

# 2022/2023 Marketing Levy Special Event Reserve Grants Application Form

## Signature Events Program

**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

## Signature Events | 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
- Symposia
- Banquets
- Marketing initiatives
- Fundraising events
- Political events
- Events that occur before April 1 of the respective submission year

### Eligible Expenses

Grants may be applied to programming, 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

This program supports **large, annual tourism events** that have a **minimum budget of \$100,000 and have been in existence for a minimum of five consecutive years**. The maximum grant award through this program is 10% of the previous year's budget. As well, additional funding up to a maximum of 10% of the previous year's total grant amount may be considered to support additional programming for an anniversary (quarter century (25) intervals) of the event. Events in this program are scored on number of room nights generated, economic impacts and media exposure. There is no restriction for annual funding from this program.

There is one application intake per year for this program. Please see the below chart for deadline and event date requirements:

Program	2022/2023 Deadline	For events that occur after:
Signature Events Program 2022/2023 Intake	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:

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

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### 3. 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?

### 4. Grant Request information

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

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### 5. Eligibility Requirements

Has your event occurred for a minimum of 5 consecutive years?

Yes: ☐ No\*: ☐

Does your event have a minimum budget of \$100,000 in expenses?

Yes: ☐ No\*: ☐

Does your event occur after April 1, 2022?

Yes: ☐ No\*: ☐

Is your event solely organized as any of the following?

- 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.

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### 6. 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 ☐ Email ☐ Live streaming ☐  
Television ☐ Newspaper ☐ Social media ☐

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

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



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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. 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.)

Establishment where Room Block is booked: \_\_\_\_\_

Room Block (guaranteed rooms): \_\_\_\_\_

Estimated Rooms: \_\_\_\_\_

Number of Nights: \_\_\_\_\_

Total Room Nights Generated: \_\_\_\_\_

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### 9. Accessibility

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

### 10. Event Budget

Please include a detailed line item proposed budget. A sample budget template is offered on Page 12. 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