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Item No.
Grants Committee
May 15, 2017

TO: Chair and Members of Grants Committee

SUBMITTED BY: Original Signed by

Brad Anguish, Director, Parks, Recreation & Communities

DATE: May 10, 2017

SUBJECT: Regional Special Events Grants Report 2017

ORIGIN

Applications received pursuant to Administrative Order Number 2014-021-GOV - Respecting Regional Special Events Grants.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter,

79 (1) The Council may expend money required by the Municipality for
(av) a grant or contribution to

...

(v) any charitable, nursing, medical, athletic, educational, environmental, cultural, community, fraternal, recreational, religious, sporting or social organization within the Province,

...

(vii) a registered Canadian charitable organization;

Administrative Order Number 2014-021-GOV: Respecting Regional Special Events Grant.

RECOMMENDATION

It is recommended that the Grants Committee recommend that Halifax Regional Council:

1. Approve twenty-three Event Grants for a total of \$25,275 as identified in Attachment 1 from the approved 2017/18 Operating Budget - C760 Community/Civic Events; and
2. Approve a grant of \$4,500 to the Light Up Bedford Parade for 2017/18 from the approved 2017/18 Operating Budget – C760 Community/Civic Events, and pending final approval of the 2018/19 Operating Budget – C760 Community/Civic Events, approve a grant of \$4,500 to the Light Up Bedford Parade for 2018/19.

BACKGROUND

This report outlines the recommended Regional Special Events grant awards for the 2017/18 funding intake. All Regional Special Events grant recommendations are governed by Administrative Order 2014-021-GOV, Respecting Regional Special Events Grants. This is the second grant intake under the Administrative Order (AO), which was approved in May 2015. There is one intake per year in which staff undertakes the grant application and evaluation process as outlined in the AO. This community event grant report is reviewed by the Grants Committee, whereas the Special Events Advisory Committee (SEAC) reviews large scale annual, emerging and one time tourism event grants which are administered through Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants and funded from the Community and Events Reserve, Q621.

DISCUSSION

Regional Events AO

The AO on Regional Event Grants establishes consistent and equitable funding for community and cultural events and includes four funding programs:

- Community Celebrations – Provides support for small scale community events that are organized primarily for the benefit and enjoyment of local residents, coincide with a community gathering or civic holiday, and are free to the public to attend.
 - i. Maximum grant award in this program is \$1,000.
- Established Community Festivals – Provides support for existing community events that are organized primarily for the benefit and enjoyment of local residents, are accessible to the public with free or low cost activities, have been in existence for a minimum of three consecutive years, and have a minimum budget of \$10,000.
 - ii. Maximum grant award in this program is \$25,000.
 - iii. Option to provide up to three years of sustainable funding.
- Significant Anniversaries – Provides support for community events organized around major quarterly anniversaries (25, 50, 75, etc.) that celebrate HRM's heritage and community and have a minimum budget of \$7,500.
 - iv. Maximum grant award in this program is \$10,000.
- Cultural Events & Showcases – Provides support for arts and culture festivals that program strong cultural content, further the disciplines of literary, media, performing and visual arts, are accessible to the public with free or low cost activities, have a minimum budget of \$50,000, and further the principles and objectives of the HRM Cultural Plan.
 - v. Maximum grant award in this program is \$60,000.
 - vi. Option to provide up to three years of sustainable funding.

The Community Celebrations, Established Community Festivals and Significant Anniversaries programs have a total budget of \$215,000 funded from the operating budget C760. The Cultural Events & Showcases Program has a budget of \$200,000 funded from the Community and Events Reserve, Q621.

Three year sustainable funding

The AO for Regional Special Event Grants provides the ability to award multiple year (3) funding to organizations under the Established Community Festivals and Cultural Events & Showcases programs. In 2016 Regional Council approved funding for these two programs awarding the full budget for the 2016/17, 2017/18 and 2018/19 fiscal years. As noted in the May 10, 2016 staff report, should Council award the total budget allocation, this would prevent any public calls for applications until the 2019/20 fiscal year. Therefore, only two programs are open to application to annual events for the 2017/18 and 2018/19 fiscal years: Community Celebrations and those events celebrating quarterly anniversaries.

Events that received multiple year funding are dependent on the approval of HRM's annual budget and are required to submit annual post-event reports for review. Any concerns are noted and will be brought

forward to the Grants Committee for discussion. All reports have been submitted to staff and there are no concerns with any of the organizations.

“Light Up Bedford Parade” Established Community Festivals

In 2016, the annual event “Light Up Bedford Parade” did not submit an event grant application, rather the organization submitted a separate Special Events Task Force (SETF) application for municipal services, which the group believed was the event grant application. As such, the event was not included in the report that was prepared for Council for consideration of an event grant under the Established Community Festivals program. Because the event had previously received funding through the former Annual Events program, a grant equivalent to its previous award was paid from the HRM Civic Events operating budget for 2016/17, in keeping with comments in the report before Council when the Administrative Order was adopted that while these Annual Event Grant Program recipients would need to apply through the new Administrative Order, HRM would commit to funding that would be no less than equal to their respective 2014/15 amounts.

The “Light Up Bedford Parade” made an application for 2017/18 to be considered as an Established Community Festival; however, that program is not currently accepting applications as its budget is at capacity. Therefore, staff is recommending that the Grants Committee recommend to Regional Council that the “Light Up Bedford Parade” be awarded a grant of equivalent value in accordance with section 36 of AO 2014-021-GOV, which states: “Notwithstanding this Administrative Order, an application for an event may be considered by Council or Grants Committee for a grant”. Staff further recommends that, subject to Regional Council of the 2018/19 budget, the “Light Up Bedford Parade” be awarded a grant of equivalent value in 2018/19. Funding is available in the C760 operating account. This will align its grants with other events currently approved for 3-year funding under the Established Community Festivals program. They will all be required to submit an application when the program reopens to applicants for the 2019/20 fiscal year.

Eligibility

There were 25 applications submitted for funding to the 2017/18 grant intake process. Twenty-four applications were deemed eligible and recommended for funding; and 1 application was deemed ineligible.

Ineligible

The DND Family Days application was deemed ineligible as the proposed event is organized by a ‘government agency’. The Administrative Order 2014-021-GOV states that ‘government agencies’ are not eligible for funding.

Evaluation

As per the Regional Special Events AO, all applications are evaluated on:

- Community engagement;
- Community cultural development;
- Demonstrated financial need; and
- Demonstrated added value to the community.

Community engagement is evaluated based on volunteer involvement, diversity, accessibility, attendance and programming. Community cultural development is based on the provision of arts and cultural programming and experiences. Demonstrated financial need is evaluated on access to potential sponsorship as well as the ability to self-fund. Demonstrated added value to the community is evaluated on the impact of the experience that would have otherwise not been available to the community in which the event is held.

Summary of Recommended Funding

The proposed Regional Special Events funding amounts for the eligible events are displayed in Table 1 for 2017/18 and Table 2 for 2018/19, with details outlined in Attachment 1.

| Table 1: 2017/18 Proposed Regional Events Funding | | | |
|--|--------------------|-----------------------|-----------------------|
| | # of Events | 17/18 Requests | 17/18 Proposed |
| Community Celebrations | 21 | \$17,875 | \$14,775 |
| Light Up Bedford Parade | 1 | \$4,500 | \$4,500 |
| Significant Anniversaries | 2 | \$16,000 | \$10,500 |
| TOTAL 2017/18 Regional Events | 24 | \$38,375 | \$29,775 |

| Table 2: 2018/19 Proposed Regional Events Funding | | |
|--|--------------------|-----------------------|
| | # of Events | 18/19 Proposed |
| Light Up Bedford Parade | 1 | \$4,500 |
| TOTAL 2017/18 Regional Events | 1 | \$4,500 |

FINANCIAL IMPLICATIONS

All Community Celebrations, Significant Anniversaries and Established Community Festival recommendations can be accommodated in the approved 2017/18 operating budget for Community/Civic Events, account C760-6933. With Regional Council's approval of a two year budget, the 2018/19 recommendation can also be accommodated in the 2018/19 budget, account C760-6933.

There are no outstanding funds owing to the municipality by any of the recommended applicants.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low.

COMMUNITY ENGAGEMENT

The Grants Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: The Grants Committee may choose to recommend that Regional Council increase or decrease the amount of any event grant.

ATTACHMENTS

Attachment 1: Summary of Funding Recommendations for 2017/18 and 2018/19

Attachment 2: Applications Received for Funding

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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Report Approved by:

John Traves, Q.C., Municipal Solicitor, 902.490.4226

Attachment 1
Summary of Funding Recommendations
for 2017/18 and 2018/19

| Community Celebrations | | 16/17 Grant | 17/18 Request | 17/18 Proposed |
|-------------------------------|---|------------------------|--------------------------|---------------------------|
| 1 | Artist for a Day | *\$500 | \$1,000 | \$1,000 |
| 2 | Beechville, Lakeside and Timberlea (BLT) Canada Day | N/A | \$500 | \$500 |
| 3 | BLT Christmas Tree Lighting | N/A | \$500 | \$500 |
| 4 | Boardwalk Artists | \$250 | \$1,000 | \$500 |
| 5 | Cedar Fest (formally the Lebanese Festival) | N/A | \$1,000 | \$1,000 |
| 6 | Chezzetcook Christmas Tree Lighting | \$500 | \$1,000 | \$500 |
| 7 | Doors Open Halifax | *\$2,000 | \$1,000 | \$1,000 |
| 8 | Great East Dartmouth BBQ | *\$750 | \$1,000 | \$750 |
| 9 | Halloween Haunted House | \$250 | \$300 | \$250 |
| 10 | Lake Echo Community Boil & Blast | *\$1,000 | \$1,000 | \$1,000 |
| 11 | Local Storytelling Festival | N/A | \$1,000 | \$500 |
| 12 | Meagher's Grant Day | \$500 | \$1,000 | \$500 |
| 13 | North by Night Market | \$750 | \$1,000 | \$750 |
| 14 | North End Holiday Market | \$750 | \$1,000 | \$750 |
| 15 | Sackville Christmas Tree Lighting | *\$1,000 | \$1,000 | \$1,000 |
| 16 | School Farm Day | \$500 | \$525 | \$525 |
| 17 | Seacoast Trail Arts Exhibition | \$500 | \$500 | \$500 |
| 18 | Snow Days | \$500 | \$1,000 | \$750 |
| 19 | Spring Garden Rd Children's Festival | \$750 | \$1,000 | \$1,000 |
| 20 | St Patrick's Day Parade | *\$500 | \$1,000 | \$1,000 |
| 21 | Upper Hammond Plains CanJam Celebration | *\$500 | \$550 | \$500 |
| TOTAL | | \$11,500 | \$17,875 | \$14,775 |

*Past grant award from 2015/16 or earlier fiscals

| | | 2016/17 Grant | 2017/18 Requested | 2017/18 Proposed | 2018/19 Proposed |
|--------------|-------------------------|------------------|----------------------|---------------------|---------------------|
| 1 | Light up Bedford Parade | \$3,500 | \$4,500 | \$4,500 | \$4,500 |
| TOTAL | | \$3,500 | \$4,500 | \$4,500 | \$4,500 |

| Significant Anniversaries | | 2017/18 Requested | 2017/18 Proposed |
|----------------------------------|--|----------------------|---------------------|
| 1 | Big Birthday Party - Big Brothers Big Sisters 50 th | \$6,000 | \$6,000 |
| 2 | Dalhousie 200 th Anniversary Community Skate | \$10,000 | \$4,500 |
| TOTAL | | \$16,000 | \$10,500 |

Attachment 2
2017 Applications Received for Funding

Applications submitted for funding by event name sorted by alphabetical order:

1. Artist for a Day

Organization: NSCAD University

Date: May 13, 2017

Location: NSCAD Port Campus

Program description: NSCAD faculty, student and alumni volunteers lead a wide variety of hands-on art-making activities, including life drawing, designing, printing, film making, weaving, dyeing, and much more. The event is free for all community members to make something through their own creativity and is scheduled to align with Open City.

Attendance: 1,100

Budget: \$13,500

2. Beechville, Lakeside and Timberlea (BLT) Canada Day

Organization: BLT Today Association

Date: July 1, 2017

Location: St. Margaret's Bay Road Market Area

Program description: 2017 marks the third year of this event that offers free hotdogs and hamburgers, live band, bouncy castles, laser tag, free cake, cotton candy, ice cream, and evening fireworks. The event partners with community and business leaders to provide all the activities including the local Lions Club which cooks and serves all the food.

Attendance: 1,200

Budget: \$10,000

3. Big Birthday Party - Big Brothers Big Sisters 50th

Organization: Big Brothers Big Sisters of Greater Halifax

Date: June 4, 2017

Location: 86 Ochterloney Street, Dartmouth

Program description: The event highlights the 50th Anniversary year and will celebrate the impact the agency has had in the community and in the lives of thousands of young people, their families and the volunteers. The event will include free bouncy castles, food and classic event activities.

Attendance: 2,500

Budget: \$12,500

4. BLT Christmas Tree Lighting

Organization: BLT Today Association

Date: December 1, 2017

Location: St. Margaret's Bay Road market area

Program description: This is the first year the Association will run the event due. Prior to this, it was organised by a local church group. The event will include hot chocolate, cookies, local musicians and the lighting of a tree.

Attendance: 300

Budget: \$1,500

5. Boardwalk Artists

Organization: Alderney Landing Association

Date: July 1, 2017

Location: Ferry Terminal Park, Dartmouth

Program description: The event aims to promote diverse and high caliber local art through interactive demonstrations, workshops, and guided art making, all free to participants. Activities will include printmaking, woodcarving, large scale painting with balloons and spray bottles, quilting, performances, ceramics and crafting. This year the public will be able to access the stories and history of the Canadian flag, the Canadian landscape, and national wildlife.

Attendance: 5,000

Budget: \$10,500

6. Cedar Fest (formally the Lebanese Festival)

Organization: Antiochian Maronite Catholic Church (Our Lady of Lebanon)

Date: June 1-4, 2017

Location: 3844 Joseph Howe Drive, Halifax

Program description: The event will take place on the grounds of Our Lady of Lebanon Parish for four days. The event transforms the grounds to promote and foster the Lebanese culture and traditions as integral elements of Canada's multicultural mosaic. The event aims to provide a venue for Canadians of Lebanese descent to reacquaint themselves with their rich cultural roots and to introduce Lebanese culture to all Nova Scotians. The event features various venues for community interaction such as authentic food stations, cultural dances, cafes and child play areas.

Attendance: 10,000

Budget: \$124,000

7. Chezzetcook Christmas Tree Lighting

Organization: L'Acadie de Chezzetcook Association

Date: December 10, 2017

Location: 79 Hill Road, West Chezzetcook

Program description: The event aims to bring together an intergenerational community to benefit from sharing cultural and heritage knowledge. Activities include choir performances from local school children, baked goods, hot chocolate and tree decorating.

Attendance: 100

Budget: \$2,300

8. Dalhousie 200th Anniversary Community Skate

Organization: Dalhousie University

Date: January 1, 2018

Location: Emera Oval, Halifax

Program description: The purpose of the event is to invite HRM to celebrate with Dalhousie and to say thank-you to residents for their support and give back through this community anniversary event in a healthy, fun way on the first day of 2018. The Dalhousie 200th Anniversary Community Skate will be a 2-3 hour event with music, a birthday cake, non-alcoholic refreshments, prizes, the Dal Tiger mascot greeting guests, uniformed varsity Tigers on-ice assisting and greeting guests, and much more. This event is the first of several that will occur throughout 2018 celebrating the bicentennial anniversary.

Attendance: 2,000

Budget: \$26,000

9. DND Family Days * Ineligible**

Organization: CFB Halifax Personnel Support Program, DND

Date: June 16-17, 2017

Location: DND Dockyard, CFB Halifax Base

Program description: This event is organized to thank and recognize military families and their commitment and support in helping to deliver operational success across the Halifax defence community. The event will include inflatable games, local music and culinary displays.

Attendance: 5,000

Budget: \$18,500

10. Doors Open Halifax

Organization: Doors Open Halifax Heritage Society

Date: June 3-4, 2017

Location: Over 30 buildings throughout the Municipality (majority downtown Halifax)

Program description: The event aims to provide the general public with free access to buildings of historical, contemporary or architectural significance and to generate interest in Halifax's built

environment. The 2017 marks the 5th anniversary of Doors Open Halifax and approximately 50% of participating buildings will be heritage buildings that are not normally open to the public.

Attendance: 15,000

Budget: \$38,000

11. Great East Dartmouth BBQ

Organization: Boys & Girls Clubs of Greater Halifax

Date: August 12, 2017

Location: 50 Caledonia Road, East Dartmouth Community Center

Program description: The event aims to bring the members of the community together with activities such as bouncy castles, face painting, water games, community information booths and a BBQ. The event will also include visits from Halifax Regional Police and Fire & Emergency Services.

Attendance: 450

Budget: \$3,000

12. Halloween Haunted House

Organization: Meagher's Grant Volunteer Fire Department

Date: October 28, 2017

Location: Meagher's Grant Community Hall, Meagher's Grant

Program description: The purpose of the event is to provide the community a safe place to celebrate Halloween in a rural environment. The event includes a haunted house, games and music.

Attendance: 100

Budget: \$600

13. Lake Echo Community Boil & Blast

Organization: Lake Echo Lions Club

Date: September 23, 2017

Location: Lake Echo Community Centre, Lake Echo

Program description: The event includes a BBQ, mussels and corn boil, indoor/ outdoor children's games with prizes, and low level fireworks.

Attendance: 1,000

Budget: \$3,000

14. Light up Bedford Parade

Organization: Light up Bedford Parade Society

Date: November 19, 2017

Location: Bedford Highway

Program description: 2017 will be the 17th annual parade which features holiday walking groups, commercial entries and floats.

Attendance: 18,000

Budget: \$6,000

15. Local Storytelling Festival

Organization: L'Acadie de Chezzetcook Association

Date: May 26-28, 2017

Location: 79 Hill Road, West Chezzetcook

Program description: The purpose of the event is to focus on Acadian literacy and storytelling by the passing of stories from elders who have ancestral roots in the founding families of the community. Members from both English and Acadian linguistic communities will be invited to tell stories.

Attendance: 100

Budget: \$3,400

16. Meagher's Grant Day

Organization: Meagher's Grant Volunteer Fire Department

Date: June 27, 2017

Location: Meagher's Grant Community Hall & Grounds, Meagher's Grant

Program description: This event celebrates the founding of Meagher's Grant by hosting a community-wide celebration which includes exhibits of agricultural equipment, historical pictures, a cooking contest, kid's activities, old fashioned carnival games, food, and local musical performances.
Attendance: 200
Budget: \$1,000

17. North by Night Market

Organization: North End Business Association
Date: June 9, 2017
Location: Squiggle Park, Gottingen Street, Halifax
Program description: This event aims to celebrate the diverse and eclectic culture of the north end and Gottingen Street areas. The event attracts people to the north end to support local businesses and vendors, and provides a platform for local musicians and artists.
Attendance: 3,500
Budget: \$6,150

18. North End Holiday Market

Organization: North End Business Association
Date: November 18, 2017
Location: 2500 Agricola Street, Halifax
Program description: This event celebrates the change of the season with a German-style winter market event. The event aims to support and engage local businesses and artisans and provide a community-building experience. The event includes hot chocolate, cider, family activities as well as local musical performances.
Attendance: 3,500
Budget: \$6,400

19. Sackville Christmas Tree Lighting

Organization: Sackville Business Organization
Date: December 24, 2017
Location: Acadia Park, 650 Sackville Drive, Sackville
Program description: The event aims to provide local residents with a holiday celebration which includes free music, hot chocolate, hot dogs, a visit from Santa Claus and the lighting of the tree. The event is celebrating its 10th anniversary in 2017.
Attendance: 4,000
Budget: \$9,900

20. School Farm Day

Organization: Urban Farm Museum Society of Spryfield
Date: June 8, 2017
Location: Urban Farm, 62 Rockingstone Road, Spryfield
Program description: The event gathers students from local schools, teachers, parents and seniors to celebrate the birthday of the Urban Farm Museum. The event will include seed planting, old fashion games like tug-of-war and sack races, a petting farm and birthday cake. Students who participate in the event are encouraged to take part in the 'Come Grow with Us' program and to start a small garden at home.
Attendance: 100
Budget: \$1,400

21. Seacoast Trail Arts Exhibition

Organization: Seacoast Trail Arts Association
Date: August 20, 2017
Location: Sheet Harbour

Program description: The event aims to promote tourism and to showcase the diverse talents of the Eastern Shore's arts community. The event includes an exhibition, live entertainment, children's activities and face painting.

Attendance: 500

Budget: \$1,750

22. Snow Days

Organization: Sackville Business Association

Date: February 16-18, 2017

Location: Various locations throughout Lower Sackville

Program description: The festival hosts numerous small events which are organized separately by community groups and organizations including Winter Play Day, free skates, free swims, sledding, breakfasts, movies and a costume party. The festival includes the Snow Days Parade and Run.

Attendance: 4,000

Budget: \$7,500

23. Spring Garden Road Children's Festival

Organization: Spring Garden Area Business Association Limited

Date: August 12, 2017

Location: Victoria Park, Halifax

Program description: The festival is a free family event that will host a variety of activities including live entertainment, bouncy castles, balloon artists, and snacks. The event aims to celebrate the Halifax community and showcase local culture and business.

Attendance: 2,500

Budget: \$6,000

24. St Patrick's Day Parade

Organization: St. Patrick's Day Parade Society

Date: March 12, 2018

Location: Pier 21 to Historic Properties, Halifax

Program description: The St. Patrick's Day Parade will celebrate its 10th anniversary in 2017 and will include dancers, pipe and drum bands, cultural societies and others who want to celebrate St. Patrick's Day and the Municipality's Irish Heritage.

Attendance: 5,000

Budget: \$7,750

25. Upper Hammond Plains CanJam Celebration

Organization: Upper Hammonds Plains Community Development Association

Date: July 1-2, 2017

Location: Upper Hammonds Plains Community Centre

Program description: The event aims to bring together and celebrate the local community by hosting an event over the Canada Day weekend. The event will include activities such as a parade, youth games, bouncy castles, clowns, face painting, sporting games, horseshoe tournament, board games, cake, potluck, BBQ and fireworks.

Attendance: 400

Budget: 8,500