



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

**Item No. 14.3.2**  
**Halifax Regional Council**  
**September 20, 2016**

**TO:** Mayor Savage and Members of Halifax Regional Council

Original Signed

**SUBMITTED BY:** \_\_\_\_\_  
Councillor Linda Mosher, Chair, Audit & Finance Standing Committee

**DATE:** September 9, 2016

**SUBJECT:** Grant Request - Atlantic Agricultural Fall Fair Association

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**ORIGIN**

September 7, 2016 meeting of the Audit & Finance Standing Committee, Item No. 12.1.3

**LEGISLATIVE AUTHORITY**

Audit & Finance Standing Committee Terms of Reference section 3.8, which states “to review and make recommendations on proposals coming to Halifax Regional Council outside of the annual budget or tender process including but not limited to:

- New Programs or services not yet approved
- Programs or services that are being substantially altered
- Proposed changes in operating or budget items
- Committing of funds where there is insufficient approved budget, or,
- New or increased capital projects not included in the approved budget
- Increases in project budget due to cost sharing
- Creation or modification of reserves and withdrawals not approved in the approved budget

**RECOMMENDATION**

The Audit and Finance Standing Committee recommends that Halifax Regional Council approve a one-time developmental contribution of up to \$20,000 to the Atlantic Agricultural Fall Fair Association from Account M311-8004 Grants, subject to the conditions outlined in the staff report dated August 25, 2016.

**BACKGROUND**

A staff report dated August 25, 2016 pertaining to a grant request for the Atlantic Agricultural Fall Fair Association was before the Audit & Finance Standing Committee for consideration at its meeting held on September 7, 2016.

For further information, please refer to the attached staff report dated August 25, 2016.

**DISCUSSION**

The Audit & Finance Standing Committee considered the staff report dated August 25, 2016 at its meeting held on September 7, 2016 and forwarded the recommendation to Halifax Regional Council as outlined in this report.

**FINANCIAL IMPLICATIONS**

As outlined in the attached staff report dated August 25, 2016.

**RISK CONSIDERATION**

As outlined in the attached staff report dated August 25, 2016.

**COMMUNITY ENGAGEMENT**

The Audit & Finance Standing Committee meetings are open to public attendance, a live webcast is provided of the meeting, and members of the public are invited to address the Committee for up to five minutes at the end of each meeting during the Public Participation portion of the meeting. The agenda, reports, and minutes of the Audit & Finance Standing Committee are posted on Halifax.ca

**ENVIRONMENTAL IMPLICATIONS**

Not applicable.

**ALTERNATIVES**

The Audit & Finance Standing Committee did not discuss alternatives.

**ATTACHMENTS**

1. Staff report dated August 25, 2016

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

Report Prepared by:       Liam MacSween, Legislative Assistant, 902-490-6521

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P.O. Box 1749  
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Attachment 1

**Item No. 12.1.3**  
**Audit and Finance Standing Committee**  
**September 7, 2016**

**TO:** Chair and Members of Audit and Finance Standing Committee

**SUBMITTED BY:** Original Signed

Jane Fraser, Acting Chief Administrative Officer

Original Signed

Amanda Whitewood, Director of Finance and Information Technology/CFO

**DATE:** August 25, 2016

**SUBJECT:** Grant Request - Atlantic Agricultural Fall Fair Association

**ORIGIN**

August 2, 2016 – MOVED by Deputy Mayor Whitman, seconded by Councillor Adams that Regional Council direct staff to prepare a report to the Audit and Finance Standing Committee in order to consider a grant for the Atlantic Agricultural Fair and make a recommendation to Regional Council.

**LEGISLATIVE AUTHORITY**

*HRM Charter, S.N.S 2008 c.39*

s.79(1). The Council may expend money required by the Municipality for

(av) a grant or contribution to:

(iv) a club, association or exhibition within the meaning of the *Agriculture and Marketing Act*;

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

*Administrative Order 2014-020-GOV Respecting Marketing Levy Special Events Reserve Grants.*  
*Administrative Order 2014-021-GOV Respecting Regional Special Events Grants.*

## **RECOMMENDATION**

It is recommended that the Audit and Finance Standing Committee recommend to Regional Council to approve a one-time developmental contribution of up to \$20,000 to the Atlantic Agricultural Fall Fair Association from Account M311-8004 Grants, subject to the conditions outlined in the staff report.

## **BACKGROUND**

In April, 2016, the Atlantic Agricultural Fall Fair Association incorporated as a non-profit society for the purpose of presenting an annual agricultural fair to promote consumption of local produce, agricultural education, livestock shows, and local economic development.<sup>1</sup> In a letter to Regional Council dated May 24, 2016, the Association requested a grant in the amount of \$100,000 towards a 'new' *Atlantic Agricultural Fall Fair*. The letter of request states that the \$100,000 represents an "initial investment" but did not explicitly preclude future requests. The Atlantic Agricultural Fall Fair is a new five (5) day event scheduled for October 6<sup>th</sup> to 10<sup>th</sup>, 2016, at the Halifax Exhibition Centre. An overview of the event's objectives and proposed budget was also circulated to the Mayor and Regional Council. These materials are included in **Attachments 1 and 2** of this report.

Supplementary information provided by the Association's event management has confirmed that the purpose of the grant is to assist with programming, including exhibit space to support youth and other grassroots community initiatives, and region-wide marketing for this revitalised event. A key objective of the event is to create a greater consumer appreciation of the financial footprint of the local agri-food/ beverage/alcohol producers and the seafood processor community in "all buy local" focussed retail venues in Halifax and Nova Scotia.

## **DISCUSSION**

### **Funding Precedence**

Since amalgamation, grants to support agricultural fairs have been awarded to two (2) non-profit organizations:

- (i) the former *Atlantic Winter Fair* received an award of \$1,000 in each of 1996 and 1997 under the Community Grants Program;
- (ii) the *Halifax County Agricultural Exhibition*, primarily a volunteer initiative of the Middle Musquodoboit Agricultural Society, received long-standing support under the former Halifax County and former HRM Department of Tourism, Culture and Heritage. This event is now funded in the amount of \$25,000 under the Established Community Events stream of the Regional Special Events Grant Program administered by HRM Culture & Events.

The former *Maritime Fall Fair* hosted by the Maritime Fall Fair Association in collaboration with Trade Centre Limited has no documented history of municipal funding. According to the Nova Scotia Registry of Joint Stock Companies website the Association was dissolved February 11, 2009.

### **Funding Eligibility**

- *Municipal Special Events Funding Programs*

The request from the Atlantic Agricultural Fall Fair Association does not meet the funding criteria for consideration under either the Regional Special Events Grants Program (Administrative Order 2014-020-GOV) or the Marketing Levy Special Events Reserve (MLSER) Grants Program (Administrative Order 2014-021-GOV). The application deadline for both programs was January 29, 2016, and there is no budget capacity remaining in the Regional Special Events Grants budget allocation.

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<sup>1</sup> Memorandum of Association, Objectives of the Society, March, 2016.

The applicant does not meet the criteria set out in Administrative Order 2014-021-GOV for Regional Special Events Grants within which the closest alignment is the Established Community Festivals Program. The Atlantic Agricultural Fall Fair does not meet the criteria of Section 4(b)(iv) "has been in existence for three (3) consecutive years".

The applicant also does not meet the criteria set out in Administrative Order 2014-020-GOV for Marketing Levy Special Events Reserve Grants within which the closest alignment is the New Event (Emerging) category, in hosting or the creation of a new event. The *Atlantic Agricultural Fall Fair* does not meet the criteria of Section 4(c)(i) which requires that the organization – not the event – has operated for a minimum of one (1) year with demonstrated experience in event management.

In addition, consumer or trade shows are ineligible for consideration under both the Regional Special Events Grants Program and the Marketing Levy Special Events Reserve Grants Program.

To assist in an expedited review of this request and in anticipation of any future funding submission, HRM requested the Association provide the mandatory event information and application included as **Attachment 3**. This information does not confirm or imply eligibility under the MSLEP program but the submission of this documentation follows conventional practice under the MSLEP program and provides clarification to both HRM and the applicant organization. Additional information was also requested in relation to the projected budget included as **Attachment 4** (percentage confirmed as of August, 2016), the Association's Articles of Incorporation, the cost to exhibitors including non-profit participants, and details as to what expenditure(s) would be supported by a municipal grant or contribution.

- *Community Grants Program*

Municipal events funding has been centralized and is not a funding category under the Community Grants Program. Further, the application deadline was March 31, 2016.

Notwithstanding the inclusion of educational exhibitors (eg. business management, agricultural, culinary and veterinary sciences), hobby farms, and related non-profit interests such as community gardens or food security; the *Atlantic Agricultural Fall Fair* is focussed on the agricultural and fisheries economy and is considered under the Provincial mandate that supports trade shows with an emphasis on business, food production, processing and marketing. As stated in the MSLEP Grant Application, the Association has confirmed \$ 276, 500+ funding for the inaugural event:

Nova Scotia Department of Fisheries & Aquaculture	\$130,000
ACOA	\$99,000
Corporate Sponsorship (5 confirmed)	\$47,500 (\$20,000 pending)

Included in the Association's request was a specific commitment to facilitate the participation of non-profit exhibitors and programming at the Fair. This initiative is consistent with the aims of the Community Grants Program in support to the region's volunteer sector and organizational capacity building. For example, tax or grant awards to agricultural, gardening or educational endeavours such as the Spryfield Urban Farm Museum, Cole Harbour Rural Heritage Society, Lake Charlotte Area Heritage Society, the Ecology Action Centre, and various community gardens. The municipality has also supported food security through assistance to Feed Nova Scotia and local food banks, and youth and community-based initiatives such as Hope Blooms and the Mobile Food Market pilot project.

### **Funding Recommendation**

Regional Council has received multiple requests for funding support in amounts that exceed and fall outside the current Community Grants and other program guidelines. As part of the work on the Auditor General's report on Grants and Donations, staff is currently reviewing the overall granting policy framework. In the interim, the *HRM Charter* permits Regional Council to provide a grant or contribution to

a variety of organizations, including cultural organizations. The Association describes itself as a "cultural" society with the Registry of Joint Stock Companies.

Given the timing of the *Atlantic Agricultural Fall Fair*, few non-profit organizations are expected to have budgeted for exhibitor fees (a flat rate of \$895 plus HST)<sup>2</sup>, exhibitor's mandatory liability insurance, or self-promotional advertising. Therefore, it is recommended that a one-time developmental contribution be awarded to the Atlantic Agricultural Fall Fair Association to facilitate the participation of local non-profit organizations as exhibitors or presenters (eg. a demonstration or educational program) and costs associated with marketing this opportunity.

If approved, HRM's contribution will be subject to the requirement that it support the participation of registered non-profit organizations whose program or service advances the municipality's interests in food security, youth engagement, environmental protection or cultural diversity. The payment will be issued by reimbursement upon receipt of documentation from the Association acceptable to the municipality immediately following the event (or progress payments) and will not extend beyond December 31st, 2016. Staff will assist the Association in identifying or confirming the eligibility of non-profit and charitable organizations.

The intent of the municipality's assistance is to support capacity building for both the host Association and non-profit participants. If successful, the approach could be developed into a sponsorship package whereby corporations or philanthropic foundations subsidize the participation of non-profit organizations thereby enhancing the sustainability of this sector's inclusion in an annual event.

Staff has identified a source of funds and confirm that there is unanticipated balance of \$42,349 remaining in Account M311-8004 Grants. Although these funds were to have been re-directed towards funding a second call for applications to the Halifax Explosion 100th Anniversary Grants Program in 2016 in combination with \$43,591 held in Operating Reserve Q328, the volume and merit of submissions is unknown and the extent to which this remaining budget capacity is required cannot be confirmed. If demand exceeds budget capacity eligible applicants could be referred to other municipal grant programs in fiscal year 2017: this approach would be consistent with one of the centennial program's aims in encouraging the participation of non-profit organizations ineligible for consideration under an existing municipal grant program.

One-time funding does not oblige the municipality to provide any subsequent funding but would allow time for the Association to confirm their eligibility under the *Agricultural and Marketing Act*<sup>3</sup> or to comply with established policy and procedures for municipal events funding programs.

### **Summary**

To produce and deliver a new 5-day event which requires multi-level government support as well as corporate and private sector funding under a tight deadline is an ambitious undertaking. For the inaugural year, organizers of the *Atlantic Agricultural Fall Fair* have confirmed that the event will take place with or without municipal funding albeit programming will likely be reduced should no municipal funding be provided. Regarding future requests, staff will provide the Association with guidance in terms of eligibility for municipal grants funding, making a submission in accordance with established guidelines and reporting requirements.

### **FINANCIAL IMPLICATIONS**

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<sup>2</sup> Fall Fair 2016 Exhibitor Package.

<sup>3</sup> Section 79(1) subsection (av)(iv) of the *HRM Charter* permits a grant or contribution to "a club, association or exhibition within the meaning of the *Agriculture and Marketing Act*". The Association may elect to pursue recognition upon application to the provincial government.

Funding is available in the amount of \$20,000 in Fiscal Services cost centre M311-8004, Grant and Tax Concessions.

### **RISK CONSIDERATION**

Moderate. The Atlantic Agricultural Fall Fair Association incorporated April 12, 2016. As such, there is no financial history or established recourse should the event not realize projected revenues and expenses.

Although the Association's board members have experience in agricultural fairs they have retained Saltscapes, a registered business, as event manager given their experience in organizing similar events such as the *Saltscapes Expo* (April) and *Harvest Greets the Holidays Expo* (November). Retention of an event management company was also deemed advisable given that the event's scope exceeds that associated with a traditional agricultural exhibition with the inclusion of commercial exhibitors, intra and inter-provincial trade, agri-business, aquaculture, food processing, distribution and marketing. Retention of an experienced event management company reduces but does not mitigate risk.

### **COMMUNITY ENGAGEMENT**

Not applicable.

### **ENVIRONMENTAL IMPLICATIONS**

Not applicable.

### **ALTERNATIVES**

- Alternative 1. The Audit & Finance Standing Committee may choose to recommend to Regional Council to amend the funding recommendation within the available balance of funds outlined in the 'Financial Implications' section of this report.
- Alternative 2. The Audit & Finance Standing Committee may choose to recommend to Regional Council to decline the request for funding and request the Association submit an application for 2017 in accordance with established event funding guidelines and reporting requirements .

### **ATTACHMENTS**

1. Letter from Mr. David Logie, Chair, Atlantic Agricultural Fall Fair Association to Mayor Savage and Regional Council dated May 24, 2016.
2. 2016 Atlantic Agricultural Fall Fair: Halifax Regional Municipality Investment Request, May, 2016.
3. 2016-17 Marketing Levy Special Event Reserve Grant Application Form, New/Emerging Event Program.
4. Special Events Tourism Budget Template – Atlantic Agricultural Fall Fair.

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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: Peta-Jane Temple, Team Lead Grants & Contributions, Finance & ICT 902.490.5469;  
Elizabeth Taylor, Manager Culture & Events, Parks & Recreation 902.490.4387

# Atlantic Agricultural *Fall Fair*

May 24, 2016

His Worship Mike Savage  
Mayor of Halifax  
PO Box 1749  
Halifax, NS B3J 3A5

Dear Sir and members of Halifax City Council:

Thank you, Mayor Savage, for attending the media launch for the new Atlantic Agricultural Fall Fair (AAFF) on Saturday, April 23 at Saltscapes Halifax Expo.

We are pleased to now make a formal request for municipal investment in this new signature event for Halifax commencing in October 2016. Our mandate is to create the annual equivalent of The Royal Winter Agricultural Fair in Toronto but in the homespun feel-good style of Canada's east coast people, heritage and values.

We have carefully crafted an event strategy to benefit all rural, suburban and urban agricultural and fisheries economy participants in Atlantic Canada. This exciting new event is designed with both an irresistible consumer and an inbound trade agenda over the Canadian Thanksgiving weekend. The immediate economic impact of the Atlantic Agricultural Fall Fair will lead to rapid growth in the regional food, beverage and tourism industries of this most deserving part of Canada. It will also further strengthen Halifax's leadership position as the innovative business capital of Canada's east coast with a strong commitment to public trust in our affordable local food supply.

The Atlantic Agricultural Fall Fair executive committee, in partnership with Saltscapes event team will present a turn-key activation of programming and activities that align with the mandate of promoting the agricultural economy and culture while providing an entertaining and interactive environment for all ages. Examples include:

- Create a focus on entry level opportunities for hobby farmers with seminars on agricultural land availability in the Halifax area, and all across suburban and rural parts of Atlantic Canada.
- Ensure a strong focus on junior and senior high school students with entrepreneurial activities offered by urban/suburban community gardens, and rural-based 4H groups.
- Create high profile awareness of the exciting world class agricultural and agri-food food science being undertaken at many post-secondary institutions serving the Atlantic region.
- Showcase the recent rise of the award-winning craft beverage alcohol industry and its impact of the Halifax based farmers markets and restaurant culture.

*This land is our land! ... See it for yourself*

[atlanticfair.com](http://atlanticfair.com)

30 Damascus Rd, Suite 209, Bedford, NS B4A 0C1



# Atlantic Agricultural *Fall Fair*



- Provide consumer sampling and purchasing opportunities to promote individual products including incubator initiatives such as Halifax's amazing Hope Blooms.
- Create demand for long weekend occupancy impact to all fixed roof accommodation in Halifax.
- Strengthen consumers understanding about food security and how to shop smartly for their food.

Simply stated, the 2016 event mandate is to maximize every dollar invested by facilitating innovative business ideas, current and sound consumer research (including an event economic impact assessment), new consumer and trade programming and an aggressive cost recovery financial model to make this important annual Halifax event sustainable for future generations.

Please join us in supporting the inaugural Atlantic Agricultural Fall Fair and what will become Halifax's annual equivalent to Toronto's "The Royal" with an initial investment of \$100,000. We welcome an opportunity to meet with you and your council in the near future to discuss this opportunity in full detail.

Yours sincerely

Original Signed

David Logie

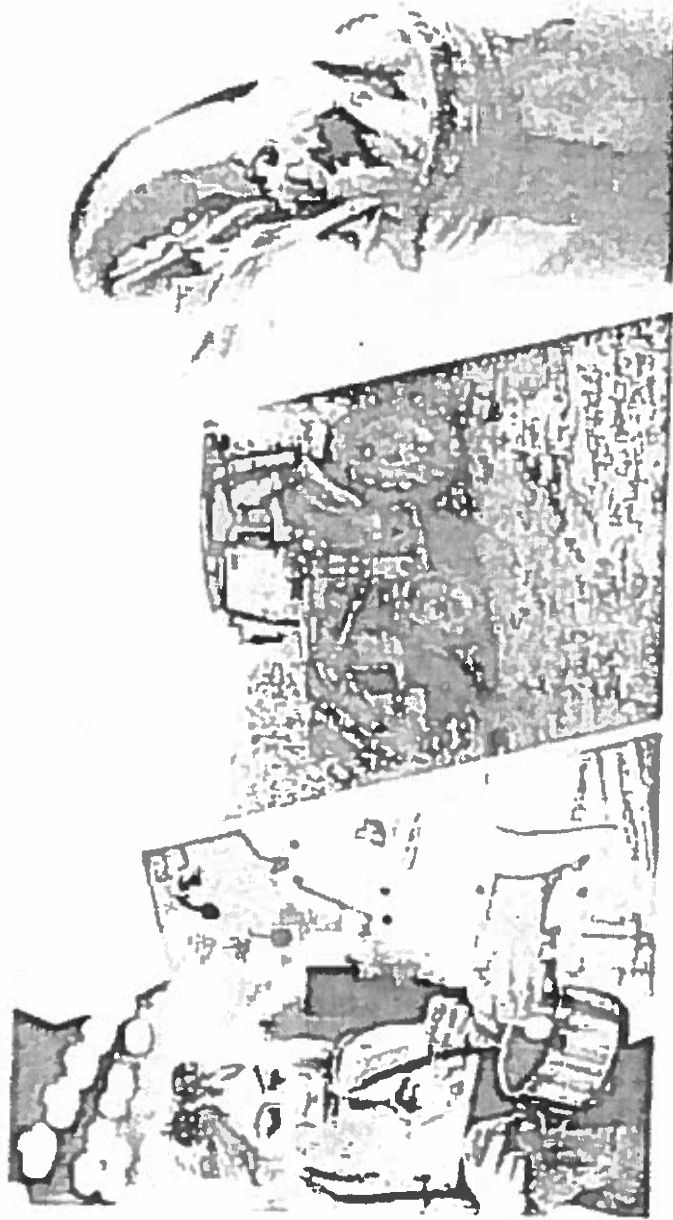
Chairman

Atlantic Agricultural Fall Fair Society



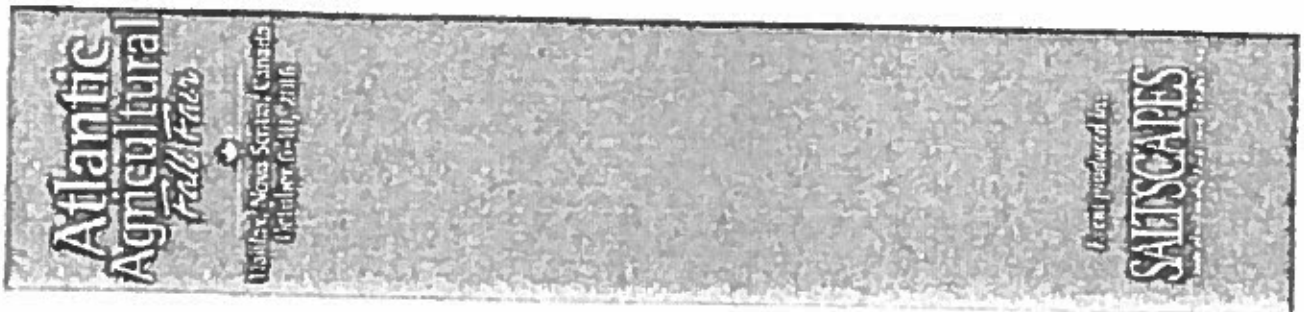
# 2016 Atlantic Agricultural Fall Fair

## Halifax Regional Municipality Investment Request



*"Buying local is no longer an option...it is a necessity for our Atlantic Canadian economy...the new Atlantic Agricultural Fall Fair will showcase everything local and be an unduplicated annualized celebration of our local agricultural and fisheries economy commencing in Fall 2016 in the region's largest city, Halifax."*

May 2016



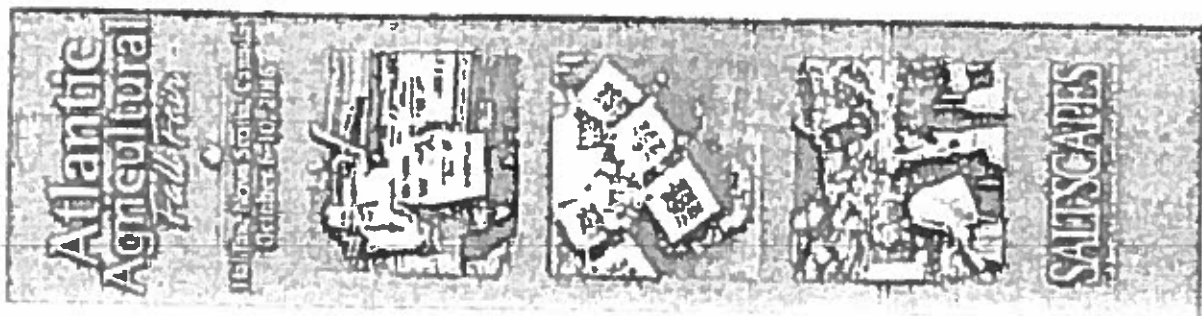
## Introduction

Agriculture is one of the traditional industries that provide the essential foundations for Atlantic Canada's rural economy. Spin-off industries, such as the agri-food processing sector also contribute significantly, both in terms of value-added products and employment—as does the rapidly growing craft beverage alcohol industry.

The green economy and the local foods movement offer significant opportunities for business development to take advantage of the growing demand for sustainable products and services. Together, these industries make up a strong and sustainable agricultural and fisheries economy for Atlantic Canada.

Since the first Agricultural Exhibition was held in the late 1800s, fairs and exhibitions have formed an integral part of the past and future of farming in Atlantic Canada. These events showcase and celebrate the people and products that make the region a top-notch player in the agricultural sector and provide an opportunity for all ages to learn more about agriculture. Canadian fairs and exhibitions are now a billion dollar industry, but to date, there has never been an eastern Canadian version of Toronto's Royal Winter Agricultural Fair—until now.

[www.atlanticfair.com](http://www.atlanticfair.com)



## The New Atlantic Agricultural Fall Fair

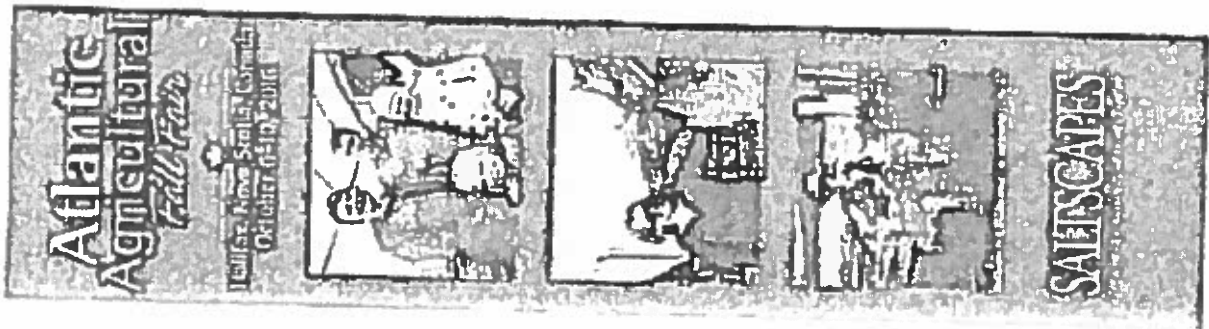
Commencing in 2016, a diverse group of Atlantic Canadian agricultural entrepreneurs has come together with the principals of Atlantic Canada's pre-eminent lifestyle publisher and "buy local" branded event builder, Saltscapes, to create an innovative consumer exposition combined with a performance driven inbound trade mission for the region's agricultural and fisheries producers and processors.

The newly revitalized Atlantic Agricultural Fall Fair's clear mandate is the creation of new trade and commerce opportunities while simultaneously improving productivity, profiling innovation/science/educational opportunities and creating a cohesive regional platform for the industry to work together. The intent is to improve cost efficiencies on the competitive world stage, in addition to manifesting a greater appreciation of the true "buy local/food security" economic footprint here at home. A key priority for all governments for these foundational rural industries is support for our communities and the folks who live in them.

The Atlantic Agricultural Fall Fair (A AFF) will help grow the agricultural sector as well as the local food, beverage and (culinary) tourism economy for all of eastern Canada quickly. This was accomplished by the Royal Agricultural Winter Fair which grew the agri-food industry in the city of Toronto and throughout Ontario.

Like "The Royal", the A AFF will include seminars, presentations and interactive demonstrations for all ages to encourage participation in the agricultural sector and lifestyle of Atlantic Canada and create a better understanding of the true economic value of the region's food and culinary industry.

[www.atlanticfair.com](http://www.atlanticfair.com)

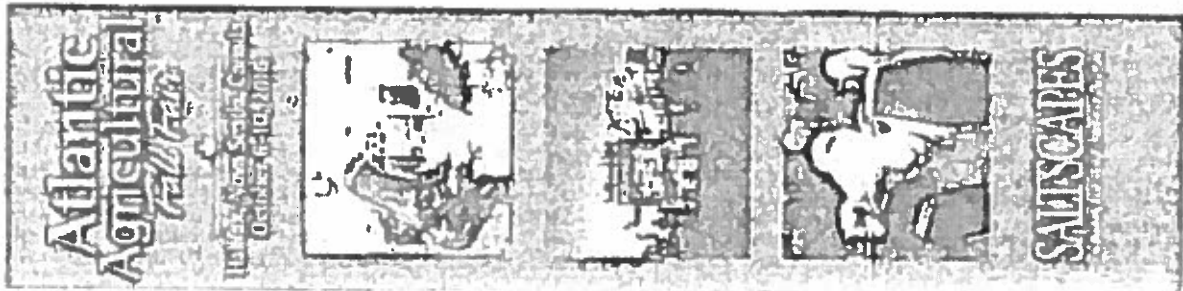


## The Atlantic Agricultural Fall Fair Strategic Objectives:

- Increase awareness and engagement for food security education, grade school and post-secondary education in agricultural science, business management, culinary innovation and veterinary medicine.
- Create awareness and desire to moderate access into farming to low acreage land parcels, manageable by hobby farmers who want to build small business in Atlantic Canada by supplying beverage alcohol producers (llops, grapes, etc), blueberries and other marketable products.
- Create an event with both a dynamic consumer and a trade agenda for immediate economic impact on rural agri-food producers, commodity groups, "made right here" shelf stable items wineries & other craft beverage alcohol producers, etc.
- Achieve public trust through short term public investment in the Atlantic Agricultural Fall Fair so that the corporate community can be engaged in 2017 and beyond.
- Create synergies with agri-producers, tourism operators, cultural producers to increase capacity with local products across a wider range of economic sectors.

Simply stated, the 2016 event mandate is to maximize every dollar invested by facilitating innovative business ideas, current and sound consumer research, new consumer and trade programming and marketing resources and an aggressive cost recovery financial model to make this important annual Halifax event sustainable for future generations. This scope of work is ideally suited for a public/private partnership between agricultural industry entrepreneurs serving in a voluntary capacity on the AAFF board and the small business operators of *Softscripts*.

[www.atlanticfair.com](http://www.atlanticfair.com)





## Atlantic Agricultural Fall Fair Activation

The SalesCAPES Expo team, in partnership with Atlantic Agricultural Fall Fair executive committee, will present a turn-key activation of programming and activities that align with the mandate of promoting the agricultural economy and culture in Atlantic Canada while providing an entertaining and interactive environment for all ages. The activation will profile key partners that embrace the A.A.F.F. mandate including all agricultural and fisheries commodity groups with export ready product for the domestic and/or international markets, agri-food, science and veterinary education, in addition to Taste of Nova Scotia, PEI Food Island co-operative, and other community based initiatives in New Brunswick and Newfoundland&Labrador:

- Create a focus on entry level opportunities for hobby farmers with seminars on agricultural land availability across suburban and rural parts of Atlantic Canada.
- Ensure a strong focus on junior and senior high school students with entrepreneurial activities offered by urban/suburban community gardens, rural-based 4H groups.
- Create high profile awareness of the exciting world class agricultural and agri-food food science being undertaken at many post-secondary institutions serving the Atlantic region.
- Showcase the recent rise of the international award-winning craft beverage alcohol industry through an Atlantic beverage alcohol "best practices" symposium.
- Provide consumer sampling and purchasing opportunities to promote individual product sectors and small businesses.
- Strengthen consumers' understanding about food security and how to shop smartly for their local food & beverage supplies.

[www.atlanticfair.com](http://www.atlanticfair.com)

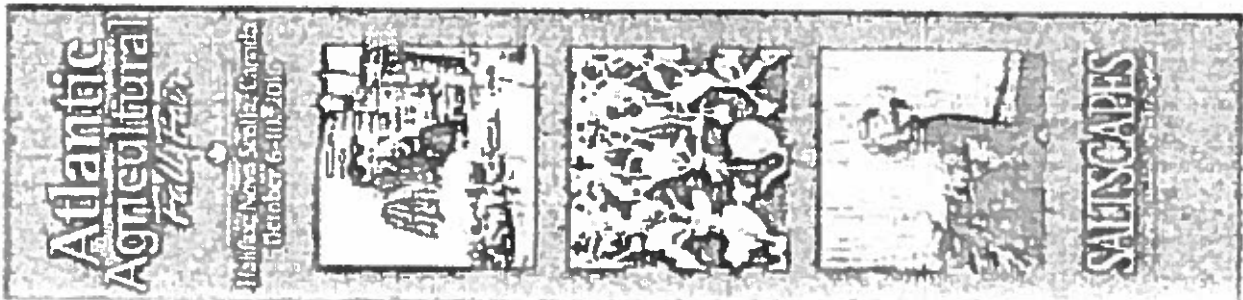
## Trade and Media Relations Strategies

With the Atlantic Agricultural Fall Fair as the central attraction, we will create an inbound trade mission to Halifax from across North America and beyond, geographically targeting grocery retail, restaurant and institutional buying groups from lucrative key markets: eastern US seaboard (Boston, New York, Atlanta, etc) central and western US (Chicago, Las Vegas, Los Angeles, Seattle, etc) and all parts of Canada. We will also create media savvy events with chef-inspired all-local offerings to attract media coverage from all key markets to promote both the Fair and our agricultural sector to journalists and media influencers:

## Evaluation

The overall event and all programs will be evaluated against the program objectives with annual recommendations. All stakeholders will have access to this valuable buyer, consumer, media and exhibitor research.

[www.atlanticfair.com](http://www.atlanticfair.com)



## Conclusion

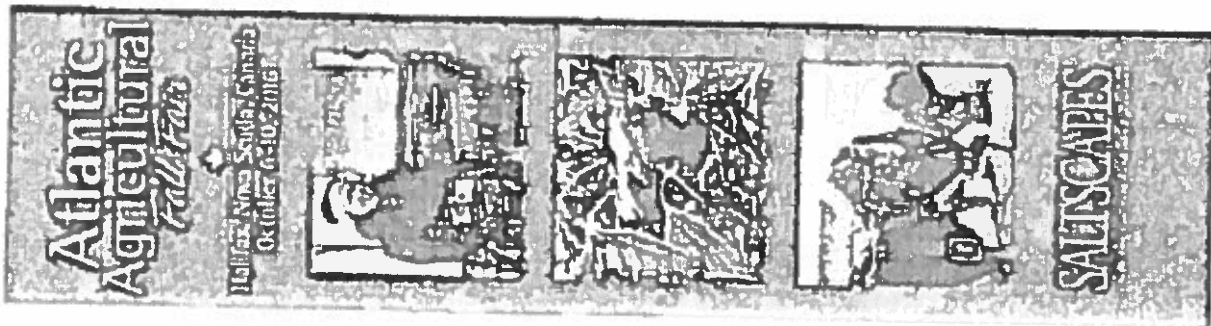
Since its inception almost 16 years ago, Saltscapes' mandate has been to support fellow small business colleagues and make the cash registers ring across Atlantic Canada. Saltscapes has embraced agriculture as both a cornerstone of its mission statement and a vital part of the magazine and Saltscapes Expo. Both have a clear editorial focus on local farmers and farm products, softly marketing both business and lifestyle opportunities for rural/suburban/urban dwellers, through several editorial series including focus on rural reality, family business and the current East Coast "Meet your Local Farmer" series of articles.

This is science, not happenstance, and we look forward to working with all factions of Atlantic Canada's unduplicated agricultural sector to create an irresistible consumer, trade and stakeholder event and exposition of the world class farming industry on Canada's East Coast with the newly revitalized Atlantic Agricultural Fall Fair commencing in October 2016 in the region's largest economic, business and education capital, Halifax.

Yours in Agriculture,

David Logie  
Chairman  
Atlantic Agricultural  
Fall Fair Society  
(902)690-7444

[www.atlanticfair.com](http://www.atlanticfair.com)





## Saltscapes Backgrounder

With an annual impression base of six million, Saltscapes magazine, digital universe and Saltscapes Expo consumer shows have proven performance working with private and public organizations in all four Atlantic Provinces. The company serves destination marketing and rural lifestyle promotion to a growing economy—embraced by all revenue producing sectors in Atlantic Canada, including the agricultural industry.

Saltscapes is arguably most significant in the context of buy-local brand building. The annual Halifax Expo is considered the largest consumer tradeshow in Atlantic Canadian history, with sustained outstanding attendance from high-yield, dual income homeowners. This research-based organization's event annually showcases "The best of Atlantic Canada" and the rural and urban small business constituency (497 exhibitors in 2016) has responded strongly to the opportunity to be represented on the carefully crafted exhibit floor.

**Contact:**

Jim & Linda Gourlay  
Saltscapes Founders

[gourlays@saltscapes.com](mailto:gourlays@saltscapes.com)

[www.atlanticfair.com](http://www.atlanticfair.com)

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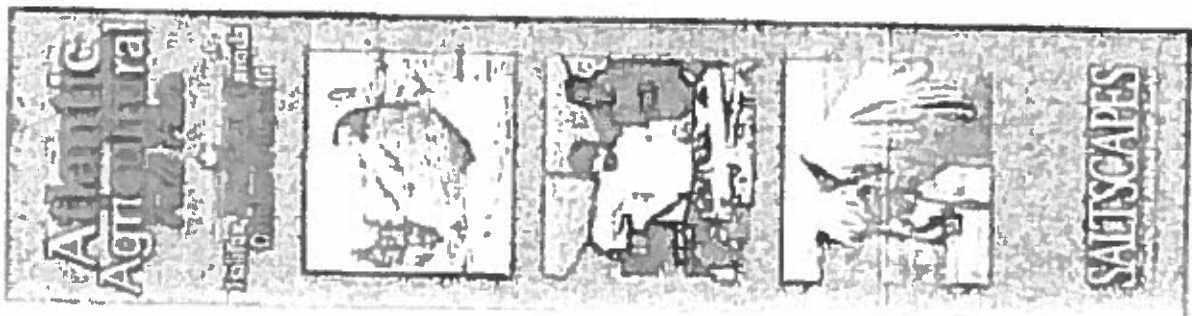
## 2016 Atlantic Agricultural Fall Fair Budget

2016 COST EXPECTATIONS	BUDGET
<b>Event Design</b>	
AD Planning, Sales, Accounting, Reporting, Audit for AAFF Mgt	\$55,000
Volunteer Committee Meetings, Travel & Support	\$17,000
bound Trade Mission Management & Matchmaker Fees	\$45,000
<b>Event Execution</b>	
AJ Venue Costs for Trade & Consumer Activities	\$65,000
Decor & Labour to Install Event Assets	\$25,000
Technical, Security and Event Staffing	\$65,000
Inbound Trade Mission Travel/Hosting Costs	\$77,000
<b>Entertainment &amp; Programming (6 days)</b>	
Livestock Demos & Competitions	\$45,000
Entertainment - 4H, Farm & Field Days, Mechanics, Country Living Demos	\$25,000
Culinary (Farmers, Butchers, Chefs, Bartenders & Sommeliers)	\$55,000
Technical Setup of Barn, Rings, Exhibits, Stages	\$53,000
<b>Research &amp; Evaluation</b>	
Design, Staffing, Analysis & Report	\$19,000
(AAFF Survey of Trade Mission Attendees, Consumers & Exhibitors)	
Revenue Impact Assessment on Atlantic Can of Inaugural Event	\$77,000
<b>Media &amp; Marketing</b>	
Website, Programs, Signage for AAFF Brand	\$37,000
Advertising Campaigns - Both Paid & Media Relations for Trade Event	\$85,000
Design, Copy Editing and Social Media Mgt for Consumer Trade Activities	\$23,000
Total 2016 Expenses from all sources	\$704,000



2016 REVENUE EXPECTATIONS

Federal Investment	\$150,000
Provincial Investment (ML, NS, NB, PEI)	\$125,000
Halifax Regional Municipality Investment	\$100,000
Corporate, Community Group, NGO Partnerships	\$50,000
Exhibitor Fees for Booth Trade and Consumer Activities	\$97,000
Livestock Demos and Competitions Revenue	\$45,000
Consumer Estate Receipts	\$174,000
<b>Total 2016 Revenue from All Sources</b>	<b>\$741,000</b>
Net	\$37,000



## 2016/17 Marketing Levy Special Event Reserve Grants Application Form

### New/Emerging Events Program

APPLICATION DEADLINE: JANUARY 29, 2016, 12.00 NOON  
Eligible events held after April 1<sup>st</sup>, 2016

**Staff Contact:**

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

## MLSER 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 HRM.

### Non-Eligible Events:

- |                |                       |  |
|----------------|-----------------------|--|
| Conferences    | Clinics               | Political events   |
| Private events | Symposiums            | Events receiving funding from other HRM sources                    |
| Tradeshows     | Banquets              | Events that occur before April 1 of the respective submission year |
| Seminars       | Marketing initiatives |  |
|                | Fundraising events    |  |

### New/ Emerging Events Program

This program supports new/emerging events that address gaps in the existing event calendar and have the potential to become a 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 be provided as to how the event would benefit the Municipality and increase tourism and business development. Preference will be given to applicants that have secured funding from other level/s of government.

### Contact Information

Name of Event: Atlantic Agricultural Fall Fair
Name of Organization: Atlantic Agricultural Fall Fair Assoc
NS Registry of Joint Stocks Registration Number: 3298260
Date of Incorporation: The Atlantic Agricultural Fall Fair is a new revitalized name for an event which was incorporated originally as the Atlantic Winter Fair and operated in Halifax since 1963. In 2000, the Maritime Fall Fair replaced the Atlantic Winter Fair as its operating name until 2014 when Trade Center Limited requested the Government of Nova Scotia divest itself of the Exhibition Park venue. In January 2016, the newly privatized Halifax Exhibition Centre was launched and the Atlantic Agricultural Fall Fair was re-established as a core annual event with a new business mandate to significantly impact the agricultural, fisheries and tourism sectors for Halifax, the Province of Nova Scotia and the region of Atlantic Canada.
Address of Organization: 30 Damascus Road, Suite 209 Bedford, NS B4A 0C1
Mailing Address of Organization (if different than above):
Organization Website: <a href="http://www.atlanticfair.com">www.atlanticfair.com</a>
Contact Person: Linda Gourlay
Contact Phone Number(s): 902 464 7258 / cell 902 456 8684
Contact Email: <a href="mailto:lgourlay@saltscapes.com">lgourlay@saltscapes.com</a>
Contact Position: Event Producer

### Grant Request Information

Amount of Grant Requested: One time request \$100,000
Total Proposed Event Expenses: \$704,000
Purpose of Grant Requested: The purpose of the City grant request is to support innovative programming and region wide marketing for this revitalized signature Halifax event with immediate economic impact on the City's tourism infrastructure over a traditional weak occupancy period (Canadian Thanksgiving weekend) and to create a greater consumer appreciation of the financial footprint of the local agrifood / beverage alcohol producers and seafood processor community in all buy local focused retail venues in Halifax and Nova Scotia.
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.  No
Has your organization applied to other funding agencies (Provincial, Federal, etc.) for this event? If so, please list name and amount. Preference will be given to applicants that have secured funding from other levels/s of government.  ACOA - \$99,000 - confirmed NSDA - \$130,000 - confirmed
Has your organisation secured corporate sponsorship for the event? If so, please list name/s and amount.  Kubota - \$20,000 - confirmed DP Murphy - \$7500 - confirmed Clearwater Seafood - \$7500 - confirmed Keith's Brewery - \$7500 - pending TD Bank - \$5,000 - confirmed Sobeys Atlantic - \$5,000 - pending
Does your organization have any outstanding debt with HRM? Applications are not eligible for consideration until payment has been received in full.  No

## Event Information

Event Name: Atlantic Agricultural Fall Fair
Event Date(s): Oct 6-10 2016
Event Location(s): Halifax Exhibition Centre, 200 Prospect Road, Halifax, NS B3T 1P2
Describe Access to Event : (Please give detail if the event is Free, or there is a fee or a combination) Consumer entrance fee of \$10.00
Purpose of Event: <ul style="list-style-type: none"><li>• Increase awareness and engagement for food security education, grade school and post-secondary education in agricultural science, business management and culinary innovation.</li><li>• Create an event with both a dynamic consumer and a trade agenda for immediate economic impact on urban and rural agri-food producers, commodity groups, "made right here" shelf stable items, wineries &amp; other craft beverage alcohol producers, etc.</li><li>• Achieve public trust through short term public investment in the Atlantic Agricultural Fall Fair so that the corporate community can be engaged in 2017 and beyond.</li><li>• Create synergies with agri-producers, tourism operators, cultural producers to increase capacity with local products across a wider range of economic sectors.</li></ul>
Simply stated, the 2016 event mandate is to maximize every dollar invested by facilitating innovative business ideas, current and sound consumer research, new consumer and trade programming and marketing resources and an aggressive cost recovery financial model to make this important annual Halifax event sustainable for future generations. This scope of work is ideally suited for a public/private partnership between agricultural industry entrepreneurs serving in a voluntary capacity on the AAFF board and the small business operators and successful event producers of <i>Saltscapes</i> .



## Event Information

Description of Event & Activities:

The Saltscapes Expo team, in partnership with Atlantic Agricultural Fall Fair (AAFF) executive committee, will present a turn-key activation of programming and activities that align with the mandate of promoting the agricultural economy and culture in Atlantic Canada while providing an entertaining and interactive environment for all ages including a traditional midway and livestock/equestrian competitions. The activation will profile key partners that embrace the AAFF mandate including all agricultural and fisheries commodity groups with export ready product for the domestic and/or international markets, agri-food, science and business education, in addition to Taste of Nova Scotia and other community based initiatives in Halifax.

## Event Information

**Describe Volunteer / Community Engagement:**  
(Describe how the event will utilize volunteers).

AAFF will employ a number of community partners for staffing, both at the volunteer level – TD Bank, 4H of NS, NSDA as well as many paid part time staff.

**Describe Marketing Campaign:**  
(Describe channels (e.g. radio, outdoor signage, television, e-blast, newspaper, and digital etc., scope, etc. Please attach existing marketing plan).

Pending approval of the necessary funding level, the Atlantic Agricultural Fall Fair will launch a multichannel marketing campaign across Canada with a focus on driving and short haul flight overnight visitors from within Atlantic Canada...Communications Nova Scotia senior marketing strategist has been retained to create the campaign to achieve an immediate demand for fixed roof accommodation in the Halifax area by higher yield, well educated homeowners, 35 years plus.

This includes:

- Region wide television campaign on CBC and CTV networks/adult homeowner consumers 35 plus
- Radio campaigns in feeder markets such as Charlottetown, Moncton and Sydney.
- Digital campaigns with Food Network Canada, Globe & Mail online and Google will take place for 14 days. In addition a huge social media contest engagement will take place with Taste of NS gift baskets, Halifax weekends complete with cooking school and full weekend passes as prizes.
- Vertical focused magazines are already in market and tactical ads in newspapers will commence on Sept 19 (including Small Farm Canada, Rural Delivery, Saltscapes, Local Connections (Halifax), the Chronicle Herald (and other Maritime dailies), Metro and The Coast.

In addition, media events with corporate partners and all three levels of government will take place on Thursday October 6.

**Describe Televised & Online Broadcast Frequency and Reach:**  
(Describe any planned national and/or international television broadcast, online streaming, and social media impact of event).

Subject to funding level approval, several online broadcast channels will be incorporated into the event execution plan.

### Event Information

<p><b>Proposed Business Case:</b>                  (Please provide the Business Case and rationale as to how the event would benefit the Municipality and increase tourism and business development).</p>	
<p><b>Estimated Attendance: 50,000</b></p>	
<p><b>Estimated Attendance from: (number values – not percentages)</b></p>	
Within HRM:	15,000
Outside HRM:	35,000
(must match estimated total) Total	50,000
<p><b>Room Nights:</b>                  Room nights include hotels, motels, university dormitories and/ or any overnight establishment that has over 20 rooms. Please calculate accurately.</p> <p>4 people sharing 1 room = 1 room night.</p> <p>Estimated Room Nights are room nights that are booked by participants.</p> <p>Guaranteed Room Nights are room nights that the event organisation books which would include staff, contracts, artist/ performers and board members.</p>	
Estimated:	2000
Guaranteed:	350
Total	2350

All events applying for funding to any MLSE Event Program are required to submit a predictive Sport Tourism Economic Assessment Model (STEAM) report. Contact Angela Dennison at Events Nova Scotia with the Nova Scotia Tourism Agency (NSTA) to receive information to complete the STEAM report.

HRM will provide the cost of executing the (STEAM) in year 1 and year 3 year of funding.

Angela Dennison  
Manager, Event Development - Events Nova Scotia  
Nova Scotia Tourism Agency  
Phone: 902-798-6886  
Email: [DennisAX@gov.ns.ca](mailto:DennisAX@gov.ns.ca)

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

Annie Rankmore  
Marketing Coordinator - Destination Halifax  
Phone: 902-429-1121  
Email: [arankmore@destinationhalifax.com](mailto:arankmore@destinationhalifax.com)

Additional information to be included and attached to application:

1. Detailed line item proposed budget. Please indicate whether funding contributions listed as revenues are Confirmed or Pending.
2. 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.
3. List of active board members including executive roles.
4. List of current staff, indicating which are permanent and which are project-specific or part-time or contract.
5. Completed STEAM Input Spreadsheet.
6. Completed STEAM Report.
7. Proposed Business Case.
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 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](mailto:accessandprivacy@halifax.ca)

This application must be signed by two members of the organization; at least one of which must be a member of the Board of Directors:

*Aug 23 2016 .*

Original Signed

Original Signed

Applicant Organization Witness Signature

Signature of the Authorized Representative of the Applicant Organization

Original Signed

Original Signed

Applicant Organization Witness Name

Name of the Authorized Representative of the Applicant Organization

Original Signed

Original Signed

Applicant Organization Witness Signature

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

Original Signed

Original Signed

Applicant Organization Witness Name

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

**HALIFAX**

## Submission Requirements

Please attach the additional requirements (referred above to the completed application form and submit collectively. Please use standard letter (8.5 x11 inch) printed on one side. Please submit 1 hardcopy unbound copy of the full application and 1 electronic copy to [eventgrants@halifax.ca](mailto:eventgrants@halifax.ca).

## Submission Information

The Deadline for Applications is Friday, January 29, 2016, at 12:00 noon.

Applications should be labelled "HRM Event Grants" and delivered to:

### In Person/Courier

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

### By Regular Mail

HRM Event Grants Officer  
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)

**Tourism Events Program Budget Template**

**Organization Name: Atlantic Agricultural Fall Fair Assoc.**

**Event Name: Atlantic Agricultural Fall Fair**

**Notes:**

In-Kind value equals the estimated value of goods or services provided in lieu of money

<b>Revenue</b>		<b>\$ Value</b>	<b>In-Kind Value</b>
<i>(Categories listed, for those not identified add under other)</i>			
	Halifax Regional Municipality	\$100,000.00	
	Provincial Government	\$130,000.00	
	Federal Government	\$ 99,000.00	
	Sponsorship	\$ 45,000.00	\$ 7,500.00
	Donations	-	
	Fundraising	-	
	Tickets/ Gate	\$174,000.00	
	Other:	\$ 97,000.00	
	Other:	\$ 45,000.00	
<b>Sub-Total</b>		<b>\$690,000.00</b>	<b>\$ 7,500.00</b>
<b>Total Revenue</b>		<b>\$697,500.00</b>	

<b>Expenses</b>		<b>\$ Value</b>	<b>In-Kind Value</b>
<i>(Categories listed, for those not identified add under other)</i>			
	Programming	\$120,000.00	
	Activity Expenses	\$ 52,000.00	
	Venue(s)	\$ 65,000.00	
	Equipment	\$ 25,000.00	
	Production (Sound, lights, etc)	\$ 53,000.00	
	Municipal Fees	-	
	Technical	\$ 65,000.00	
	Marketing	\$ 33,000.00	

	Advertising	\$ 85,000.00	
<b>Expenses Continued</b>		<b>\$ Value</b>	<b>In-Kind Value</b>
	Administrative	\$ 13,000.00	
	Volunteers	\$ 7,500.00	\$ 7,500.00
	Accessibility	-	
	Insurance	\$ 5,000.00	
	Staff (F/T, P/T, contracts)	\$110,000.00	
	Honourariums		
	Research	\$ 46,000.00	
	Other:		
<b>Sub-Total</b>		<b>\$679,500.00</b>	<b>\$ 7,500.00</b>
<b>Total Expenses</b>		<b>\$687,000.00</b>	
<b>Event Surplus/ Deficit</b>		<b>\$ 10,500.00</b>	