

ADMINISTRATIVE ORDER NUMBER 2014-021-GOV
Respecting Regional Special Events Grants

WHEREAS the Council of the 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;

AND WHEREAS the Council of the Halifax Regional Municipality wishes to strengthen the arts and cultural community by supporting events in the Halifax Regional Municipality through grants;

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality under the authority of the *Halifax Regional Municipality Charter*, as follows:

Short Title

1. This Administrative Order may be known as the *Administrative Order on Regional Events Grants*.

Interpretation

2. In this Administrative Order,

- (a) “Applicant” means an organization applying for funding under this AO;
- (b) “Concerned status” means an organization placed under concerned status in accordance with section 28 of this AO;
- (c) “Council” means the Council of the Halifax Regional Municipality;
- (d) “Enhanced visibility” means multi-media opportunities to profile the Municipality that would not occur, in whole or in part, without a grant under this AO;
- (e) “Grant” means a transfer of funds to an organization subject to eligibility criteria;
- (f) “Multi-media opportunities” means opportunities to profile the Municipality through a number of marketing platforms such as radio, television, video, print, internet and social media;
- (g) “Municipality” means the Halifax Regional Municipality;
- (h) “Organization” means a registered charity or not-for-profit society governed by a volunteer board;

- (i) “Organizer” means the organization responsible for delivering the special event;
- (j) “Special event” means an event, festival or public celebration that:
 - (i) encourages residents to have fun, participate in their community and connect with each other;
 - (ii) contributes to a community’s strength; and
 - (iii) is available to the general public to attend, either free or at minimal cost through the purchase of tickets;
- (k) “Sustainable funding commitment” means a funding commitment of more than one (1) year subject to Council’s approval of annual budgets;
- (l) “Staff” means staff of Parks & Recreation.

Purpose

- 3. The purpose of this Administrative Order is to further the Municipality’s community and cultural development by assisting organizations that plan and deliver special events in Halifax Regional Municipality that align with those outcomes.

Grants Available

- 4. There are hereby established four (4) Regional Event grant programs:
 - (a) Community Celebrations: provides a maximum annual grant of \$1,000.00 to support organizations that deliver events that:
 - (i) are less than five (5) days in duration;
 - (ii) are organized primarily for the benefit and enjoyment of local residents;
 - (iii) coincide with a community gathering or civic holiday; and
 - (iv) are free to the public to attend.

(b) Established Community Events: provides a maximum annual grant of \$25,000.00 and up to a three (3) year sustainable funding commitment to organizations that deliver events that:

- (i) are held a maximum of seven (7) consecutive days;
- (ii) are organized primarily for the benefit and enjoyment of local residents;
- (iii) are accessible to the public with free or low cost activities;
- (iv) have been in existence for three (3) consecutive years; and
- (v) have a minimum budget of \$10,000.00.

(c) Significant Anniversaries: provides a maximum grant of \$10,000.00 to support organizations that deliver events organized around major quarterly anniversaries (25th, 50th, 75th, 100th, etc.) that:

- (i) celebrate Halifax's heritage and community;
- (ii) have a minimum budget of \$7,500.00; and
- (iii) are not eligible for consideration under any other HRM event grant program.

(d) Cultural Events & Showcases: provides a maximum annual grant of \$60,000.00 and up to a three (3) year sustainable funding commitment to support organizations that deliver arts and culture festivals that:

- (i) have strong cultural content;
- (ii) further the disciplines of literary, media, performing and visual arts;
- (iii) are accessible to the public with free or low cost activities;
- (iv) have a minimum budget of \$50,000.00; and
- (v) further the principles and objectives of the HRM Cultural Plan and provide opportunities for audiences that include:

- a. enjoyment of unique experiences;
- b. access to high-quality work;
- c. exploration of own and other cultures;
- d. exposure to local, national and international artists and ideas;
- e. participation in artistic programs and a range of other activities;
- f. quality of opportunities offered;
- g. contribution to cultural infrastructure;
- h. impact on local and national artistic and community organizations;
- i. level of interaction with local artists;
- j. strengthening ongoing artistic activity in HRM;
- k. contribution to HRM's culture and community identity; and
- l. encouragement of cross-cultural and international understanding and innovation

Application Requirements

5. There is one intake period per fiscal year. The intake period and application deadline will be established by staff and advertised on the HRM website.

6. Applications must be signed by the applicant's authorized representative(s).

7. All applications must be received by mail, in person or emailed by the application deadline. Applications may be submitted:

- (a) in person to:
HRM Event Grants Officer
2nd floor, Alderney Landing
- (b) by mail to:
HRM Event Grants Officer
P.O. Box 1749
Halifax, NS

B3J 3A5

- (c) by email to:
eventgrants@halifax.ca
8. Late or incomplete applications will not be reviewed or considered.
9. All applications shall be in a format prescribed by staff and include:
- (a) a description of the applicant, including history of the programming and role in the community;
 - (b) details on any other funding received from the Municipality within the current and previous fiscal year, including tax relief;
 - (c) financial statements from the previous fiscal year;
 - (d) a statement of other funding sources sought by the applicant, including current status of applications;
 - (d) a detailed event description; and
 - (e) a detailed event budget.

Eligibility

10. To be eligible for funding, an applicant shall be a registered charity or a not-for-profit society in good standing with the Provincial Registrar of Joint Stock Companies and:
- (a) does not receive operating assistance, excepting tax relief, or any other funding from any other department of the Municipality;
 - (b) has no outstanding reports due to the Municipality; and
 - (c) secures additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding.
11. To be eligible for funding the event must be:
- (a) open to the general public to attend;
 - (b) held within the geographical boundaries of the Municipality; and

- (c) fourteen (14) days or less in duration.
12. The following organizations are not eligible for funding:
- (a) government agencies;
 - (b) for-profit or commercial organizations;
 - (c) organizations aligned with a political party or to support activities thereof;
 - (d) individuals;
 - (e) educational institutions; or
 - (f) groups using the funds for activities outside the Municipality.
13. The following events are not eligible funding:
- (a) sporting tournaments;
 - (b) consumer shows
 - (c) trade shows;
 - (d) meetings;
 - (e) seminars;
 - (f) clinics;
 - (g) symposiums;
 - (h) public lectures;
 - (i) fundraisers;
 - (j) professional training and development;
 - (k) educational initiatives;
 - (l) banquets;

- (m) conferences; and
- (n) marketing initiatives.

Expenses

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

General Provisions

- 16. Staff is available to assist with the application process and other issues that may arise.
- 17. Retroactive funding will not be awarded.
- 18. Any event that will occur less than three (3) months after the application deadline will be assessed on a case by case basis with no guarantee of a decision before the date of the event.
- 19. All grant recipients must provide staff full access to the event for the purposes of monitoring and evaluation, including by not limited to audit and inspection of accounts, records, receipts, invoices, vouchers and other documents related to the funding provided through HRM.

Application Evaluations

- 20. The following criteria will be used to evaluate applications for Council's consideration:
 - (a) community engagement;
 - (b) community cultural development;
 - (c) demonstrated financial need; and
 - (d) demonstrated added value to the community.

Application Review Process

- 21. Applications will be administered by staff of Parks & Recreation.
- 22. Applicants will be notified promptly if their application is ineligible.

- 23. Final approval of all applications for a grant, and the amount thereof, is a decision of Council in its sole discretion.
- 24. Notification of the decision of Council will be mailed to applicants after it is made.
- 25. Approval of grants is conditional on Council's approval of the annual program budget.
- 26. Due to limited funds, not all eligible applications may receive funding.

Conditions of Approval & Payment of Grants

27. Successful applicants are required to sign an HRM Event Grant Agreement. Funds will not be released prior to the HRM Event Grant Agreement being executed.

28. All HRM Event Grant Agreements will contain the following terms regarding Concerned Status:

- (a) The Grants Committee or Council may identify concerns with an organization or event and recommend the organization be placed under Concerned Status. An organizer will be notified immediately upon the organization being placed under Concerned Status.
- (b) Concerned Status may occur if the organization:
 - (i) has a major deficit, such deficit being ten percent (10%) or more of the organization's annual budget;
 - (ii) shows evidence of not being financial viable;
 - (iii) has a significantly reduced audience or sales base that differs from stated intentions;
 - (iv) does not demonstrate the ability to plan into the future;
 - (v) does not address major artistic concerns, such as artistic or editorial direction, declining quality of activity, or failure to achieve activity plan;
 - (vi) does not meet contractual obligations or minimum requirements outlined in the agreement; or
 - (vii) demonstrates management or governance practices which do not conform with generally acceptable practices in the sector.

(c) An organization placed under Concerned Status will be required to meet quarterly with Parks & Recreation staff for review of the following documentation:

- (i) profit & loss statement;
- (ii) balance sheet;
- (iii) year-to-date budget;
- (iv) bank reconciliation (only required upon specific request from staff);
- (v) new or updated business plan; and
- (vi) any other documentation relevant to the Concerned Status designation.

(d) When an organization receiving a multi-year grant commitment has been placed under Concerned Status it may result in:

- (i) a lower grant award;
- (ii) additional conditions placed on the current grant and any future grants; and
- (iii) Discontinuation of the grant where issues go unresolved.

29. Grant monies for applications approved will be dispersed according to a schedule as outlined in the executed HRM Event Grant Agreement, with up to twenty per cent (20%) being withheld on grants over \$10,000.00, until completion of the event and submission of the final report.

30. Successful applicants are required to complete a final report form within one hundred and twenty (120) days of the conclusion of the event describing the impact of the funding received from the Municipality. A final report template will be available from Parks & Recreation Services staff. The criteria for reporting includes:

- (i) name of organization, amount of grant, terms and conditions;
- (ii) total event costs;
- (iii) a breakdown of the expenditure of the grant funds (the Municipality reserves the right to require proof of payments made);

(iv) a final description of the event, including information on the completeness of the project; and

(v) copies of printed materials funded through the grant (poster, brochure, booklet, CD, catalogue or photograph of project, newspaper article, magazine article), as well as documentation of events and/or projects directly or indirectly supported by the Municipality through this grant process.

31. A successful applicant may request an extension to file the final report if unable to meet the one hundred and twenty (120) days deadline. The request must be received one (1) month prior to the deadline. Submission of a request for extension does not guarantee that an extension will be awarded.

32. Failure to submit a final report within one hundred and twenty (120) days of the conclusion of the event or at the end of an approved extension period will result in:

(a) the forfeiture of any remaining grant; and

(b) placement of the organization on the Municipality's delinquent organizations list.

The organization will be notified of any forfeiture of grant funds.

33. Organizations placed on the delinquent organizations list are ineligible to apply for future grants from HRM. Organizations will be removed from the delinquent organizations list on submission of a final report.

34. The Municipality's support must be recognized as outlined in the "Requirements for Acknowledging Funding" set out in the HRM Event Agreement.

Referral by Council

35. The question of grant funding for a particular event pursuant to this Administrative Order may be referred by Council to a Standing Committee or to the Council in Committee for a recommendation to the Council on whether to provide grant funding.

Scope

36. Notwithstanding this Administrative Order, an application for an event may be considered by Council or the Grants Committee for a grant.

37. Nothing in this Administrative Order shall be interpreted to limit or otherwise prescribe Council's general discretion to provide grants under the *Halifax Regional Municipality Charter* or otherwise.

Transition

38. Notwithstanding this Administrative Order, current multi-year grants awarded by Council under the “Civic Events Granting Framework and Policy” shall be governed in accordance with the agreement made at the time of the award, including payment schedules and reporting requirements.

Done and passed in Council this 26th day of May, 2015.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on May 26, 2015.

Cathy Mellett, Municipal Clerk

Notice of Motion:

May 12, 2015

Approved:
20154

May 26,