

2019/20 Marketing Levy Special Event Reserve Grants Application Form

New / Emerging Events Program

DEADLINE: FRIDAY, NOVEMBER 30, 2018, 12:00 NOON*

**For events that occur after April 1st, 2019*

Staff Contact:

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Culture & Events

dillmas@halifax.ca

(902) 490-4922

Paul Forrest

Culture & Events

forrestp@halifax.ca

(902) 490-6979

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
- Symposiums
- 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 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

This program supports new/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. The maximum grant award through this program is \$25,000. The business case must show how the event would benefit the Municipality and increase tourism and business development in the "shoulder and/or off season" (November to April). 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 deadline and event date requirements:

Program	2019/20 1 st Deadline	For events after:	2019/20 2 nd Deadline	For events after:
Emerging New Events	Nov. 30, 2018	March 1, 2019	May 30, 2019	October 1, 2019

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.

Application for Funding

1. Provide your 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: _____

2. Provide your Contact information

Chairperson: _____

Phone: _____ Email: _____

Other person who can answer questions on the application:

Name: _____ Position: _____

Phone: _____ Email: _____

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3. Grant Request information

Total Event Expenses: _____

Amount of Grant Requested: _____

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

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4. Eligibility Section

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

Yes: No*:

Does your event occur after April 1, 2019?

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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5. Event information

Event Name: _____

Event Date(s): _____

Event Location(s): _____

Access to Event (free, gated fee, combination of free & ticketed, etc.):

6. Please provide a brief description of the event including what gap it would address in shoulder/ off event and tourism season in HRM.:

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

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8. How will you involve volunteers and your organizational members in the planning and implementation of this event?

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

Volunteers: _____

Volunteers hours: _____

9. Please describe your marketing campaign:

Please provide information on how you plan to reach your audience including which channels you plan to use: e.g. radio, outdoor signage, television, e-blast, newspaper, and digital, scope, etc. Please attach marketing plan to application if you have one.

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10. Describe Planned Televised & Online Broadcast Frequency and Reach:

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

11. What is your event's proposed attendance?

Estimated attendance: _____

Past year's attendance: _____

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					
<i>*note that this table does not auto calculate totals</i>				Total	

12. What methods do you use to track attendance and participation?

- Ticket Sales
- Survey
- Other: _____

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13. How many room nights will your event generate?

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.

4 people sharing 1 room equals = 1 room night

Estimated Room Nights are room nights that are booked externally (e.g., by spectators)

Guaranteed Room Nights are room nights that the event organization books which would include staff, contracts, artist/ performers, board members and participants (if applicable, e.g., athletes).

Estimated room nights: _____

Guaranteed room nights: _____

Total combined room nights: _____

14. Submit a STEAM Report

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 to receive information to complete the required predictive STEAM report.

Please note that producing a STEAM report requires a minimum of 2-3 weeks.

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Checklist of information to be included:

- Completed and signed application.
- Detailed line item proposed budget as per template. 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.
- Completed STEAM Input Spreadsheet.
- Completed STEAM Report.
- 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.

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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 902-490-4390 or accessandprivacy@halifax.ca

Authority & Signatures

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).

Date

Applicant Organization Witness Signature

Signature of the Authorized Representative of the Applicant Organization

Applicant Organization Witness Name

Name of the Authorized Representative of the Applicant Organization

Applicant Organization Witness Signature

Signature of the member of the Board of Directors of the Applicant Organization

Applicant Organization Witness Name

Name of the member of the Board of Directors of the Applicant Organization

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Submission Requirements

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

The electronic PDF 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, November 30, 2018, at 12:00 noon.

Applications should be labelled and delivered to:

In Person/Courier

HRM Event Grants
Culture & Events
Dartmouth Ferry Terminal, 3rd 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:

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