

# 2018/19 Marketing Levy Special Event Reserve Grants Application Form

## Major Hosting Events Program

**DEADLINE: FRIDAY, JANUARY 26, 2018, 12:00 NOON\***

\*For events that occur after April 1<sup>st</sup>, 2018

### Staff Contact:

Paul Forrest  
Culture & Events  
[forrestp@halifax.ca](mailto:forrestp@halifax.ca)  
(902) 490-6979



**HALIFAX**

## 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
- Symposiums
- Banquets
- Marketing initiatives
- Fundraising events
- Political events
- Events receiving funding from other HRM sources
- 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.

### Major Hosting Events Program

This program supports organizations bidding on the rights to host major events and supports programs, activities and services specific to the delivery of a major event being hosted in Halifax. Events must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally. Events must have a **minimum budget of \$500,000** and have financial support from other levels of government.

# Contact Information

<b>Name of Event:</b>
<b>Name of Organization:</b>
<b>NS Registry of Joint Stocks Registration Number (or similar)</b>
<b>Date of Incorporation</b>
<b>Address of Organization:</b>
<b>Mailing Address of Organization (if different than above):</b>
<b>Organization Website:</b>
<b>Contact Person:</b>
<b>Contact Phone Number(s):</b>
<b>Contact Email:</b>
<b>Contact Position:</b>

## Grant Request Information

<p><b>Amount of Grant Requested:</b></p>
<p><b>Total Proposed Event Expenses:</b> <i>(must match budget)</i></p>
<p><b>Purpose of Grant Requested:</b></p>
<p><b>Has your organisation held this event before? If so, select how many years has the event been hosted by your organization:</b></p> <p> <input type="radio"/> <b>First time</b>                                                  <input type="radio"/> <b>years</b> (input number of years)       </p>
<p><b>Has your organization previously received funding for this event or a similar event in the last three years? Please provide details on date of receipt, amount, and program.</b></p>
<p><b>Please describe the amount of confirmed and expected sponsorship the event had to date:</b></p> <p>Confirmed sponsorship:</p> <p>Expected sponsorship:</p>
<p><b>Does your organization have any outstanding debt with HRM? If yes, applications are not eligible for consideration until payment has been received in full.</b></p>

# Event Information

<b>Event Name:</b>
<b>Event Date(s):</b>
<b>Event Location(s):</b>
<b>Describe Access to Event :</b> <i>(Please give detail if the event is Free and/ or if there is a fee how much or a combination).</i>
<b>Purpose of Event:</b>
<b>Brief Description of Event &amp; Activities:</b>

## Event Information

**Describe which Federal funding programs that your event has and/ or is planning to apply to:**

(Please list what program, if the application has been submitted, what the request is for and for how much, and if it has been confirmed – if already submitted).

**Describe which Provincial funding programs that your event has and/ or is planning to apply to:**

(Please list what program, if the application has been submitted, what the request is for and for how much, and if it has been confirmed – if already submitted).

**How will you involve residents/ volunteers in the planning, implementation and/or evaluation of this event?**

**Provide an estimate of the number of volunteers and volunteer hours involved in your event:**

*Volunteers:*

*Volunteers hours:*

**If applicable, what were the volunteers at this event last year:**

*Volunteers:*

*Volunteers hours:*

**How many staff will be involved in the planning and execution of the event?**

*Total number of event staff to be paid through the event budget (number of full-time equivalents:)*

**Describe Overview of Marketing Campaign:**

*(Describe channels (e.g. radio, outdoor signage, television, e-blast, newspaper, and digital etc., scope, etc. Please attach full marketing plan to application).*

**Describe Planned Televised & Online Broadcast Frequency and Reach:**

*(Describe any planned national and/or international television broadcast / online streaming and social media impact of event).*

## Event Information

<b>Estimated Attendance:</b>	
<b>Last Year's Event's Attendance:</b>	
<b>Estimated Attendance from:</b> <i>(number values – not percentages).</i>	
Within HRM:	
Outside HRM:	
<i>(Must equal estimated total)</i> Total	
<p><b>Room Nights</b>            Room nights include hotels, motels, university dormitories (during the summer months) and/ or any overnight establishment that has over 20 rooms. Please calculate accurately. If you need clarification or assistance on this topic please contact Paul Forrest at <a href="mailto:forrestp@halifax.ca">forrestp@halifax.ca</a>.</p> <p><b>4 people sharing 1 room equals = 1 room night.</b></p> <p><b>Estimated Room Nights</b> are room nights that are booked by participants.</p> <p><b>Guaranteed Room Nights</b> are room nights that the event organisation books which would include staff, contracts, artist/ performers/ athletes and board members.</p>	
<b>Estimated:</b>	
<b>Guaranteed:</b>	
<b>Total</b>	

**Please note that developing a STEAM report takes a minimum of 2 weeks.**

**All events applying for funding to any MLSER Event Program are required to submit a predictive Sport Tourism Economic Assessment Model (STEAM) report. Contact Paul Forrest at [forrestp@halifax.ca](mailto:forrestp@halifax.ca) for contact and direction on how to complete the STEAM report.**

**All events are required to contact Destination Halifax to discuss marketing opportunities. If you have not connected with Destination Halifax yet, please contact:**

**Katie Conklin - Marketing & Communications Manager**

Phone: +1 902-442-9344

E-mail: [kconklin@discoverhalifaxns.com](mailto:kconklin@discoverhalifaxns.com)

**Additional information to be included and attached to application:**

1. Detailed line item proposed budget as per template. You do not need to use the template however the level of detail is required. Please indicate whether funding contributions listed as revenues are Confirmed or Pending.
2. Confirmed financials from last year's event.
3. 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.
4. List of active board members including executive roles.
5. List of current staff, indicating which are permanent and which are project-specific or part-time or contract.
6. Completed STEAM Input Spreadsheet.
7. Completed STEAM Report.
8. 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.



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 Event Grants Staff 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 Event 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 902-490-4390 or [accessandprivacy@halifax.ca](mailto:accessandprivacy@halifax.ca)

This application must be signed by at least one member of the Board of Directors or Organization approved authority (two 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

## Submission Requirements

Applicants are required to submit both an electronic copy and paper hardcopy of the completed application with supporting documents. The electronic WORD document without signatures can be submitted via email to [eventgrants@halifax.ca](mailto:eventgrants@halifax.ca) and the paper hardcopy can be submitted unbounded on standard letter (8.5 x11 inch) paper.

The electronic WORD document must be submitted prior to the deadline via email with the hardcopy submitted in person or by regular mail as per the instructions below.

## Submission Information

**The Deadline for Applications is Friday, January 26, 2017, at 12:00 noon.**

**Please note the business unit is located at the Dartmouth Ferry Terminal, 3rd Floor.**

Applications should be labelled and delivered to:

### In Person/Courier

HRM Event Grants  
Culture & Events  
Dartmouth Ferry Terminal, 3<sup>rd</sup> Floor  
88 Alderney Drive  
Dartmouth NS B2Y 4W1

### By Regular Mail

HRM Event Grants  
Culture & Events  
Halifax Regional Municipality  
PO Box 1749  
Halifax NS B3J 3A5

### Further information:

Paul Forrest  
Culture & Events  
(902) 490-6979  
[forrestp@halifax.ca](mailto:forrestp@halifax.ca)