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 dillmas@halifax.ca (902) 497-3729



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 1st 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 st Deadline	For events after:	2021/22 2 nd 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.



1. **Organization's Information**

Name of applicant organ	ization:	
Street address:		
		City/town:
Postal Code:		
		Website:
Twitter:		
Facebook:		Instagram:
Nova Scotia Registry of	Joint Stocks Nu	mber:
OR Canadian Revenue	Agency Identific	ation Number:
Board Chairperson:		
Phone:		Email:
Staff person who can an	swer questions	on the application:
Name:		Position:
Phone:		Email:
2. <u>Event Information</u>	<u>n</u>	
Event name:		
Event date(s):		
Event location(s):		
		nation of free & ticketed, etc.):
Free □ Ticketed (gated fee \square	Combination of free and ticketed \square
Amount of grant request	ed:	
Please provide an estima	ate of the numb	er of volunteers and volunteer hours involved in your ev
Volunteers:	Volunteer	hours:



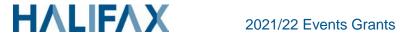
	bw you will involve volunteers and your organizational members in the planning and tion of the event:
•	
Please prov	vide a description of the event:
	ganization received funding for this event in the last year or previous three years? If so, ide the funding source, amount of funding, and the year the funding was awarded: No: \Box
granting boo	ganization applied for funding for this event through other funding agencies or other dy such as the Province of Nova Scotia and/ or the Government of Canada? If so, please funding source, amount of funding and confirmation of funds if applicable:
Yes: □	No: □



Eliaibility Requirements 3.

Does yo	ur event have a min	imum budget of \$50,00	00 in expenses?	
Yes: □	No*: □			
Does yo	ur event occur after	April 1, 2021?		
Yes: □	No*: □			
Is your e	vent solely organize	ed as any of the followi	ng?	
•	Conference Banquet Political Event	SymposiumTradeshowFundraising event	Private EventMarketing initiative	ClinicSeminar
Yes*: □	No: □			
		e any outstanding debt il payment has been re	with HRM? If yes, applicate eceived in full.	ations are not
Yes*: □	No: □			
with the Improved Administ	Municipality? This in ment District Rate, F rative Order 2014-0	ncludes but not limited Ratepayers Association	funding from another prog to funding through the Bu n Rate, Property Tax Relie ous HRM Grant Programs nization below. **	siness ef through
Yes*: □	No: □			

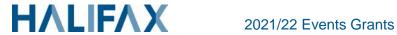
^{**} Receiving funding from another department does not render you ineligible, however it will be considered when the application is reviewed.



^{*} If you have checked this box then you are not eligible for funding.

Marketing Campaign 4.

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. E-blast Live streaming Radio П Newspaper Social media Television 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 П Survey



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 (athletes, organizing committee, performers, etc.)					
Volunteers					
Spectators					
VIPS (such as sponsors, government officials, etc.)					
Media					
		Tota	al Estimated	d Attendees	

How ma	any of the to	otal 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.)



Establis	shment where Room Block is booked:	
Room E	Block (guaranteed rooms):	
Estimat	ted Rooms:	
Numbe	r of Nights:	
Γotal R	oom Nights Generated:	
7. <u>E</u>	vent Budget	
contribi nclude	ete detailed line item proposed budget template on Pautions listed as revenues are Confirmed or Pending. Not as In-kind Revenue as well. Stist of information to be included:	
0000000	Completed and signed application. Completed event budget chart (located on Page 9). Confirmed financials from last year's event (if applicated Financial statements for the recently completed fiscal liabilities, equity/debt) and income statement. Signed organization. List of active board members including executive rolest List of current staff, indicating which are permanent at time or contract. Any other relevant support information. Submission of	year, including a balance sheet (assets by an authorized representative of the s.

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.

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



Event Budget Chart				
Revenue	\$ Value	In-Kind Value		
(Categories listed are not exhaustive)				
Halifax Regional Municipality				
Provincial Government				
Federal Government				
Sponsorship				
Donations				
Fundraising				
Tickets / Gate				
Other:				
Other:				
Sub-Total	\$	\$		
Total Revenue	\$	\$		
Expenses	\$ Value	In-Kind Value		
(Categories listed, for those not identified add under other)				
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:				
Sub-Total	\$	\$		
Total Event Budget	\$	\$		
Event Surplus/ Deficit	\$	\$		



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.

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).

Date	
Applicant Organization Witness Signature	Signature of the Authorized Representative of the Applicant Organization
Applicant Organization Witness Name	Name of the Authorized Representative of the Applicant Organization
Applicant Organization Witness Signature	Signature of the member of the Board of Directors of the Applicant Organization
Applicant Organization Witness Name	Name of the member of the Board of Directors of the Applicant Organization

