



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 9.1.1
Grants Committee
June 10, 2019

TO: Chair and Members of Grants Committee

Original Signed

SUBMITTED BY:

Denise Schofield, Director, Parks & Recreation

Original Signed

Jacques Dubé, Chief Administrative Officer

DATE: May 27, 2019

SUBJECT: Regional Special Events Grant Report 2019

ORIGIN

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

LEGISLATIVE AUTHORITY

- 79A (1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;
- 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 64 Event Grants for a total of \$211,750 as identified in Table 1 from the approved 2019/20 Operating Budget - C760 Community/Civic Events;
2. Approve 15 Event Grants for a total of \$200,000 as identified in Table 1 funded from the 2019/20 Culture Development Reserve Q621;
3. Pending final approval of the 2020/21 budget, approve 44 Established Community Festivals grants in the amount of \$195,725 funded from C760 Community/Civic Events budget; and 15 Cultural Events & Showcases grants in the amount of \$200,000 funded from Q621 Community and Events Reserve as identified in Table 2; and;

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4. Pending final approval of the 2021/22 budget, approve 44 Established Community Festivals grants in the amount of \$195,725 funded from C760 Community/Civic Events budget, and 15 Cultural Events & Showcases grants in the amount of \$200,000 funded from Q621 Community and Events Reserve as identified in Table 3.

BACKGROUND

This report outlines the recommended Regional Special Events grant awards for the 2019/20 funding intake. All Regional Special Events grant recommendations are governed by Administrative Order 2014-021-GOV, Respecting Regional Special Events Grants. There is one intake per year in which staff undertakes the grant application and evaluation process as outlined in the AO. This regional event grant report is reviewed by the Grants Committee.

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 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 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 significant anniversaries (25th, 50th, 75th, 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 up to three-year funding to organizations under the Established Community Festivals and Cultural Events & Showcases programs. In 2016, Regional Council approved funding for the first intake for these two programs awarding the full budget for the 2016/17, 2017/18 and 2018/19 fiscal years. The 2019/20 intake is a new cycle for multiple year funding to organizations under the Established Community Festivals and Cultural Events & Showcases programs. As noted above, if Regional Council approves funding to the 59 organizations referenced in Table 2 and Table 3 of this report, this would prevent any public calls for applications until 2022/23. All final event reports have been submitted to staff and there are no immediate concerns with any of the organizations. Staff acknowledge that for many of the community events the administrative

process is performed by volunteers. Staff continue to work with groups to improve the quality and timeline of the application process.

Eligibility

There were 84 applications in total submitted for funding to the 2019/20 grant intake process, of which 79 are recommended for funding and 5 are not recommended 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.

Applications Not Recommended for Funding

There are 5 applications not recommended for funding and information can be found in Attachment 4:

- Bluenose Ghost Festival
- Halifax VegFest 2019
- Hello Spring with the Halifax Brewery Market
- Nova Scotia Kiwanis Music Festival
- “SJAM” Spring Fair

Summary of Recommended Funding

The proposed Regional Special Events funding amounts are displayed in Table 1 for 2019/20, Table 2 for 2020/21, and Table 3 for 2021/22. Details on the recommendations for Community Celebrations and Significant Anniversaries Community are outlined in Attachment 1. Details on the recommendations for Established Community Festivals and Cultural Events & Showcases are outlined in Attachment 2.

Table 1: 2019/2020 Proposed Regional Events Funding			
	# of Events	2019/20 Request	2019/20 Proposed
Community Celebrations	19	\$ 24,420	\$ 11,025
Established Community Festivals	44	\$ 379,025	\$ 195,725
Significant Anniversaries	1	\$ 10,000	\$ 5,000
Total C760 Community/Civic Events	64	\$ 413,445	\$ 211,750
Cultural Events & Showcases	15	\$ 396,978	\$ 200,000
Total Q621 Community and Events Reserve	15	\$ 396,978	\$ 200,000
Total 2019/20 Regional Events	79	\$ 810,423	\$ 411,750

Table 2: 2020/2021 Proposed Regional Events Funding 2nd Year of 3 Year Funding			
	# of Events	2020/21 Request	2020/21 Proposed
Established Community Festivals	44	\$ 379,025	\$ 195,725
Total C760 Community/Civic Events		\$ 379,025	\$ 195,725
Cultural Events & Showcases	15	\$ 396,978	\$ 200,000
Total Q621 Community and Events Reserve		\$ 396,978	\$ 200,000
Total 2020/21 Regional Events	59	\$ 776,003	\$ 395,725

Table 3: 2021/2022 Proposed Regional Events Funding 3rd Year of 3 Year Funding			
	# of Events	2021/22 Request	2021/22 Proposed
Established Community Festivals	44	\$ 379,025	\$ 195,725
Total C760 Community/Civic Events		\$ 379,025	\$ 195,725
Cultural Events & Showcases	15	\$ 396,978	\$ 200,000
Total Q621 Community and Events Reserve		\$ 396,978	\$ 200,000
Total 2021/22 Regional Events	59	\$ 776,003	\$ 395,725

FINANCIAL IMPLICATIONS

All Community Celebrations, Significant Anniversaries and Established Community Festivals recommendations can be accommodated in the approved 2019/20 operating budget for Community/Civic Events, account C760-6933. All 2020/21 and 2021/22 recommendations are subject to availability of funds and approval of the 2020/21 and 2021/22 budgets.

All Cultural Events & Showcases recommendations are subject to availability of Community & Events Reserve, Q621 funds and approval of the 2020/21 and 2021/22 budgets, which then fund operating account C764 for these expenses.

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. To determine this, consideration was given to financial and reputational risk.

COMMUNITY ENGAGEMENT

Information regarding program eligibility, application timelines, and applicant timelines are posted on the HRM web site. 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 Community Celebrations and Significant Anniversaries

Attachment 2: Summary of Funding Recommendations for Established Community Festivals and Cultural Events & Showcases

Attachment 3: Event Information

Attachment 4: Applications Not Recommended 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.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 902.490.4387
