



2024/2025 MARKETING LEVY
SPECIAL EVENT RESERVE GRANTS
APPLICATION FORM

New & Emerging Events

DEADLINE:
FRIDAY, MAY 31, 2024 at 12:00 NOON*

**For events that occur after October 1, 2024*

STAFF CONTACT:
Shari Dillman, Events
dillmas@halifax.ca | (902) 497-3729

HALIFAX

MLSER Events Grant Programs

Halifax Regional Municipality (HRM) values non-profit 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 the hotel tax that applies to any overnight sleeping establishments. The MLSER's purpose is to fund events that deliver an increase in room nights and economic development within the Municipality.

NON-ELIGIBLE EVENTS

- Private events
- Symposiums
- Political Events
- Tradeshows
- Banquets
- Event held outside HRM
- Seminars
- Conferences
- Professional Training & Development
- Fundraisers
- Marketing Initiatives

ELIGIBLE EXPENSES

Grants may be applied to programing, operating, marketing and promotional expenses. No portion of the grant shall be applied to volunteer bursaries or honoraria; or paid to members or officers of an organization's Board of Directors either directly or indirectly.

PROGRAM INFORMATION

The New & Emerging Events program supports **new and emerging events that address gaps in the existing event calendar** and have the potential to become an annual tourism event. **Applicant organizations must have operated for a minimum of one (1) year** and the event must have a **minimum budget of \$50,000**. Preference will be given to **events that show benefit to the Municipality and increase tourism and business development in the "shoulder and/or off season" (November to April)**. The maximum grant award through this program is \$25,000. **Preference will be given to applicants that have secured funding from other level/s of government and corporate sponsorship.**

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

Program	2024/2025 Deadline	For events that occur after:
New & Emerging Events (1st Intake)	November 30, 2023	April 1, 2024
New & Emerging Events (2nd Intake)	May 31, 2024	October 1, 2024

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 five-year funding, however only one-year funding may be approved at the discretion of Halifax Regional Council.

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: _____

Main Contact: _____ Position: _____

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 and ticketed: ☐

Amount of grant requested: _____

Please provide a brief description of the event and various activities planned:

Please provide a five-year growth plan with milestones for growth in programming:

3. Additional Funding Information

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

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. If so, please list the program(s) and total amount awarded to your organization below.

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:

4. Eligibility Requirements

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

Yes: ☐ No*: ☐

Does your event occur after October 1, 2024?

Yes: ☐ No*: ☐

Is your event solely organized as any of the following?

- Conferences
 - Symposiums
 - Private Events
 - Seminars
 - Banquets
- Tradeshows
 - Marketing Initiatives
 - Political Events
 - Fundraiser
 - Professional Training & Development

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. Explain below.

Yes*: ☐ No: ☐

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

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
Participants (athletes, organizing committee, performers, etc.)				
Volunteers				
Spectators				
VIPS (sponsors, government officials, etc.)				
Media				
Totals Per Category				
				Total:

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, print, and digital. Please attach a marketing plan to the application if the space below is not sufficient.

- ☐ Radio
- ☐ Email
- ☐ Live streaming
- ☐ Digital
- ☐ Television
- ☐ Print
- ☐ Social Media

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

9. Inclusivity

What positive actions are you taking towards ensuring your event is reasonably inclusive for all who volunteer, attend or participate in any other form?

10. 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 all overnight establishments. 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, artists, performers, athletes, board members, participants, etc.

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

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

Total Overall Rooms is 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: _____

11. Fireworks

Do you plan on having a fireworks at your event? Yes: ☐ No: ☐

If yes, please visit <https://www.halifax.ca/parks-recreation/events/special-events-task-force> and submit a Special Events Task Force (SETF) Special Event Application with all the details associated with your fireworks show. This should include the location, date and time of the firework show. Also, on the SETF Special Event Application, please indicate what grade of fireworks you plan on using. For more information on fireworks grades, please visit: <https://www.halifax.ca/fire-police/fire/fire-prevention-safety/fireworks>.

Consumer Fireworks: ☐ Display Fireworks: ☐ * Pyrotechnics: ☐ *

** Permits are required for Display and Pyrotechnic fireworks. See HRM Fire Services link for permit information:
<https://www.halifax.ca/fire-police/fire/permits>.*

It is the responsibility of the event organizer to provide accurate information on the plans to use fireworks and to be aware of all permits, by-laws and ordinances that impact the use of fireworks within the Halifax Regional Municipality.

12. Event Budget

Please include a detailed line item proposed budget. A sample budget template is offered on Page 9. 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.

SUBMISSION INFORMATION

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 Friday, May 31, 2024 @ 12 Noon.

CHECKLIST

Below is a checklist of information to be included in the application:

- ☐ Completed and signed application.
- ☐ Completed detailed proposed 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

EVENT BUDGET CHART

Revenue (categories listed are not exhaustive)	\$ Value	\$ In-kind value
The Halifax Regional Municipality		
Provincial Government		
Federal Government		
Sponsorship		
Donations		
Fundraising		
Tickets/gate		
Other:		
Other:		
Other:		
Sub-total Revenue	\$	\$
Total Revenue (combine with in-kind)	\$	
Expenses (categories listed are not exhaustive)	\$ Value	\$ In-kind value
Space rental		
Food & beverage		
Audio/visual		
Internet		
Security		
Municipal fees (eg: park booking)		
Municipal fees (eg: street closure)		
Advertising		
Administrative		
Accessibility		
Insurance		
Staff (F/T, P/T, contracts)		
Honorariums		
Other:		
Other:		
Other:		
Other:		
Sub-total Expenses	\$	\$
Total Expenses combine with in-kind)	\$	
Event Surplus/Deficit (Total Revenue – Total Expenses)	\$	

ACCESS & PRIVACY

In accordance with Section 485 of the Municipal Government Act (MGA), any personal information collected in this form will only be used by municipal staff and, if necessary, individuals and/or organizations under service contract with the Halifax Regional Municipality for purposes relating to processing application forms for the Marketing Levy Special Event Reserve Grants Program.

If you have any questions about the collection and use of this personal information, please contact the Access and Privacy Office at 902.943.2148 or privacy@halifax.ca.

ACCURACY OF SUBMITTED INFORMATION

You acknowledge and agree that the information you provide in this application is, to the best of your knowledge, accurate and truthful. Persons providing false, incomplete or misleading information may, at the Municipality's sole discretion, be required to reimburse any financial contribution made by the Municipality and may be deemed ineligible for future financial contributions.

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).

Date: _____

Signature of Applicant Organization Witness

Signature of Authorized Representative of Applicant Organization

Name of Applicant Organization Witness

Name of Authorized Representative of Applicant Organization

Signature of Applicant Organization Witness

Signature of Member of the Board of Directors of Applicant Organization

Name of Applicant Organization Witness

Name of Member of Board of Directors of Applicant Organization