

# 2021/22 Marketing Levy Special Event Reserve Grants Application Form

## Distinguished Events Program

*(Former Tourism Events Program)*

**DEADLINE: FEBRUARY 28, 2021, 12:00 NOON\***

***\*For events that occur after April 1, 2021***

### Staff Contact:

**Shari Dillman**  
Culture & Events  
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(902) 497-3729



**HALIFAX**

## Application for Funding

### MLSER Events Grant Programs

Halifax Regional Municipality (HRM) values organizations that attract and host large scale special events within the Municipality that support and promote tourism and business development.

This program's funding source is the Marketing Levy Special Events Reserve (MLSER). The MLSER is funded through a 2% hotel tax that applies to any overnight sleeping establishment that has twenty (20) rooms or more. The MLSER's purpose is to fund events that deliver an increase in room nights and economic development within the Municipality.

### Non-Eligible Events

- Conferences
- Private events
- Tradeshows
- Seminars
- Clinics
- Symposiums
- Banquets
- Marketing initiatives
- Fundraising events
- Political events
- Events that occur before April 1<sup>st</sup> of the respective submission year

### 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.

**NEW: The Municipality will consider up to two applications per organization to any of the four MLSER grant programs each fiscal year. No additional applications will be considered.**

### Program Information

The **Distinguished Events program replaces the former Tourism Events program**. This program supports large one-time tourism events that have a **minimum budget of \$50,000 that have high potential for national and international exposure and encourage multiple day visits to the Municipality**. The maximum grant award through this program is up to \$50,000. Events in this program are scored on number of room nights generated, economic impacts and media exposure.

There are two application intakes per year for this program. Please see the below chart for deadlines and event date requirements:

Program	2021/22 1 <sup>st</sup> Deadline	For events after:	2021/22 2 <sup>nd</sup> Deadline	For events after:
Distinguished Events	Feb. 28, 2021	April 1, 2021	May 31, 2021	October 1, 2021

**COVID-19 Consideration:** Applications must be planned to be compliant with the public health restrictions in place at the time of application. Applications should also address contingencies if restrictions change.

## Application for Funding

### 1. 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: \_\_\_\_\_

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

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

Staff person who can answer questions on the application:

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

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

### 2. Event Information

Event name: \_\_\_\_\_

Event date(s): \_\_\_\_\_

Event location(s): \_\_\_\_\_

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

Free ☐ Ticketed gated fee ☐ Combination of free and ticketed ☐

Amount of grant requested: \_\_\_\_\_

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

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

## Application for Funding

Describe how you will involve volunteers and your organizational members in the planning and implementation of the event:

Please provide a description of the event:

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

Yes: ☐ No: ☐

Has your organization applied for funding for this event through other funding agencies or other granting body such as the Province of Nova Scotia and/ or the Government of Canada? If so, please provide the funding source, amount of funding and confirmation of funds if applicable:

Yes: ☐ No: ☐

## Application for Funding

### 3. Eligibility Requirements

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

Yes: ☐ No\*: ☐

Does your event occur after April 1, 2021?

Yes: ☐ No\*: ☐

Is your event solely organized as any of the following?

- Conference
- Symposium
- Private Event
- Clinic
- Banquet
- Tradeshow
- Marketing initiative
- Seminar
- Political Event
- Fundraising 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: ☐

In the past 3 years has your organization received funding from another program or department with the Municipality? This includes but not limited to funding through the Business Improvement District Rate, Ratepayers Association Rate, Property Tax Relief through Administrative Order 2014-001-ADM, and the various HRM Grant Programs. Please list the program(s) and total amount awarded to your organization below. \*\*

Yes\*: ☐ No: ☐

\* 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

### 4. **Marketing Campaign**

Please provide information on how you plan to reach your audience including which channels you plan to use: e.g. radio, outdoor signage, television, e-blast, newspaper, digital scope, etc. Please attach marketing plan to application if the space below is not sufficient.

Radio	<input type="checkbox"/>	E-blast	<input type="checkbox"/>	Live streaming	<input type="checkbox"/>
Television	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>	Social media	<input type="checkbox"/>

Please describe any planned national and/or international television broadcast /online streaming. This does not include media coverage of the event.

### 5. **Proposed Attendance**

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

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

What methods do you use to track attendance and participation?

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

## Application for Funding

Using the table below, please break down the estimated attendees attending the event by the geographical location they are travelling from:

Estimated Attendees	Local (within HRM)	Other NS (outside of HRM)	Canada	International	Total
Participants ( <i>athletes, organizing committee, performers, etc.</i> )					
Volunteers					
Spectators					
VIPS ( <i>such as sponsors, government officials, etc.</i> )					
Media					
Total Estimated Attendees					

How many of the total estimated attendees travelling to HRM to attend the event will travel by air? \_\_\_\_\_

### 6. Room Nights Generated

As highlighted in the application introduction, this program is funded by a hotel levy which aims to support events that generate room nights. Room nights include hotels, motels, university dormitories and/ or any overnight establishment that has over 20 rooms. Please calculate accurately. If you need clarification or assistance on this topic, please contact staff as identified.

**Four people sharing one room equals one room.**

**Room Block (guaranteed rooms)** are the total number of rooms booked with the overnight establishment that the event organization books. This includes rooms for the event staff, contracts, artist/ performers, board members and participants (if applicable, e.g. athletes).

**Estimated Rooms** are the total number of rooms booked that are not included with the Room Block booking. Estimated Rooms are booked externally (e.g. by spectators).

**Number of Nights** are the total number of nights that the organization is planning to stay in the overnight establishment.

**Total Overall Rooms** will be calculated based on the total number of rooms booked in the Room Block and the Estimated Rooms combined. The total number of rooms will be multiplied by the total Number of Nights your organization will be staying in the establishment (e.g., if the Room Block is 50 rooms, the Estimated Rooms is 20 rooms, and the total Number of Nights is three nights, the Total Overall Rooms will be 210, which is 70 rooms (50+20) multiplied by three nights.)

## Application for Funding

Establishment where Room Block is booked:

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Room Block (guaranteed rooms):

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Estimated Rooms:

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Number of Nights:

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Total Room Nights Generated:

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### 7. **Event Budget**

Complete detailed line item proposed budget template on Page 9. Please indicate whether funding contributions listed as revenues are Confirmed or Pending. **Note:** In-kind expenses, are to be included as In-kind Revenue as well.

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

- ☐ Completed and signed application.
- ☐ Completed event budget chart (located on Page 9).
- ☐ Confirmed financials from last year's event (if applicable).
- ☐ Financial statements for the recently completed fiscal year, including a balance sheet (assets, liabilities, equity/debt) and income statement. 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.

## Submission Information

**Due to COVID-19 restrictions applicants are asked to please submit via email. Applications should not exceed 10MB in size.** The completed electronic fillable PDF application, including electronic signatures and supporting documents can be submitted to **Shari Dillman** via email to [dillmas@halifax.ca](mailto:dillmas@halifax.ca).

**The deadline for applications to be received is Sunday, February 28, 2021 at 12:00 noon.**

## Staff Contact

**Shari Dillman**, Tel: 902.497.3729, Email: [dillmas@halifax.ca](mailto:dillmas@halifax.ca)



## Application for Funding

Event Budget Chart		
Revenue	\$ Value	In-Kind Value
<i>(Categories listed are not exhaustive)</i>		
Halifax Regional Municipality		
Provincial Government		
Federal Government		
Sponsorship		
Donations		
Fundraising		
Tickets / Gate		
Other:		
Other:		
<b>Sub-Total</b>	\$	\$
<b>Total Revenue</b>	\$	\$
Expenses	\$ Value	In-Kind Value
<i>(Categories listed, for those not identified add under other)</i>		
Space Rental		
Food & Beverage		
Audio/Visual		
Internet		
Security		
Other Services:		
Municipal Fees		
Advertising		
Administrative		
Accessibility		
Insurance		
Staff (F/T, P/T, contracts)		
Honorariums		
Other:		
Other:		
<b>Sub-Total</b>	\$	\$
<b>Total Event Budget</b>	\$	\$
<b>Event Surplus/ Deficit</b>	\$	\$

## 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).

The Municipality reserves the right to share the contents of the application with named funders from other levels of government.

### 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