. There will be printmaking, steam roller prints, ceramics, sewing, weaving, drawing, painting, letterpress, performance art and dancing.

Attendance Size: 7,000

Budget: \$8,000

HRM Request: \$1,250

Proposed HRM Funding: \$1,000

Arts & Cultural Freedom Festival

When: August 9-10, 2014

Where: Black Cultural Centre, Cherry Brook

Program Description: An annual free festival that unites local and regional artists to showcase African Nova Scotia talent. The festival will feature various artist genres including spoken word, gospel, R&B, urban, country, jazz, hand drumming and African dance. Activities include basket weaving, quilting, silk-screen, wood crafts and accessories.

Attendance Size: 3,500

Budget: \$29,000

HRM Request: \$5,000

Proposed HRM Funding: \$1,500

Beechville 200

When: August 6, 2014

Where: Community of Beechville, Munroe Subdivision and Beechville Baptist Church

Program Description: The Beechville Baptist Church will be celebrating 170 years with the 30th anniversary of Beechville Days. Free activities include dances, children's parade, baseball games, talent show, BQ, scavenger hunt, storytelling and fireworks.

Attendance Size: 400

Budget: \$5,000

HRM Request: \$5,000

Proposed HRM Funding: \$1,000

Celebrating Community Inclusion

When: June 7, 2014

Where: Halifax Commons

Program Description: A free event that brings people with intellectual disabilities and the community together for recreational activities including music, dance, horse riding, short plays, and puppet shows.

Attendance Size: 430

Budget: \$6,800

HRM Request: \$1,200

Proposed HRM Funding: \$500

Dartmouth Halloween Parade

When: October 25, 2014

Where: Downtown Dartmouth

Program Description: A Halloween themed parade that will take place in Downtown Dartmouth. The parade will be free to non-profit organizations and there will be an entry fee for commercial organizations.

Attendance Size: 10,000

Budget: \$17,000

HRM Request: \$5,000

Proposed HRM Funding: \$500

Dartmouth Outdoor Movie

When: July 5 and August 3, 2014

Where: Ferry Terminal Park, Dartmouth Waterfront

Program Description: A free outdoor screening of movies during two nights in the summer.

Attendance Size: 2,500

Budget: \$10,000

HRM Request: \$4,000

Proposed HRM Funding: \$750

Doors Open Halifax

When: June 7-8, 2014

Where: Various locations throughout HRM

Program Description: A free event that promotes accessibility to buildings of interest (architectural, historical and cultural), especially buildings that typically restrict public access.

Attendance Size: 22,000

Budget: \$55,000

HRM Request: \$12,500

Proposed HRM Funding: \$2,000

East Dartmouth BBQ

When: August 9, 2014

Where: Boys and Girls Club of East Dartmouth, Dartmouth

Program Description: A free community celebration including a BBQ, recreational activities, music and community information booths.

Attendance Size: 500

Budget: \$4,000

HRM Request: \$1,500

Proposed HRM Funding: \$750

Eastern Shore Family Resource 20th Anniversary

When: July 12, 2014

Where: Porter's Lake Community Centre

Program Description: A free event that includes children's entertainment, African drumming, games, local entertainment, BBQ and cake.

Attendance Size: 600
Budget: \$10,000
HRM Request: \$5,000
Proposed HRM Funding: \$500

Eastern Shore Summer Arts Festival

When: August 17, 2014
Where: Old School Community Gathering Place, Musquodoboit
Program Description: A free event that showcases local musicians and performers and includes workshops, painting, creative writing, mask making, song writing, local food and crafts.
Attendance Size: 140
Budget: \$5,000
HRM Request: \$5,000
Proposed HRM Funding: \$250

Emerging Lens

When: May 1-4, 2014
Where: Various locations in HRM
Program Description: A free festival that includes workshops, cultural performances and screenings. The 2014 theme is "Creating the Bigger Picture for Filmmakers of Color".
Attendance Size: 500
Budget: \$12,000
HRM Request: \$4,000
Proposed HRM Funding: \$1,000

Festival des cultures francophone

When: November 1-9, 2014
Where: Various locations within the Halifax Regional Municipality
Program Description: A cultural 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: \$110,000
HRM Request: \$10,000
Proposed HRM Funding: \$1,500

Flamenco Festival

When: February 1-15, 2015

Where: Alderney Landing, Dartmouth

Program Description: A festival that promotes flamenco dance, music and culture that includes workshops and performances. There are free and gated (under \$10) events scheduled.

Attendance Size: 1,000

Budget: \$152,000

HRM Request: \$3,000

Proposed HRM Funding: \$500

Food Festival and Fun/Run/Walk

When: October 19, 2014

Where: Canada Games Centre, Halifax

Program Description: A free celebration of healthy living with a free food festival, workshops and 2.5/5 km fun runs.

Attendance Size: 1,300

Budget: \$21,000

HRM Request: \$10,000

Proposed HRM Funding: \$500

Gottingen Street Community BBQ

When: May 10, 2014

Where: Halifax North Memorial Public Library, Halifax

Program Description: A free community celebration that will include a book exchange, BBQ, storytelling, local theatre and live music.

Attendance Size: 290

Budget: \$2,450

HRM Request: \$2,450

Proposed HRM Funding: \$250

Halifax Celtic Festival

When: September 12-14, 2014

Where: Halifax Forum, Halifax

Program Description: A free public street festival that will celebrate and promote Nova Scotia Celtic heritage. The festival includes a main stage, songwriter's circle, workshops, demonstrations, artisan displays and athletic Celtic sport competitions.

Attendance: 5,260

Budget: \$89,000

HRM Request: \$3,000

Proposed HRM Funding: \$1,000

Harvest Hootenany

When: November 1, 2014

Where: Common Roots Urban Farm (Bell Road and Robie Street), Halifax

Program Description: A free celebration of the season's harvest for the Common Roots Urban Farm. Activities include food, music, poetry, garlic planting, seed dating, harvesting, apple cider pressing, pumpkin smashing and mulching.

Attendance Size: 230

Budget: \$2,100

HRM Request: \$2,100

Proposed HRM Funding: \$250

In Full Bloom

When: June 22, 2014

Where: Bloomfield Centre, Halifax

Program Description: A free spring fair to celebrate and engage the community and will include food, plans, community garden, green house, local film screening and entertainment.

Attendance: 800

Budget: \$5,500

HRM Request: \$5,000

Proposed HRM Funding: \$500

Lake and Shore Bike Rodeo

When: August 8-9, 2014

Where: Lake and Shore Community Recreation Centre, Porters Lake

Program Description: A free event for youth to learn safety skills that includes a BBQ, bike decorating and participating as an entry in the Lake Shore festival parade.

Attendance Size: 80

Budget: \$500

HRM Request: \$500

Proposed HRM Funding: \$100

Lake Echo Fall Festival

When: September 27, 2014

Where: Lake Echo Community Centre, Porters Lake

Program Description: A fall festival for the Lake Echo and surrounding community that will include highland dance, hip hop and African drumming. The festival will be free for children and youth with a gated fee for adults.

Attendance Size: 200

Budget: \$5,000

HRM Request: \$5,000

Proposed HRM Funding: \$250

Lake Echo Lions Fiesta Days

When: July 4-6, 2014

Where: Lake Echo Community Centre

Program Description: A free community festival that includes a parade, horseshoe competition, water boat races, a cake walk, inflatable bouncers, BBQ, community breakfast and a fireworks display.

Attendance Size: 800
Budget: \$3,500
HRM Request: \$2,500
Proposed HRM Funding: \$1,000

MACPASS Miles Bridge Runs

When: August 3, 2014
Where: MacDonald Bridge, Halifax
Program Description: A free community event that includes a bridge run with youth, men's and women's categories and award celebration. This year the event is celebrating its 20th anniversary.
Attendance Size: 1,000
Budget: \$5,500
HRM Request: \$4,000
Proposed HRM Funding: \$500

Mayworks Halifax Festival

When: April 25-May 4, 2014
Where: Various locations throughout HRM
Program Description: An arts and cultural festival that is sponsored by local Halifax and Dartmouth Labor Council which brings union members and artists together to explore cultural, economic and social justice. The festival showcases plays and demonstrations in various venues and has free and gated events (\$10 entry).
Attendance Size: 1,100
Budget: \$13,500
HRM Request: \$2,000
Proposed HRM Funding: \$500

Mother Goose Festival

When: August 2, 2014
Where: Ferry Terminal Park, Dartmouth
Program Description: Free family, children's event that includes games, art, bouncy castles, a petting zoo, reading tents and short plays written and delivered by a local theatre company.
Attendance Size: 1,100
Budget: \$13,500
HRM Request: \$3,000
Proposed HRM Funding: \$1,500

Na Squeulachdan/ Storytellers

When: May 27, 2014
Where: St. Agnes Church, Halifax
Program Description: A cultural event that focuses on the Scottish Gaelic culture in Nova Scotia through storytelling, music and song. The story telling is in Gaelic with English translation and there will be a traditional milling frolic (the singing of old Gaelic songs while

taking cloth from the loom and pounding and fulling it on a milling table to felt the wool into a tighter fabric) to conclude the night. The event plans to have a \$10 entrance fee.

Attendance Size: 100

Budget: \$500

HRM Request: \$500

Proposed HRM Funding: \$250

North End Holiday Parade

When: November 28, 2014

Where: North End/ Hydrostone area, Halifax

Program Description: A non-motorized parade that is free to organizations and groups to participate and ends at the Hydrostone Tree Lighting.

Attendance Size: 862

Budget: \$4,000

HRM Request: \$2,500

Proposed HRM Funding: \$500

North Woodside Canada Day

July 1, 2014

Where: North Woodside Community Centre, Dartmouth

Program Description: A free family, children's event that includes face painters, balloon magic, inflatables and a BBQ.

Attendance Size: 700

Budget: \$4,000

HRM Request: \$2,500

Proposed HRM Funding: \$500

Northern Lights Lantern Festival

When: August 9, 2014

Where: Merv Sullivan Memorial Park, Halifax

Program Description: This free event includes a BBQ, free drinks, games, lantern making, entertainment, petting zoo, lantern parade possession and fireworks display.

Attendance Size: 6,000

Budget: \$22,000

HRM Request: \$2,000

Proposed HRM Funding: \$1,500

Nova Scotia Kiwanis Music Festival

When: April 1-16, 2014

Where: Various Locations throughout HRM

Program Description: A festival with both competitive and non-competitive classes representing approximately 8,000 student performances. The Festival gives HRM students the opportunity to receive instruction from some of Canada's most accomplished musical talents and to compete locally, provincially and nationally. The festival is both free and gated with a nominal fee for adults.

Attendance Size: 6,000
Budget: \$22,000
HRM Request: \$5,000
Proposed HRM Funding: \$2,500

Obey Convention Music & Arts

When: May 22-25, 2014
Where: Various locations in HRM

Program Description: An open concept music and arts festival that showcases local and international performers at various alternative spaces throughout HRM. The festival aims to showcase works from varying genres that defy convention and explore new ideas and challenges assumptions. The event has both free and gated activities.

Attendance Size: 2,000
Budget: \$25,000
HRM Request: \$1,800
Proposed HRM Funding: \$750

Peggy's Cove Area Festival of Arts

When: July 10-20, 2014
Where: Various communities surround Peggy's Cove

Program Description: Ten day annual public festival celebration that highlights the cultural talent and creativity of painters, musicians, handicrafts, artisans, sculptors, storytellers, woodworkers and potters who reside in the St. Margaret's Bay area. The festival consists of four main events; festival launch (\$20 fee), paint Peggy's cove (free), artist's studio tour (free) and musical concerts (\$20 fee).

Attendance Size: 6,100
Budget: \$32,000
HRM Request: \$5,000
Proposed HRM Funding: \$1,000

Petpeswick Yacht Club Canada Day

When: July 1, 2014
Where: 434 East Petpeswick Road, Musquodoboit

Program Description: This free event includes children's games, local performers, youth water sports and a BBQ.

Attendance Size: 150
Budget: \$1,400
HRM Request: \$500
Proposed HRM Funding: \$250

QuinFest

When: September 20, 2014
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, children's area, and food

sampling. The event is a family event suitable for all ages and aims to develop sense of community.

Budget: \$11,000

HRM Request: \$2,000

Proposed HRM Funding: \$1,000

Re-Jigged Festival

When: October 24-25, 2014

Where: Downtown Dartmouth

Program Description: A gated festival (ticket range \$5 - \$30) consisting of children's workshops, lunchtime seminars, a gala concert and a Céilidh 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: 500

Budget: \$15,000

HRM Request: \$1,000

Proposed HRM Funding: \$500

Sackville Christmas Tree Lighting

When: December 6, 2014

Where: Sackville Library

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

Attendance Size: 2,070

Budget: \$12,300

HRM Request: \$2,000

Proposed HRM Funding: \$1,000

School Farm Day – Urban Farm Museum of Spryfield

When: June 5, 2014

Where: Urban Farm Field, Rockingstone Road, Spryfield

Program Description: A free event with students from local schools that celebrates Spryfield's agricultural past with animals and an invitation to join the "Come Grow with Us" gardening program. Activities include garden tours, heritage games, and socializing with seniors from Melville Lodge.

Attendance Size: 500

Budget: \$1,300

HRM Request: \$575

Proposed HRM Funding: \$500

Seacoast Trail Art Exhibition

When: August 17, 2014

Where: Lion's Centre, Sheet Harbour

Program Description: A free event that showcases local arts and crafts and is part of a week-long Seaside festival.

Attendance Size: 300
Budget: \$2,000
HRM Request: \$500
Proposed HRM Funding: \$250

Sealight - Skylight

When: August 9, 2014

Where: The Deanery Project, Ship Harbour

Program Description: A free event that celebrates the Persiad meteor shower. The event begins with presentations by interpreters and is followed by viewing the meteor shower via telescopes and special binoculars setup on the field. There will be musicians and performance elements to add to the experience.

Attendance Size: 140
Budget: \$5,500
HRM Request: \$3,500
Proposed HRM Funding: \$250

St. Patrick's Day Parade

When: March 15, 2014

Where: Downtown Halifax

Program Description: This event took place on March 15, 2014 and had an attendance of 4,000 and a final budget of \$9,500. It was a free event for the public with entrance fees for local business to participate in the parade. This year the parade had a new route through downtown Halifax and consisted of more than 30 units of marching groups, bands, floats and vehicles.

Attendance Size: 4,800
Final Attendance: 4,000
Budget: \$5,000
Final Budget: \$9,500
HRM Request: \$2,000
Proposed HRM Funding: \$500

Stages Theatre Festival

When: June 19 – June 29, 2014

Where: Various venues throughout HRM

Program Description: Stages Theatre Festival is Atlantic Canada's national Professional Theatre Festival. The event presents six to eight productions over the 12 day festival and offers both free and gated (\$5-\$40) events. There are outreach activities such as workshops and school performances.

Attendance Size: 2,500
Budget: \$115,000
HRM Request: \$3,000
Proposed HRM Funding: \$2,500

Sullivan's Pond Concert

When: June 15, 2014

Where: Sullivan's Pond Park, Dartmouth

Program Description: A free, 3 hour Sunday afternoon concert in the Sullivan's Pond Park's grandstand.

Attendance Size: 1,000

Budget: \$4,800

HRM Request: \$2,000

Proposed HRM Funding: \$250

Ward 5 - Annual Block Party

When: August 21, 2014

Where: Merv Sullivan Memorial Park, Halifax

Program Description: A free event that includes a BBQ, drinks, games, lantern making, entertainment, petting zoo, lantern parade and fireworks display.

Attendance Size: 350

Budget: \$3,000

HRM Request: \$700

Proposed HRM Funding: \$500

WWII Encampment & Movie Night

When: July 5-6, 2014

Where: Memory Lane Heritage Village, Lake Charlotte

Program Description: A free event that includes an encampment on the Heritage Village grounds and screenings of Canadian war-time short films.

Attendance Size: 235

Budget: \$2,100

HRM Request: \$500

Proposed HRM Funding: \$250

Ineligible Events

Upon review, 1 application was deemed ineligible for consideration through the Festivals & Events program. **The Gala Latina** application was deemed ineligible because the event is a dinner. The Civic Events Granting Framework and Policy states that HRM will not fund banquets and dinners associated with events. It is recommended that the Gala Latina application not be considered for funding.

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 Celebrations

Upon review, staff has assessed the applications and recommends that 26 events fall within the community celebrations category with the following grant awards:

1. Recommend an award of \$100 to the following event on the basis that the event meets the minimum criteria, and has a low anticipated level of attendance:
 - *Lake & Shore Bike Rodeo*
2. Recommend an award of \$250 to the following events on the basis that each event meets the minimum criteria, and have similar anticipated levels of attendance:
 - *Abundance Ritual*
 - *Eastern Shore Summer Arts Festival*
 - *Gottingen Street Community BBQ*
 - *Harvest Hootenany*
 - *Lake Echo Fall Festival*
 - *Na Sgeulauchean*
 - *PYC Canada Day*
 - *Seacoast Trail Art Exhibition*
 - *Sealight - Skylight*
 - *Sullivan's Pond Concert*
 - *WWII Encampment & Movie Night*
3. Recommend an award of \$500 to the following events on the basis that each event meets the minimum criteria, and have a higher anticipated level of attendance:
 - *Celebrating Community Inclusion*
 - *Dartmouth Halloween Parade*
 - *Eastern Shore Family Resource 20th Anniversary*
 - *Food Festival and Fun/Run/Walk*
 - *In Full Bloom*
 - *MACPASS Miles Bridge Runs*
 - *North End Holiday Parade*
 - *North Woodside Canada Day*
 - *School Farm Day*
 - *St. Patrick's Day Parade*
 - *Ward 5 - Annual Block Party*

4. Recommend an award of \$750 to the following events on the basis the events meet the minimum criteria, creates a unique experience and have a higher anticipated level of attendance:
 - *Dartmouth Outdoor Movie*
 - *East Dartmouth BBQ*
5. Recommend an award of \$1,000 to the following event on the basis that the event meets the minimum criteria, has a higher anticipated level of attendance and larger budgets:
 - *Sackville Christmas Tree Lighting*

b) 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 events on the basis that the events meets the minimum criteria:
 - *Art of Disability Festival*
 - *Flamenco Festival*
 - *Mayworks Halifax Festival*
 - *Re-Jigged Festival*
2. Recommend an award of \$750 to the following events on the basis that the events meets the minimum criteria and has a larger event budget:
 - *Obey Convention Music & Arts*
3. Recommend an award of \$1,000 to the following events on the basis that the events surpass the minimum criteria, have an anticipated higher level of attendance and a larger event budget:
 - *AfricFest 2014*
 - *Artist for a Day*
 - *Beechville 200*
 - *Emerging Lens*
 - *Halifax Celtic Festival*
 - *Lake Echo Lions Fiesta Days*
 - *Peggy's Cove Area Festival of Arts*
 - *Quinfest*
4. 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:
 - *Arts & Cultural Freedom Festival*
 - *Northern Lights Lantern Festival*
 - *Mother Goose Festival*

5. Recommend an award of \$2,000 to the following event on the basis that the event surpasses the minimum criteria, has an anticipated attendance exceeding 5,000 with a budget that shows proportional good value, has a strong marketing campaign, has event organizers with a track record of delivering quality events and celebrates local spaces:

- *Doors Open Halifax*

c) Professional Festivals

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

1. Recommend an award of \$1,500 to the following event on the basis that the event meets the minimum criteria, has a budget that shows proportional value, and event organizers have a track record of delivering quality events. The event demonstrates a professional caliber of art and culture, is supported by multiple sponsors/ partners, offers a free and low cost event accessible to the public and celebrates HRM's francophone community:

- *Festival des cultures francophone*

2. Recommend an award of \$2,500 to the following event on the basis that the event meets the minimum criteria, has an anticipated high level of attendance with a budget that shows proportional value, and event organizers have 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:

- *Nova Scotia Kiwanis Music Festival*
- *Stages Theatre Festival 2013*