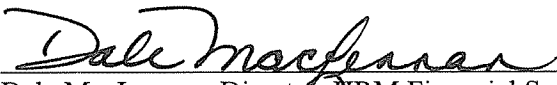


**Halifax Regional Council**  
**October 7th, 2003**

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

**SUBMITTED BY:**   
Dale MacLennan, Director, HRM Financial Services

**DATE:** July 27th, 2003

**SUBJECT:** Pier 21 Society: Grant Request

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### INFORMATION REPORT

#### ORIGIN

At the Committee of the Whole Meeting of Regional Council, June 17, 2003 representatives of Pier 21 Society made a presentation entitled The Pier 21 Strategic Plan 2003-2007. The purpose of the presentation was to create awareness of the organization's intended expansion of mandate and facility, to seek advice on funding opportunities, and request a one-time capital grant from HRM. Pier 21 is an interpretation centre and registered national heritage site located in premises leased from the Halifax Port Authority, Halifax. The strategic plan proposes an expansion of approximately 5,000 sq.ft and a broader programming mandate. Regional Council expressed support in principle and referred the matter to staff of HRM Financial Services for a report.

#### BACKGROUND

HRM provided assistance in the amount of \$500,000 to the development of Pier 21 paid out over a 6-year term (1996- 2002) through the *Capital Pledges Program*. In 2001, application was made to the *Tax Exemption for Non-Profit Organizations Program* (By-law T-201) and approved at 100% exempt on the basis of registration as a national heritage site. A payment plan was negotiated for the payment of arrears which should conclude in 2004-2005. The estimated annual value of the 100% tax exemption is \$44,350. Staff anticipate that expansion of the facility's size will increase annual property taxes (estimated to be an increase in the \$4,000-\$5,000 range per year, excluding any potential assessment increase resulting from substantial leasehold improvements). In 2002-2003, Pier 21 was awarded a one-time grant under the *Community Grants Program* in the amount of \$5,000 for the development of an outreach program for junior high school students; the publication of a "Family Resource and Activity Guide".

In 2003-2004, Recreation, Tourism & Culture provided \$5,000 towards the development of a strategic plan and are in discussions with Pier 21 regarding alternate service delivery options such as research, school programs, and exhibit development as part of a proposed 2-year Cultural Tourism Partnership Agreement (2002-2004). The agreement is intended to link assistance from Recreation, Tourism & Culture to the department's program outcomes and business plan. Under the proposed partnership HRM Recreation, Tourism & Culture would provide Pier 21 technical and financial assistance (\$5,000 and \$35,000 for exhibit development) in areas such as curriculum development, publishing, exhibit development, outreach and book sales.

**DISCUSSION**

Staff of the Grants Program met with the Society's CEO on Tuesday, July 22, 2003 to discuss the application procedures and timelines for the *HRM Community Grants Program*. The Society will be requesting a total municipal contribution in the amount of \$500,000 in either a lump sum contribution or a multi-year grant. The applicant has agreed to forward a draft report prior to the HRM Community Grants Program deadline (January 2004) to assist staff of the HRM Grants Program and Recreation, Tourism & Culture review the Pier 21 request within the context of existing program capacity, the budget and business planning process for 2004-2005, and the proposed Cultural Tourism Partnership Agreement presently under negotiation.

**BUDGET IMPLICATIONS**

With the exception of the capital pledge to the Art Gallery of Nova Scotia, all prior commitments under the *Capital Pledges Program* have been completed and the program retired as of 2003-04. The AGNS grant is to be paid from the *Community Grants Program* using a multi-year schedule. A capital grant in the amount of \$500,000 exceeds existing program capacity.

Options to be reviewed by staff include:

no additional funding beyond the present level of tax subsidy and that identified in the proposed Cultural Tourism Partnership Agreement with Recreation, Tourism & Culture;

a budget increase (either one-time or multi-year) to the *HRM Community Grants Program*;

a modest one-time or multi-year grant under the *Community Grants Program* to fit existing capacity.

Assuming the exemption level remains at 100% exempt under By-law T-201 the expansion will lead to an increase in the annual value of the property tax exemption awarded by HRM of approximately ~\$50,000/year in total.

**FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating Reserves, as well as any other relevant legislation.

**ALTERNATIVES**

None. This is an information report only.

**ATTACHMENTS**

1. Letter dated August 21, 2003, Pier 21 Society to HRM Grants Program.

Additional copies of this report, and information on its status, can be obtained by contacting the Office of the Municipal Clerk at 490-4210 or Fax 490-4208.

Report Prepared By: Peta-Jane Temple, Team Leader Tax, Grants & Special Projects, HRM Financial Services 490-5469; Dan Norris, Manager, Recreation, Tourism & Culture 490-4339.

Oct 3/03

# PIER 21™

75<sup>th</sup> Anniversary  
1928 - 2003



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August 21, 2003.

Peta-Jane Temple,  
Regional Coordinator, Grants program,  
Financial Services,  
Halifax Regional Municipality,  
PO Box 1749  
Halifax, N.S., B3J 3A5

*P. J.*

Dear Ms. Temple,

I am pleased to follow up on our meeting on the new strategic direction for Pier 21. As promised, I am enclosing a copy of our plan, formally adopted by our Board in February 2003. A copy of this report was earlier made available to Dan Norris.

You will recall both from our July 22<sup>nd</sup> meeting and the presentation made to Committee of the Whole on June 17<sup>th</sup> that Pier 21 is seeking the support of Halifax Regional Municipality. In September I will be forwarding to you for your consideration and advice a "Draft" funding proposal, wherein we will be requesting a contribution of \$ 500,000. These funds would be utilized as part of the \$ 8.6 Million one time requirement to implement our new strategic vision.

*v6%*

I look forward to working with you on this project and to receiving your advice on how we can best partner with HRM. Thank you.

Sincerely,

Robert (Bob) Moody  
CEO

Enclosure.