

The logo for the City of Halifax, featuring the word "HALIFAX" in a bold, white, sans-serif font. The text is positioned within a dark blue geometric shape that is part of a larger background design consisting of several overlapping triangles in various shades of blue.

Special Events Grant Process – Administrative Orders

Committee of the Whole

May 26, 2015

Agenda

- Current Event Policies
- Origin of Proposed Changes
- Current Challenges - Rationale of Changes
- Report Recommendations
- Proposed Marketing Levy Special Events Reserve (MLSER)
Admin Order Grant Programs
- Proposed Regional Events Admin Order Grant Programs
- Proposed Administrative Changes
- HRM Delivered Events
- SEAC Terms of Reference
- Regional Council Follow Up
- Summary of Recommendations & Motions

In a typical year, HRM

.....directly delivers **9** events;

.....provides grant funding to over **95** events; and

.....provides varying types of logistical support to an additional **150** events.

Current Event Policies

- **MLSER Reserve Business Case** (October 2001)
 - Mechanism to collect and disperse Hotel Levy Tax
- **Civic Event Granting Policy & Framework** (March 2007)
 - Formalized event administrative processes
- **Event Strategy** (June 2010)
 - Policy that provides direction to event development

Origin of Proposed Changes

- Event Strategy Direction – Review of Granting Framework
- Regional Council Motion – July 2012
 - “....further, that staff develop an HRM Event Strategy which will identify supporting criteria for various categories of events and falling under the umbrella of the HRM Cultural Plan”
- Auditor General’s report on Grants, Donations & Contributions – various recommendations

Overall Challenges - Consultations

Recommendations are based on feedback and direction from:

- Regional Council
- Special Events Advisory Committee (SEAC)
- Auditor General
- Various Stakeholders
 - Hotel Association of Nova Scotia
 - Destination Halifax
 - Greater Halifax Partnership
 - BIDs
 - Event Organizers

Overall Challenges - Rationale for Changes

- Current framework has numerous inconsistencies and inequities
- Current framework fails to consider the value of social benefit, cultural impact, diversity
- Limited access for funding increases or changes
- Funding inequities
- Timeliness and responsiveness for provision of funding
- Barriers for supporting emerging or new sector events
- Confusion and frustrations for event organizers
- No strategic allowance for future bids
- Inequitable process - some events have been grandfathered while others have to apply
- Use of MLSER for float and event infrastructure

Report Recommendations

1. Adopt the Marketing Levy Special Event Reserve Grants Administrative Order #2014-020-GOV
2. Adopt the Regional Special Events Grants Administrative Order #2014-021-GOV
3. Approve the revised Marketing Levy Special Event Reserve Business Case
4. Approve the transfer of oversight for event grants to the Grants Committee from the Special Events Advisory Committee; and
5. Approve the Regional Events and Cultural Initiatives Operational Event Programs criteria and realignment

Proposed Admin Order MLSER Grant Programs

Objective:

**Direct financial support to large scale special events in
Halifax Regional Municipality that support and promote
tourism and business development**

Proposed MLSER Admin Order

Proposed Programs:

- **Signature Events**
- **Tourism Events**
- **Emerging Events**
- **Major Hosting Events**
- All applicants to these programs will be required to submit a Sport Tourism Economic Assessment Model (STEAM) analysis report

Proposed MLSER Admin Order

Signature Events

- Replaces existing annual Hallmark funding program
- Offers up to 3-year funding commitment (annual review, ability to amend and subject to budget approval)
- Event eligibility requirements:
 - Minimum budget of \$250,000
 - In existence for 5 years

Example: Royal NS International Tattoo

Proposed MLSER Admin Order

Tourism Events

- Replaces the Non-Annual Program
- Supports annual or one-time large scale events
- Tourism Event may be eligible for consideration under the Signature Events grant program after 5 years and if it meets criteria
- Event eligibility requirements:
 - minimum budget of \$100,000
 - Events in existence for 2 years with strong event management and record of success

Examples: Aboriginal Day Live & Celebration, CIS/National Sporting Championships

Proposed MLSER Admin Order

Emerging Events

- Supports Organizations that bring or create a new event
- Provides up to 3 years of sustainable funding
- Event eligibility requirements:
 - Minimum budget of \$50,000
 - In existence for 1 year with demonstrated experience in event management

Example: Epic Dartmouth

Proposed MLSER Admin Order

Major Hosting Events

- Formalized program to support strategic bids for major events
- Minimum of \$250,000 of MLSER funds earmarked for program
- Eligibility requirements include: minimum budget of \$500,000
- Awards may be conditional on receiving additional government funding

Examples: Canadian Country Music Awards, Nova Scotia Open

Proposed Admin Order Regional Events Grant Programs

Objective:

Direct financial support to special events in Halifax that align with the Municipality's community and cultural development outcomes

Proposed Regional Events Admin Order

Proposed Programs:

- Community Celebrations
- Establish Community Events
- Significant Anniversaries
- Cultural Events

Proposed Regional Events Admin Order

Community Celebrations

- Replaces Festivals and Events program
- Provides annual, maximum grant of \$1,000 to events that are:
 - less than five (5) days in duration
 - free to the public to attend
 - for the benefit and enjoyment of local residents
 - coincide with a community gathering or civic holiday

Example: East Dartmouth BBQ

Proposed Regional Events Admin Order

Established Community Events

- Replaces the Summer Festivals & Annual Events
- Provides an annual, maximum grant of \$25,000 and up to a 3 year sustainable funding to events that are:
 - held over consecutive, multiple days not exceeding 7 days
 - for the benefit and enjoyment of local residents
 - are accessible to the public with free or low cost activities
 - has a minimum budget of \$10,000
 - has been in existence for three (3) consecutive years.

Examples: Halifax County Exhibition, Sackville Patriot Days and Cole Harbour Harvest Festival

Proposed Regional Events Admin Order

Significant Anniversaries

- Provides a maximum grant of \$10,000 to events related to major quarterly anniversaries (25th, 50th, etc.) that:
 - celebrate Halifax's heritage and community
 - have a minimum budget of \$7,500
 - are not eligible for consideration under any other HRM event grant program

Example: Gottingen 250

Proposed Regional Events Admin Order

Cultural Events

- Provides a maximum grant of \$60,000 to arts and culture festivals which:
 - further the principles and objectives of the HRM Cultural Plan
 - further the disciplines of literary, media, performing & visual arts
 - have strong cultural content
- Events offered up to a 3 year funding commitment (annual review, ability to amend and subject to budget approval)
- Event eligibility:
 - Accessible to the public with free or low cost activities
 - Minimum budget of \$50,000

Examples: Nocturne, Prismatic

Event Grant Programs

Current Grant Programs		
MLSER Funded		Operating Budget Funded
<ul style="list-style-type: none"> - Hallmark - Tourism/Sporting - Major Civic Celebrations 		<ul style="list-style-type: none"> - Annual Events - Festival & Events - Summer Festivals
Approx. \$1.2M/year		Approx. \$100k/year
Proposed Grant Programs		
MLSER Funded	Cultural Reserve Funded	Operating Budget Funded
<ul style="list-style-type: none"> - Signature Events - Tourism Events - Emerging Events - Major Hosting 	<ul style="list-style-type: none"> - Cultural Events 	<ul style="list-style-type: none"> - Community Celebrations - Established Community Events - Significant Anniversaries
Approx. \$1.2M/year	Approx. \$200k/year	Approx. \$200k/year

Proposed Administrative Changes

Proposed Administrative Changes

- Annual Application Program
- 3-Year Funding Programs
- No retroactive funding
- Concerned Status
 - Mechanism to identify concerns with an event
- Referral by Council clause (appeal of decision)
- Transparency
- Float and Infrastructure – absorbed into Parks & Recreation Operating Budget

Overall Benefits to Events

- Potential for increased funding
- Transparent, fair and consistent processes
- Opportunities for support to new events
- Improved timing for provision of funding
- Equitable funding opportunities

SEAC Terms of Reference

- Auditor General recommendation – centralized approach for all grants, donations and contributions
- Duplication of function with Grants Committee
- Quorum challenges resulted in delays in funding decisions – impacting events
- Alignment with Council's Committee Governance Project

Recommendation:

All grants oversight be transferred to the Grants Committee from SEAC

HRM Delivered Events

Current HRM Delivered Events

- Canada Day
- Natal Day Festival
- Clam Harbour Beach Sandcastle Competition
- Hopscotch Halifax
- Halifax Christmas Tree Lighting
- Halifax Explosion Commemoration
- Menorah Lighting
- New Year's Eve Grand Parade Celebration
- Bedford Days
- Dartmouth Christmas Tree Lighting

Regional Council Follow Up

During Regional Council, additional direction and requests outlined:

1. MOTION to amend Recommendation to include the retention of Bedford Days and the Dartmouth Tree Lighting (PASSED)
2. MOTION to have Patriot Days and the Halifax County Exhibition events continue to receive annual grant funding in the minimum amount of \$20,000 and \$25,000, respectively
3. REQUEST to have the amount of staff hours on HRM Delivered Events quantified
4. REQUEST to clarify the Summer Festivals Program assigned funding level

Regional Council Follow Up

1. MOTION to amend Recommendation to include the retention of Bedford Days and the Dartmouth Christmas Tree Lighting

Follow up:

The amended recommendation to include the retention of Bedford Days and the Dartmouth Christmas Tree Lighting would not impact current operational capacity

Regional Council Follow Up

2. MOTION to have Patriot Days and the Halifax County Exhibition events continue to receive annual grant funding in the minimum amount of \$20,000 and \$25,000, respectively

Follow up:

The proposed motion would create further challenges to establish **consistent** and **equitable** funding processes

Regional Council Follow Up

3. REQUEST to have the amount of staff hours on HRM Delivered Events be quantified:

2014 Information	Staff Hours	HRM Budget	Sponsorship/ Gov't Grants
Grand Parade New Year's Eve	455	\$ 70,000	\$ 2,000
Canada Day	600	\$ 50,000	\$ 140,000
Bedford Days	510	\$ 20,000	\$ 70,000
Natal Day	1,038	\$ 150,000	\$ 167,000
Clam Harbour Sandcastle Competition	364	\$ 30,000	\$ 6,000
Hopscotch Halifax	328	\$30,000	\$ 45,000
Halifax Tree Lighting	273	\$ 35,000	\$ 16,000
Dartmouth Tree Lighting	255	\$ 12,000	\$ 33,500
Halifax Explosion Anniversary	146	\$ 5,000	\$ 0
Menorah Lighting	37	\$ 4,000	\$ 0
Total	4006	\$406,000	\$479,500

Regional Council Follow Up

4. REQUEST to clarify the Summer Festivals Program assigned funding level.

Follow up:

- In 2006, the budget for this program was increased to \$50,000 by Regional Council
 - \$25,000 was assigned annually to the Halifax County Exhibition
 - \$25,000 was available **through application** for other events located in former County communities
- In 2007, Halifax County Exhibition categorized with other Annual events receiving funds **without an application**

Recommendations and Motions

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3. Approve the revised Marketing Levy Special Event Reserve Business Case
4. Approve the transfer of oversight for event grants to the Grants Committee from the Special Events Advisory Committee
5. Approve the Regional Events and Cultural Initiatives Operational Event Programs criteria and realignment
6. Include the retention of Bedford Days and the Dartmouth Tree Lighting
7. Patriot Days and the Halifax County Exhibition events continue to receive annual grant funding in the minimum amount of \$20,000 and \$25,000, respectively

Recommendations and Motions

8. Approve the wording of Administrative Order 2014-021-GOV, Respecting Regional Special Events Grants, Recommendation #2 so that clause d of section 4 be amended by:
 - a) adding the word “annual” after the word “maximum” and before the word “grant”, and
 - b) adding the words “and up to a three (3) year sustainable funding commitment” after the number “\$60,000.00” and before the word “to”

Questions

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