

# 2019/20 Regional Special Events Grants Application Form

## Cultural Events & Showcases

**DEADLINE: THURSDAY, JANUARY 31, 2019, 12:00 NOON\***

*\*For events that occur after April 1st, 2019*

### Staff Contact:

**Shari Dillman**  
Culture & Events  
[dillmas@halifax.ca](mailto:dillmas@halifax.ca)  
(902) 490-4922

**Paul Forrest**  
Culture & Events  
[forrestp@halifax.ca](mailto:forrestp@halifax.ca)  
(902) 490-6979

## Application for Funding

### Regional Events Grant Programs

Halifax Regional Municipality values positive community development that celebrates heritage, builds bridges between diverse populations, enriches quality of life for residents and improves civic pride in the Halifax Regional Municipality.

### Non-Eligible Events:

- Private events
- Tradeshows
- Seminars
- Clinics
- Conferences
- Political events
- Symposiums
- Banquets
- Sport Tournaments
- Marketing initiatives
- Fundraising events
- Events held outside HRM
- Events that occur before April 1 of respective submission year
- Events longer than 14 days in duration

### Eligible Expenses

Grants may be applied to programing, operating, marketing and promotional expenses. No portion of the grant shall be applied to staff wages, volunteer bursaries or honoraria; or paid to members or officers of an organization's Board of Directors either directly or indirectly.

### Program information

Provides a maximum grant of \$60,000\* to support organizations that deliver arts and culture events and festivals that:

- have strong cultural content;
- further the disciplines of literary, media, performing and visual arts;
- are accessible to the public with free or low-cost activities;
- have a minimum budget of \$50,000.00; and
- further the principles and objectives of the HRM Cultural Plan\*\* and provide opportunities for audiences that include:
  - enjoyment of unique experiences;
  - access to high-quality work;
  - exploration of own and other cultures;
  - exposure to local, national and international artists and ideas;
  - participation in artistic programs and a range of other activities;
  - contribution to cultural infrastructure;
  - impact on local and national artistic and community organizations;
  - level of interaction with local artists;
  - strengthening ongoing artistic activity in HRM;
  - contribution to HRM's culture and community identity; and
  - encouragement of cross-cultural and international understanding and innovation.

\*Although the maximum grant permitted is \$60,000 the entire budget of the program is \$200,000. In the 2016/17 three year funding cycle, there were 7 grants awarded of \$5,000 and less and 6 grants awarded that averaged \$30,000.

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\*\*The HRM Cultural Plan (full link on HRM Event Grant website) defines its foundational ‘Seven Pillars of Culture’ as (1) Heritage, (2) the Arts, (3) Community Design, (4) Life Long Learning, (5) Diversity, (6) Leisure and Celebration and (7) Economic Development. As stated in the Plan:

*The Cultural Plan is not an isolated Arts Policy, Heritage Policy or Diversity Policy but rather an integrated umbrella policy in which these cultural pillars intersect to reinforce the cultural identity and development of HRM and its communities.*

The stated goal of the Plan, relative to event delivery, is *to build a range of leisure and entertainment opportunities to enable authentic cultural celebration and appreciation*. This goal is supported by the following Policy statements:

Policy 3.23 HRM recognizes the importance of and supports the development of community and regional events and celebrations.

Policy 3.24 HRM will support and facilitate the development of signature events that reflect the Region’s cultural identity as a means to reinforce the area as a cultural destination.

There is only one application intake per year for this program. Please note that if the full budget is awarded this fiscal year (i.e. no capacity remaining) then the program will remain closed until the end of the three-year funding cycle and would reopen for the 2022/23 fiscal year. Please see the below chart for deadline and event date requirements:

Program	2019/20 1 <sup>st</sup> Deadline	For events after:	2019/20 2 <sup>nd</sup> Deadline	For events after:
Cultural Festivals & Showcases	Jan. 31, 2019	April 1, 2019	N/A	N/A

## Sustainable Funding

This program has the ability to provide, but does not guarantee, sustainable multiple year funding to successful applicants. Applicants may receive up to three-year funding however only one-year funding may be approved at the discretion of Halifax Regional Council.

## Application for Funding

### 1. Provide your Organization's information

Name of applicant organization: \_\_\_\_\_

Street address: \_\_\_\_\_

PO Box: \_\_\_\_\_ City/town: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Nova Scotia Registry of Joint Stocks Number: \_\_\_\_\_

OR Canadian Revenue Agency Identification Number: \_\_\_\_\_

### 2. Provide your Contact information

Chairperson: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other person who can answer questions on the application:

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Application for Funding

### 3. Grant Request information

Total Event Expenses: \_\_\_\_\_

Amount of Grant Requested: \_\_\_\_\_

Has your event received funding for this event in the last year or previous three years? If so, please describe the amount of funding and the year:

Has your event applied for funding to other funding agencies such as the Province of Nova Scotia and/ or the Government of Canada? If so, please list the name, amount and confirmation of funds if applicable:

Is your event celebrating a quarter century milestone (25<sup>th</sup>, 50<sup>th</sup>, 75<sup>th</sup>, etc.) over the next three years? If so, which milestone and in what year?

## Application for Funding

### 4. Eligibility Section

Does your event have a budget under \$50,000 in expenses?

Yes\*: ☐ No: ☐

Is your event organized by a registered non-profit society?

Yes: ☐ No\*: ☐

Does your event occur before April 1, 2019?

Yes\*: ☐ No\*: ☐

Is your event solely organized as any of the following?

- Sport tournament
- Conference
- Private event
- Tradeshow
- Seminar
- Clinic
- Symposium
- Banquet
- Marketing initiative
- Fundraising event
- Political event

Yes\*: ☐ No: ☐

Does your organization have any outstanding debt with HRM? If yes, applications are not eligible for consideration until payment has been received in full.

Yes\*: ☐ No: ☐

Does your organization receive funding from another department with the Municipality? If so, how much, when and what for? \*\*

\* If you have checked this box then you are not eligible for funding.

\*\* Receiving funding from another department does not render you ineligible, however it will be considered when the application is reviewed.

## Application for Funding

### 5. Event information

Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location(s): \_\_\_\_\_

Access to Event (free, gated fee, combination of free & ticketed, etc.):

### 6. Please provide a brief description of the event:

## Application for Funding

### 7. How will you involve volunteers and your organizational members in the planning and implementation of this event?

Provide an estimate of the number of volunteers and volunteer hours involved in your event:

Volunteers: \_\_\_\_\_

Volunteers hours: \_\_\_\_\_

### 8. What is your event's proposed attendance?

Estimated attendance: \_\_\_\_\_

Past year's attendance: \_\_\_\_\_

Attendees*	Local	Other NS	Canada	International	Total
Participants ( <i>athletes, organizing committee, performers, etc.</i> )					
Volunteers					
Spectators					
VIPS ( <i>such as sponsors, government officials, etc.</i> )					
Media					
*note that this table does not auto calculate totals				Total	

### 9. What methods do you use to track attendance and participation?

- ☐ Ticket Sales
- ☐ Survey
- ☐ Other: \_\_\_\_\_



## Application for Funding

**10. Please describe your marketing campaign:**

*How will the event reach your audience including radio, outdoor signage, television, e-blast, newspaper, and digital, scope, etc. Please attach marketing plan to application if applicable.*

**11. How will you ensure that your event is open, safe and accessible for all participants?**

## Application for Funding

**12. What is the cultural mandate of your event and describe how the event furthers the principles and objectives of the HRM Cultural Plan as described on page 3 of this application.**

## Application for Funding

**13. Provide a three-year growth plan with milestones in programing and additional funding/sponsorship.**

## Application for Funding

### **Checklist of information to be included:**

- ☐ Completed and signed application.
- ☐ Detailed line item proposed budget as per template. Please indicate whether funding contributions listed as revenues are Confirmed or Pending.
- ☐ Confirmed financials from last year's event (if applicable).
- ☐ Financial statements for the most recently completed fiscal year, including a balance sheet (assets, liabilities, equity/debt) and income statement. Financial statements must be signed by an authorized representative of the organization.
- ☐ List of active board members including executive roles.
- ☐ List of current staff, indicating which are permanent and which are project-specific or part-time or contract.
- ☐ Any other relevant support information. Submission of support materials should be concise-inclusions with the intent of directly informing the understanding of the proposed event.

## Application for Funding

### Access & Privacy

Persons providing false, incomplete or misleading information may, at the municipality's discretion, be required to reimburse a financial award, and may be deemed ineligible for future grants and contributions. Questions, please contact Municipal Grants and Contributions at 902-490-6979.

In accordance with Section 485 of the Municipal Government Act, any personal information collected in this application will only be used and disclosed by municipal staff for internal purposes relating to the Municipal Community Grants Program. If the application is to be disclosed externally to the municipality, the personal information—addresses and telephone numbers of the Board of Directors—will be severed unless the address and telephone number is business related. If you have any questions about the collection, use and disclosure of this personal information please contact the Access & Privacy Office at 902-490-4390 or [accessandprivacy@halifax.ca](mailto:accessandprivacy@halifax.ca)

### Authority & Signatures

This application must be signed by at least one member of the Board of Directors or Organization approved authority (two places are provided for those Organizations that require two signatures).

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Date

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Applicant Organization Witness Signature

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Signature of the Authorized Representative of the Applicant Organization

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Applicant Organization Witness Name

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Name of the Authorized Representative of the Applicant Organization

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Applicant Organization Witness Signature

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Signature of the member of the Board of Directors of the Applicant Organization

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Applicant Organization Witness Name

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Name of the member of the Board of Directors of the Applicant Organization

## Application for Funding

### Submission Requirements

Applicants are required to submit both an electronic copy and paper hardcopy of the completed application with supporting documents. The electronic fillable PDF document with or without signatures can be submitted via email to [eventgrants@halifax.ca](mailto:eventgrants@halifax.ca) and the paper hardcopy can be submitted unbounded on standard letter (8.5 x11 inch) paper.

The electronic PDF document must be submitted prior to the deadline via email with the hardcopy submitted in person or by regular mail as per the instructions below.

### Submission Information

**The Deadline for Applications is Thursday, January 31, 2019, at 12:00 noon.**

Applications should be labelled and delivered to:

#### In Person/Courier

HRM Event Grants  
Culture & Events  
Dartmouth Ferry Terminal, 3<sup>rd</sup> Floor  
88 Alderney Drive  
Dartmouth NS B2Y 4W1

#### By Regular Mail

HRM Event Grants  
Culture & Events  
Halifax Regional Municipality  
PO Box 1749  
Halifax NS B3J 3A5

### Further information:

Shari Dillman  
Culture & Events  
[dillmas@halifax.ca](mailto:dillmas@halifax.ca)  
(902) 490-4922

Paul Forrest  
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