

# 2022/2023 Regional Special Events Grants Application Form

## Cultural Events & Showcases

**DEADLINE: MONDAY, NOVEMBER 1, 2021 12:00 NOON\***

*\*For events that occur after April 1, 2022*

### Staff Contact:

**Shari Dillman**  
Culture & Events  
[dillmas@halifax.ca](mailto:dillmas@halifax.ca)  
(902) 497-3729

## Cultural Events & Showcases | 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:

- (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.

\*Although the maximum grant permitted is \$60,000 the entire budget of the program is \$200,000. In the 2019/2021 three-year funding cycle, there were 7 grants awarded a grant under \$5,000 and 8 grants awarded an average of \$22,000.

\*\*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:

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*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 2022/2023 fiscal year. Please see the below chart for deadline and event date requirements:

Program	2022/2023 Deadline	For events that occur after:
Cultural Events and Showcases 2022/2023	November 1, 2021	April 1, 2022

**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.

### 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.

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## 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: \_\_\_\_\_

Other 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, ticketed, combination of free & ticketed, etc.):

Free ☐ Ticketed ☐ Combination of free and ticketed ☐

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

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Please provide a brief description of the event:

### 3. Grant Request Information

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:

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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?

### 4. Eligibility Requirements

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

Yes: ☐ No\*: ☐

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

Yes: ☐ No\*: ☐

Does your event occur after April 1, 2022?

Yes: ☐ No\*: ☐

Is your event solely organized as any of the following?

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

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? \*\*

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\* 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.

### 5. Cultural Content

Provide a brief description of any cultural content programming you plan to include:

### 6. Volunteers

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

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

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

### 7. Proposed Attendance

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

Estimated 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				<b>Total</b>	

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Past year's total attendance: \_\_\_\_\_  
(if applicable)

What method(s) do you use to track attendance and participation?

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

Estimate the number of attendees travelling to HRM to attend the event by way of air travel. \_\_\_\_\_

### 8. **Marketing:**

Please describe your marketing strategy. How will the event reach your audience? Campaigns could include radio, outdoor signage, television, emails, newspaper, and digital. Please attach a marketing plan to the application if the space below is not sufficient.

Radio	<input type="checkbox"/>	Email	<input type="checkbox"/>	Live streaming	<input type="checkbox"/>
Television	<input type="checkbox"/>	Newspaper	<input type="checkbox"/>	Social media	<input type="checkbox"/>

### 9. **Accessibility**

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



### 10. Plan for Growth

Provide a three-year growth plan that indicates milestones in programing and additional funding/sponsorship.

### 11. Event Budget

Please include a detailed line item proposed budget. A sample budget template is offered on Page 11. This template can be used, or a separate budget prepared by your organization. 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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### 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 Monday, November 1, 2021 at 12:00 noon.**

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

- ☐ Completed and signed application.
- ☐ Completed detailed event budget. 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.

### Staff Contact

**Shari Dillman**, Tel: (902) 497-3729, Email: [dillmas@halifax.ca](mailto:dillmas@halifax.ca)

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Event Budget Chart		
Revenue	\$ Value	\$ In-kind value
<i>(Categories listed are not exhaustive)</i>		
The 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>	\$	\$

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### 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) 943-2148 or [privacy@halifax.ca](mailto:privacy@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 signature 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