



P.O. Box 1749
Halifax, Nova Scotia
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Item No. 12.4.1
Audit & Finance Committee
May 16, 2018

TO: Chair and Members of the Audit & Finance Committee

ORIGINAL SIGNED

SUBMITTED BY:

Brad Anguish, Director, Parks & Recreation

ORIGINAL SIGNED

Jacques Dubé, Chief Administrative Officer

DATE: April 25, 2018

SUBJECT: Amendments to Administrative Order 2014-020-GOV Respecting Marketing Levy
Special Event Reserve Grants

ORIGIN

February 22, 2017, Special Events Advisory Committee motion:
MOVED By Stuart Joliffe, seconded by Jeff Ransome, THAT the Special Events Advisory Committee request that the Audit and Finance Standing Committee request staff to hold a workshop with the Special Events Advisory Committee to discuss possible revisions to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants, and to report back to the Audit and Finance Standing Committee with proposed amendments. MOTION PUT AND PASSED.

March 8, 2017, Audit and Finance Committee motion:
MOVED by Councillor Walker, seconded by Councillor Whitman, THAT the Audit and Finance Standing Committee request staff to hold a workshop with the Special Events Advisory Committee to discuss possible revisions to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants, and to report back to the Audit and Finance Standing Committee with proposed amendments. MOTION PUT AND PASSED.

LEGISLATIVE AUTHORITY

- *Halifax Regional Municipality Marketing Levy Act, 2001, c.51, subsections 3(4)&(5);*

(4) The levy collected pursuant to this Section shall be used by the Council to promote the Municipality as a tourist destination.

(5) Without restricting the generality of subsection (4) and notwithstanding any other enactment, the Council may pay such portion of the levy collected by way of a grant as determined by the Council to any organization formed to promote the Municipality as a tourist destination, whether such organization is non-profit or otherwise.

.....RECOMMENDATION ON PAGE 2

- *Halifax Regional Municipality Charter, Section 79 (1)*
 - (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,
 -
 - (vi) a registered Canadian charitable organization;
- Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants

RECOMMENDATION

It is recommended that Audit and Finance Standing Committee recommend that Regional Council:

1. Adopt the amendments to the Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants as outlined in Attachment 1.

BACKGROUND

This report outlines recommended amendments to the Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Events Reserve Grants (Admin Order on MLSER Grants). The Admin Order on MLSER Grants directs funding to attract and host exceptional, large-scale sporting and tourism events that create significant economic impacts, promote Halifax as a multi-experiential event destination, and attract tourists to HRM for multiple day visits.

The current Admin Order on MLSER Grants was approved by Halifax Regional Council on November 10, 2015. It was approved alongside Administrative Order 2014-021-GOV Regional Special Events Grants which supports community and cultural festivals and events that occur within the municipality. The two administrative orders replaced the previous event grant process which has been in place for many years. The administrative orders were created to provide updated and improved processes that incorporated feedback from various stakeholders including Councillors, event organizers, and Committee members.

Staff has completed two full application intakes since the adoption of Admin Order on MLSER Grants in 2015. Throughout the administrative process staff has consulted with the Special Events Advisory Committee (SEAC), the Committee that recommends funding to Council, and discussions have been ongoing on areas for improvement.

On February 27, 2017, SEAC passed a motion requesting staff to host a workshop on potential changes to the Admin Order. That motion was subsequently ratified by the Audit and Finance Standing Committee which is the governing body for SEAC on March 8, 2017. Staff hosted 2 workshops with SEAC on April 5 and May 10, 2017. On May 10, 2017, SEAC passed a motion endorsing the revisions discussed at the Committee meeting (Attachment 2).

DISCUSSION

The Admin Order on MLSER events was well received by applicants and has: provided improved timeliness and responsiveness in decision making; 3-year sustainable funding programs; an improved scoring system; and support for emerging or new sector events. The proposed revisions are presented as further steps to ensure an efficient and accessible funding process is in place that enables Halifax to continue as an event friendly destination.

The revisions to the Admin Order on MLSER Grants are focused on three main areas:

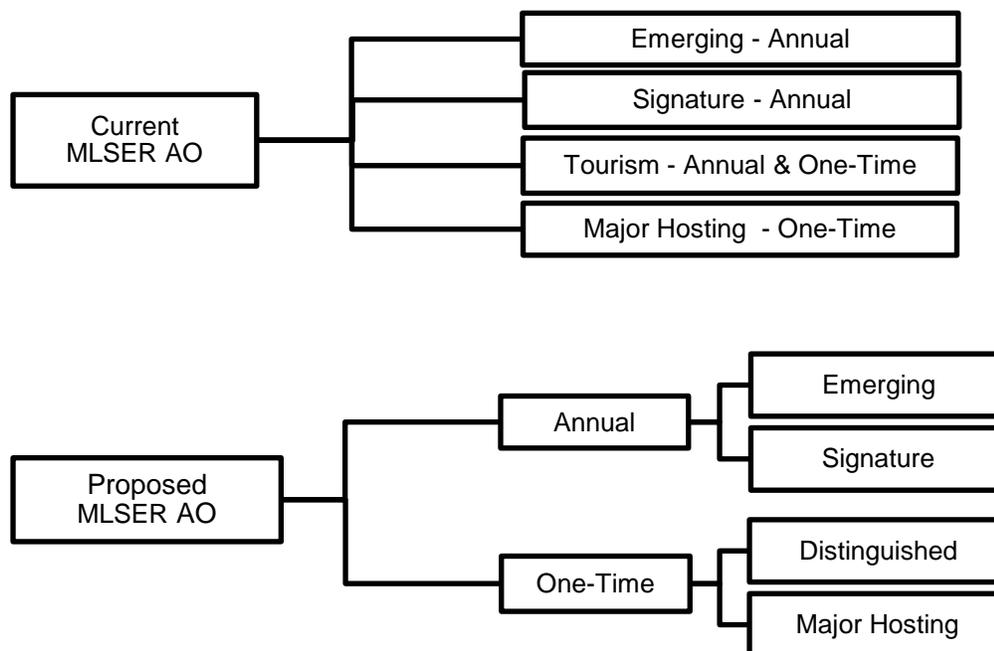
- 1) the distinction between annual events and one-time event funding,
- 2) program budget minimums, and
- 3) a more flexible application and intake process.

Annual/ One-Time Event Funding

The Admin Order on MLSER events currently governs four programs:

- Emerging Events – supports organizations that bring or create a developing event with potential and has a minimum budget of \$50,000;
- Tourism Events – supports annual or one-time events that have a minimum budget of \$300,000;
- Signature Events – supports large scale events that have been in existence for 5 years and have a minimum budget of \$500,000;
- Major Hosting Events - supports organizations bidding on the rights to host major and mega events that draw tourists, have a minimum budget of \$500,000 and have funding from other levels of government.

In discussions with SEAC, it was identified that it was confusing, and possibly restricting, to offer funding to annual and one-time events in the same program stream. One-time events are non-annual, and currently the only program which funds both annual and one-time events (non-annual) is the Tourism Event program. SEAC proposed a 'two-bucket' approach; one stream (or bucket) to which annual events are eligible to apply, and another stream (bucket) for one-time (non-annual) events eligible for funding. This approach could be realized by redefining the Tourism Event program to fund one-time events solely. The below chart summarizes these proposed changes:



The two-bucket approach results in funding programs being more transparent for applicants, as well as being more efficient for comparisons and review for SEAC. The newly proposed Distinguished Events Program would support events that have high potential for national and/or international exposure, and an ability to encourage multi-day visits. Emphasis will be on events possessing such significance that it provides HRM a competitive advantage, and national and international notoriety. These events differ from Major Hosting events whereas they may not require funding from all three levels of government and may not require a competitive bidding process.

Program Budget Minimums

Over the past two years, staff acknowledge on occasion there have been barriers to potential applicants due to program budget minimums as laid out in the Admin Order on MLSER events. The minimal levels were established to attract large scale events which result in equally large economic returns. As such, the budget minimum requirements have been found to limit opportunities to fund medium scale events which carry strong room night numbers and economic impacts and still meet the business case criteria.

It is recommended that the program budget minimums be lowered for both the proposed "Distinguished" and "Signature" Events programs. This will allow SEAC to consider applications for events that may have lower budgets but have other benefits important to the municipality.

The Signature events program budget minimum is recommended to change to \$100,000 from \$500,000, whereas the Emerging Events program maintains the \$50,000 budget minimum.

The proposed Distinguished Events program budget minimum is recommended to change to \$50,000 from \$300,000. This significant change is to allow mid size events such as regional/national sporting championships or qualifiers with strong room nights, to be eligible for funding.

Application Intakes

The Admin Order on MLSER Grants currently states that there is one intake per fiscal. Staff note this restriction to one intake is seen as contrary to key principles in the event grant programs which are to be flexible and responsive to the needs of the events community, especially with regard to hosting sporting opportunities that require a fast response time to confirm funding.

SEAC has indicated that they would prefer more than one intake for 3 programs - the Distinguished Events, the Emerging Events, and Major Hosting events. SEAC has also indicated that an open intake, if possible, would be preferable for Emerging and Major Hosting events. However, providing an open intake for both the Emerging and Major Hosting programs would generate multiple staff reports to SEAC and subsequently Regional Council. For this reason, it is recommended that only the Major Hosting Events program offer an open intake. Major Hosting Event opportunities typically occur with less frequency and their potential positive impacts warrant the increased flexibility. Therefore, the Emerging Events program will not have an open intake, but rather move towards two intakes which still greatly increases the program accessibility and response time. The Distinguished program, as previously stated, will mirror Emerging Events and operate with two intakes.

Additional Amendments

In addition to the three main areas of amendments stated above, there are minor amendments being proposed. These amendments are mostly minor or clerical, such as updating the office location of staff or rewording definitions. These and all the above amendments are included in Attachment 1. All proposed amendments are also tracked as changes to the original Administrative Order in Attachment 3. The complete revised Admin Order on MLSER Grants which incorporates all the proposed amendments can be found in Attachment 4.

Next Steps

Upon approval of the revisions by Regional Council, staff will update SEAC on the amendments. Due to the lack of budget capacity in 2018/19, the proposed multiple intakes will be offered for the 2019/20 application process. Staff will also communicate the amendments to the Admin Order on MLSER Events to event organizers. Current annual events receiving funding from the old Tourism events program will be directed to apply under the revised Signature Events program.

FINANCIAL IMPLICATIONS

None identified. The amendments to the Admin Order on MLSER Grants are processed focused only and do not reflect in any changes to funding.

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 reputation risks.

COMMUNITY ENGAGEMENT

SEAC includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: The Audit and & Finance Standing Committee could choose to recommend that Regional Council decline to approve the amendments to the Administrative Order.

Alternative 2: The Audit and & Finance Standing Committee could choose to recommend that Regional Council undertake different amendments to the Administrative Order, which may require a supplementary staff report.

ATTACHMENTS

Attachment 1: Proposed Amendments to Admin Order on MLSER Grants Report

Attachment 2: SEAC Revision Considerations

Attachment 3: Showing proposed changes to Admin Order on MLSER Grants Report

Attachment 4: Revised Admin Order on MLSER Grants Report

A copy of this report can be obtained online at or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Paul Forrest, Coordinator, Culture & Events, 902.490.6979

**Attachment 1
(Amending Admin Order on MLSER Grants Report)**

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER NUMBER
2014-020-GOV
RESPECTING MARKETING LEVY SPECIAL EVENT RESERVE GRANTS**

BE IT RESOLVED as an Administrative Order of the Council of the Halifax Regional Municipality that Administrative Order 2014-020-GOV, *the Administrative Order on MLSER Grants* is amended as follows:

1. Clause (h) of section 2 is amended by:
 - (a) adding the word “typically” after the word “that” and before the word “does”; and
 - (b) adding the words “in the same location” after the word “annually” and before the word “and”;
2. Clause (k) of section 2 is amended by:
 - (a) striking out the words, numbers and symbols “never been held in Halifax or has not been held in Halifax for a period of at least three (3) years” after the word “has” and before the semi-colon at the end of the clause; and
 - (b) adding the words, numbers and symbols “been held in Halifax for the first time within the past three (3) years, or strongly demonstrates a recent change or growth” after the word “has” and before the semi-colon at the end of the clause;
3. Subclause 4(a)(ii) is amended by striking out the numbers and symbols “\$500,000.00” after the word “of” and before the period at the end of the subclause, and adding the numbers and symbols “\$100,000.00” after the word “of” and before the period at the end of the subclause;
4. Subclause 4(a)(iii) is amended by:
 - (a) adding the words “May provide” before the word “Provides” at the beginning of the subclause; and
 - (b) striking out the word “Provides” after the new phrase “May provide”;
5. Clause (b) of section 4 is amended by:
 - (a) striking out the word “Tourism” before the word “Events”;
 - (b) adding the word “Distinguished” before the word “Events”;
 - (c) striking out the words “annual or” after the word “supports” and before the word “one-time”; and

(d) adding the words “that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality, and provide the Municipality with a competitive advantage” after the words “scale events” and before the period at the end of the clause;

6. Subclause 4(b)(i) is repealed;

7. Subclause 4(b)(ii) is amended by striking out the numbers and symbols “\$300,000.00” after the word “of” and before the period at the end of the subclause, and adding the numbers and symbols “\$50,000.00” after the word “of” and before the period at the end of the subclause;

8. Subclause 4(b)(iii) is repealed;

9. Subclause 4(b)(iv) is repealed;

10. Subclause 4(b)(v) is repealed;

11. Subclause 4(b)(vi) is added immediately after the repealed subclause 4(b)(v) and before clause 4(c) as follows:

(vi) National University Sports Championships may be considered for funding within this category;

12. Paragraph 4(c)(iv)(b.) is amended by:

(a) adding the word “may” before the word “provides” at the beginning of the paragraph; and

(b) striking out the “s” at the end of the word “provides”;

13. Section 5 is repealed;

14. Section 5A is added immediately after the repealed section 5 and before section 6 as follows:

5A(1) The intake periods for each grant program shall be as follows:

(a) Signature Events: one intake period per fiscal year;

(b) Distinguished Events: two intake periods per fiscal year;

(c) New Events (Emerging): two intake periods per fiscal year; and

(d) Major Hosting Events: application to this program may be made at any time.

(2) The intake periods and application deadlines will be established by staff and advertised on the HRM website.

15. Clause (a) of Section 7 is amended by:

- (a) striking out the words "Alderney Landing" after the comma and before clause (b); and
 - (b) adding the words "Dartmouth Ferry Terminal" after the comma and before clause (b);
16. Clause (a) of section 10 is repealed;
 17. Section 13 is amended by adding the word "for" after the word "eligible" and before the word "funding";
 18. Clause (e) of section 13 is repealed;
 19. Clause (a) of section 15 is amended by striking out the words and comma "staff wages," after the word "to" and before the word "volunteer";
 20. Section 19 is amended by adding the words and commas ", or after the application submission in the case of a Major Hosting Event," after the word "deadline" and before the word "will";
 21. Section 21 is amended by adding clause (dd) after clause (d) and before clause (e) as follows:
 - (dd) amount of funding received from the Municipality within the current and two previous fiscal years, including tax relief; and
 22. Section 26 is amended by:
 - (a) striking out the word "mailed" after the word "be" and before the word "to"; and
 - (b) adding the word "communicated" after the word "be" and before the word "to".

Done and passed in Council this XXth day of XXXXXXXXXXXX, A.D. 2018

Mayor

Municipal Clerk

**Attachment 2
SEAC Revision Considerations**

Current 4 Programs:

1. Emerging (annual)
2. Tourism (annual & non-annual)
3. Signature (annual)
4. Major Hosting (non-annual)

Proposing 4 Revised Programs - "Two Buckets"

A – Non-Annual Events

1. **Special Events Program**
 - \$50,000 budget minimum
 - Events that create room nights & ROI
 - World/ NSO Championships
 - World/ NSO Scheduled Competitions
 - 2 intakes per year
2. **Major Hosting Events Program**
 - \$500,000 budget minimum
 - Open intake – 3 month minimum
 - Meeting budget min doesn't equal program acceptance
 - Events requiring multi-level government funding

B - Annual Events

1. **Emerging Events Program**
 - New to funding or HRM
 - Fills in 'gaps'
 - Has potential to grow
 - 2 intakes per year
2. **Signature Events Program**
 - Sole annual events program
 - \$100,000 budget minimum
 - Does not guarantee multi year
 - 1 intake per year

Process Changes:

- Intake
 - Revise Section 5 so that applications for designated programs may be considered at any time (open intake)
 - Allows AO to be flexible

Funding Programs Changes:

- Annual vs Non-Annual Funding
 - Annual funding separated into designated programs
- Signature Events Program
 - Lowering budget minimum amount to \$100,000
 - Does not guarantee multiple year funding but it can be awarded
 - Sole annual event funding program
 - Focus evaluation on Economic Impact (STEAM) & ROI
- Tourism Events now to be referred to as the Special Events Program
 - Changes to Non-Annual event funding only
 - Changes name to Special Events Program
 - Reduce budget minimum to \$50,000
 - Focus evaluation on Economic Impact (STEAM) & ROI
 - Can support multiple year events (i.e. CIS 2 years in a row)

- Emerging Events
 - Revise to include new events that may have occurred before
 - Focus evaluation on seasonal gaps, marketing and potential economic impacts,
- Major Hosting Events
 - Now has an open application process

Other:

- Ineligibility section add "Principle activity/ Primary focus"
- Remove ineligibility expenses of staff wages
- Remove mail as notification sent to applicants (remove mail)
- Update office location
- Other clerical fixes

Attachment 3
(showing proposed changes)

ADMINISTRATIVE ORDER NUMBER 2014-020-GOV
Respecting Marketing Levy Special Event Reserve Grants

WHEREAS the Council of the Halifax Regional Municipality values the economic impact of large scale events to the Halifax Regional Municipality;

AND WHEREAS the Council of the Halifax Regional Municipality wishes to support organizations to attract and host large scale special events within the Halifax Regional Municipality through grants;

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality under the authority of the *Halifax Regional Municipality Charter*, as follows:

Short Title

1. This Administrative Order may be known as the *Administrative Order on MLSER Grants*.

Interpretation

2. In this Administrative Order,
 - (a) “Anniversary” means a celebration at quarter century intervals that an event acknowledges with enhanced programming;
 - (b) “Applicant” means an organization applying for funding under this AO;
 - (c) “Concerned status” means conditions attached to the release of grant funds in accordance with section 31 of this AO;
 - (d) “Council” means the Regional Council of the Halifax Regional Municipality;
 - (e) “Enhanced visibility” means multi-media opportunities to promote the Municipality that would not occur, in whole or in part, without a grant under this AO;
 - (f) “Grant” means a transfer of funds to an organization subject to eligibility criteria;
 - (g) “Special Events Advisory Committee” or, “SEAC” means the advisory committee of Council pursuant to the Terms of Reference attached in Schedule 1 to this AO;
 - (h) “Major Hosting Event” means a national or international event that typically does not recur annually in the same location and is awarded to a host destination through a competitive bidding process;

- (i) “Multi-media opportunities” means opportunities to profile the Municipality through a number of marketing platforms such as radio, television, video, print, internet and social media;
- (j) “Municipality” means the Halifax Regional Municipality;
- (k) “New or Emerging Event” means an event that has ~~never been held in Halifax or has not been held in Halifax for a period of at least three (3) years~~ been held in Halifax for the first time within the past three (3) years, or strongly demonstrates a recent change or growth;
- (l) “Organization” means a registered charity, non-profit society or for-profit entity with demonstrated event management experience;
- (m) “Organizer” means the organization responsible for delivering the special event;
- (n) “Special event” means an event, festival or public celebration that:
 - (i) demonstrates capacity and the ability to develop as a tourism driver over the long term;
 - (ii) is promoted to and marketed to tourists; and
 - (iii) is available to the general public to attend, either free or through the purchase of tickets.
- (o) “Staff” means staff of Parks & Recreation; and
- (p) “Tourist” means a person who travels 100 kilometres or more specifically to attend the special event.

Purpose

3. The purpose of this Administrative Order is to provide grants from the Municipality to direct financial support to large scale special events in Halifax Regional Municipality that support and promote tourism and business development.

Grants Available

4. There are hereby established four grant programs:

- a) **Signature Events**: supports annual large scale special events.
 - (i) Available to Organizations that have operated for a minimum of three (3) consecutive years with strong event management and a track record of success.
 - (ii) The special event must be in existence for a minimum of five (5) consecutive years and have a minimum budget of ~~\$500,000.00~~ **\$100,000.00**.
 - (iii) ~~May provide~~ **Provides** sustainable funding up to a maximum term of three (3) years.
 - (iv) Provides additional funding up to a maximum of 10% of the previous year's total grant amount to support additional programming for an anniversary of the event.

- b) **Tourism Distinguished Events**: supports ~~annual or~~ one-time large scale events that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality, and provide the Municipality with a competitive advantage.
 - (i) ~~Available to Organizations that have operated for a minimum of two (2) consecutive years with strong event management and a track record of success.~~ **Repeal.**
 - (ii) The event must have a minimum budget of ~~\$300,000.00~~ **\$50,000.00**.
 - (iii) ~~Once an annual Tourism Event has been in existence for five (5) years and meets the criteria, it may be eligible for consideration under the Signature Events grant program.~~ **Repeal.**
 - (iv) ~~Provides additional funding to annual events up to a maximum of 10% of the previous year's total grant amount to support additional programming for an anniversary of the event.~~ **Repeal.**
 - (v) ~~Provides additional funding to one-time events to support an anniversary of the event.~~ **Repeal.**

(vi) National University Sports Championships may be considered for funding within this category.

(c) New Events (Emerging): supports Organizations that bring or create a new event in Halifax.

(i) Available to Organizations that have operated for a minimum of one (1) year with demonstrated experience in event management.

(ii) The event must have a minimum budget of \$50,000.00.

(iii) Preference will be given to applicants that have secured corporate and government funding.

(iv) The New Events (Emerging) Program:

a. provides up to three (3) years of sustainable funding; and

b. **may** provides the cost of executing a Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff in the first and third year of funding.

(d) Major Hosting Events: 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.

(i) The event must have a minimum budget of \$500, 000.00.

(ii) Funding conditional on receiving event funding from other levels of government.

Application Requirements

5. ~~There is one intake period per fiscal year. The intake period and application deadline will be established by staff and advertised on the HRM website. Repeal.~~

5A. (1) The intake periods for each grant program shall be as follows:

- (a) Signature Events: one intake period per fiscal year;
- (b) Distinguished Events: two intake periods per fiscal year;
- (c) New Events (Emerging): two intake periods per fiscal year; and
- (d) Major Hosting Events: application to this program may be made at any time.

(2) The intake periods and application deadlines will be established by staff and advertised on the HRM website.

6. Applications must be signed by the applicant's authorized representative(s).
7. All applications must be received by mail, in person or emailed by the application deadline. Applications may be submitted:
 - a) in person to:
HRM Event Grants Officer
2nd floor, Alderney Landing Dartmouth Ferry Terminal
 - b) by mail to:
HRM Event Grants Officer
P.O. Box 1749
Halifax, NS
B3J 3A5
 - (c) by email to:
eventgrants@halifax.ca
8. Late or incomplete applications will not be reviewed or considered.
9. All applications shall be in a format prescribed by staff and include:
 - (a) a description of the applicant, including history and organisation's staffing and structure;
 - (b) details on any other funding received from the Municipality within the current and two previous fiscal years, including tax relief;
 - (c) a statement of corporate funding sources sought by the applicant, including current status of applications;

- (d) a statement of other government funding sources sought by the applicant, including current status of applications;
- (e) a detailed event description with a statement on the tourism and economic impact in the community;
- (f) previous year's municipal service costs when applicable;
- (g) a detailed event budget; and
- (h) completion of an economic impact analysis, such as the Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff.

Eligibility

10. To be eligible for funding, an applicant shall be a registered not-for-profit society or for-profit entity in good standing with the Provincial Registrar of Joint Stock Companies or federally registered under the *Corporations Act* and:

- (a) ~~does not receive operating assistance, excepting tax relief, or any other funding from any other department of the Municipality~~ repcal;
- (b) has no outstanding municipal service costs due to the Municipality; and
- (c) has no outstanding reports or due to the Municipality.

11. For the organization to be eligible for funding the event must:

- (a) provide an element of the event open to the general public to attend;
- (b) secure additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding;
- (c) be held within the geographical boundaries of the Municipality; and
- (d) be fourteen (14) days or less in duration.

12. The following organizations are not eligible for funding:

- (a) government agencies;

- (b) organizations aligned with a political party or to support activities thereof;
 - (c) individuals;
 - (d) educational institutions; or
 - (e) groups using the funds for activities outside the Municipality.
13. The following events are not eligible for funding:
- (a) consumer shows;
 - (b) trade shows;
 - (c) meetings;
 - (d) seminars;
 - (e) clinics repeal;
 - (f) symposiums;
 - (g) public lectures;
 - (h) fundraisers;
 - (i) professional training and development;
 - (j) educational initiatives;
 - (k) banquets;
 - (l) conferences; and
 - (m) marketing initiatives.

Expenses

14. Grants may be applied to programing, operating, marketing and promotional expenses.

15. No portion of the grant shall be:

- (a) applied to ~~staff wages~~, volunteer bursaries or honoraria; or
- (b) paid to members or officers of an organization's Board of Directors either directly or indirectly.

General Provisions

16. Staff is available to assist with the application process and other issues that may arise.

17. Staff may consult with provincial and federal government funders to thoroughly assess the rights and benefits being offered by the applicant.

18. Retroactive funding will not be awarded.

19. Any event that will occur less than three (3) months after the application deadline, or after the application submission in the case of a Major Hosting Event, will be assessed on a case by case basis with no guarantee of a decision before the date of the event.

20. All grant recipients must provide staff full access to the event for the purposes of monitoring and evaluation, including but not limited to audit and inspection of accounts, records, receipts, invoices, vouchers and other documents related to the funding provided through HRM.

Application Evaluations

21. The following criteria will be used to evaluate applications for Council's consideration:

- (a) degree of economic impact;
- (b) number of consecutive, multiple day visits from tourists;
- (c) enhanced visibility to Halifax as a tourist and business destination;
- (d) expertise of event organizer;
- (d) amount of funding received from the Municipality within the current and two previous fiscal years, including tax relief;
- (e) financial stewardship as demonstrated through financial statements and proposed event budget; and

(f) for New Events (Emerging) and Major Hosting Events, funding support from other levels of government.

22. To ensure transparency in the evaluation of applications:

(a) all staff and SEAC members will complete a “Disclosure of Conflict of Interest” declaration;

(b) staff or SEAC members who have provided direct assistance to support an applicant in completing an application shall not be involved in any part of the grant assessment process for that application;

(c) advice or information given to one applicant shall be made available to all other applicants; and

(d) staff or SEAC members who declare an interest in an application, shall not be involved in any part of the grant assessment process for that application.

Application Review Process

23. Applications will be administered by staff of Parks & Recreation.

24. Applicants will be notified promptly if their application is ineligible for consideration.

25. Final approval of all applications for a grant, and the amount thereof, is a decision of Council in its sole discretion.

26. Notification of the decision of Council will be mailed **communicated** to applicants after it is made.

27. Approval of grants is conditional on Council’s approval of the annual program budget.

28. Due to limited funds, not all eligible applications may receive funding.

Conditions of Approval & Payment of Grants

29. Successful applicants are required to sign an HRM Event Grant Agreement. Funds will not be released prior to the HRM Event Grant Agreement being executed.

30. All HRM Event Grant Agreements will contain the following terms regarding Concerned Status:

(a) The Special Events Advisory Committee or Council may identify concerns with an organization or event and recommend the organization be placed under Concerned Status. An organizer will be notified immediately upon the organization being placed under Concerned Status.

(b) Concerned Status may occur if the organization:

(i) has a major deficit, such deficit being ten percent (10%) or more of the organization's annual budget;

(ii) shows evidence of not being financial viable;

(iii) has a significantly reduced audience or sales base that differs from stated intentions;

(iv) does not demonstrate the ability to plan into the future;

(v) does not address major artistic concerns, such as artistic or editorial direction, declining quality of activity, or failure to achieve activity plan;

(vi) does not meet contractual obligations or minimum requirements outlined in the agreement; or

(vii) demonstrates management or governance practices which do not conform with generally acceptable practices in the sector.

(c) An organization placed under Concerned Status will be required to meet quarterly with Parks & Recreation staff for review of the following documentation:

(i) profit & loss statement;

(ii) balance sheet;

- (iii) year-to-date budget;
 - (iv) bank reconciliation (only required upon specific request from staff);
 - (v) new or updated business plan; and
 - (vi) any other documentation relevant to the Concerned Status designation.
- (d) When an organization receiving a multi-year grant commitment has been placed under Concerned Status it may result in:
- (i) a lower grant award;
 - (ii) additional conditions placed on the current grant and any future grants; and
 - (iii) discontinuation of the grant term if applicable where issues go unresolved.

31. Grant monies for applications approved will be dispersed according to a schedule as outlined in the executed HRM Event Grant Agreement, with up to twenty per cent (20%) being withheld until completion of the event and submission of the final report.

32. Successful applicants are required to complete a final report form within one hundred and twenty (120) days of the conclusion of the event describing the impact of the funding received from the Municipality. A final report template will be available from Parks & Recreation staff. The criteria for reporting includes:

- (i) name of organization, amount of grant, terms and conditions;
- (ii) total event costs;
- (iii) a breakdown of the expenditure of the grant funds (the Municipality reserves the right to require proof of payments made);
- (iv) a final description of the event, including information on the completeness of the project; and
- (v) copies of printed and web based materials funded through the grant as well as documentation of events or projects directly or indirectly supported by the Municipality through this grant process.

33. A successful applicant may request an extension to file the final report if unable to meet the one hundred and twenty (120) days deadline. The request must be received one (1) month prior to the deadline. Submission of a request for extension does not guarantee that an extension will be awarded.

34. Failure to submit a final report within one hundred and twenty (120) days of the conclusion of the event or at the end of an approved extension period will result in:

- (a) the forfeiture of any remaining grant; and
- (b) placement of the organization on the Municipality's delinquent organizations list.

The organization will be notified of any forfeiture of grant funds.

35. Organizations placed on the delinquent organizations list are ineligible to apply for future grants from HRM. Organizations will be removed from the delinquent organizations list on submission of a final report.

36. The Municipality's support must be recognized as outlined in the "Requirements for Acknowledging Funding" set out in the HRM Event Agreement.

Referral by Council

37. The question of grant funding for a particular event pursuant to this Administrative Order may be referred by Council to a Standing Committee or to the Council in Committee for a recommendation to the Council on whether to provide grant funding.

Scope

38. Notwithstanding this Administrative Order, an application for an event may be considered by Council or the SEAC for a grant.

39. Nothing in this Administrative Order shall be interpreted to limit or otherwise prescribe Council's general discretion to provide grants under the *Halifax Regional Municipality Charter* or otherwise.

Transition

40. Notwithstanding this Administrative Order, current multi-year grants awarded by Council under the "Civic Events Granting Framework and Policy" shall be governed in accordance with the agreement made at the time of the award, including payment schedules and reporting requirements.

40A. A committee member appointed to SEAC at the time this Administrative Order comes into force shall remain a member of the committee until the member's position is vacated, at which time any new appointments to SEAC shall be in accordance with the Terms of Reference as set out in Schedule 1.

Repeal

41. The "Civic Events Granting Framework and Policy" adopted by Council on March 27, 2007 and all amendments thereto are hereby repealed.

Done and passed in Council this 10th day of November, 2015.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on November 10, 2015.

Cathy Mellett, Municipal Clerk

Schedule 1

Special Events Advisory Committee Terms of Reference

MANDATE

The HRM Special Events Advisory Committee shall review, evaluate and make recommendations to Regional Council regarding the annual Marketing Levy Special Events Reserve (MLSER) with staff support from Parks and Recreation.

STATEMENT OF PURPOSE

Pursuant to the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV, members of the HRM Special Events Advisory Committee will evaluate applications for funding for events that support and generate economic and tourism development.

1. COMPOSITION OF COMMITTEE

1.1. The HRM Special Events Advisory Committee shall comprise a voting membership of up to nine (9) as follows: Three (3) elected members of Halifax Regional Council appointed by the Audit and Finance Standing Committee;

1.1.1. The three (3) elected members are to be appointed from Community Councils, with one (1) elected member appointed from each Community Council;

1.1.2. One (1) elected member is also to be a member of the Audit & Finance Standing Committee;

1.2. The Chair shall be appointed by the Audit and Finance Standing Committee from the membership of the Audit and Finance Standing Committee;

1.3. The Vice Chair shall be appointed by the Audit and Finance Standing Committee from the Community Council membership;

1.4. The members-at-large from professional agencies shall be appointed by the Audit and Finance Standing to include:

1.4.1. One (1) member from the Hotel Association of Nova Scotia;

1.4.2. One (1) member from Destination Halifax;

1.4.3. One (1) member from the Halifax Partnership;

1.4.4. One (1) member from the Restaurant Association of Nova Scotia;

1.4.5. One (1) member from the Business Improvement Districts (BIDS); and

1.4.6. One (1) member from a business tourism organisation

2 TERM OF OFFICE

2.1 Each elected representative shall be appointed for a term of two (2) years, renewable.

2.2 Agency representatives shall be appointed for a term of two (2) years and thereafter may be re-appointed for a term of one (1) year so as to ensure staggered terms.

3 VACANCIES

3.1 The Chair shall inform the Clerk's Office of any vacancies.

3.2 Should a vacancy occur during an elected member's term of office the Council Selection Committee and Regional Council shall appoint a new representative to complete the balance of the term.

3.3 Should a vacancy occur during an agency member's term of office Regional Council shall appoint a replacement to complete the balance of the term.

4 DUTIES

The duties of the HRM Special Events Advisory Committee are to:

4.1 Advise Regional Council on all matters related to the allocation of the MLSER;

4.2 Continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV; and

4.3 The duties of the HRM Special Events Advisory Committee shall be reviewed annually by staff and Committee members and may be amended by Regional Council on an on-going basis.

5 QUORUM

5.1 A quorum at a regular meeting of the HRM Special Events Advisory Committee shall be a simple majority of members of which at least one (1) shall be an elected member of Regional Council.

6 **MEETINGS**

6.1 The committee shall meet as required to facilitate the timely review and recommendations on the MLSER.

6.2 The Chair in consultation with staff shall be responsible for calling all meetings of the HRM Special Events Advisory Committee.

6.3 Notice of the HRM Special Events Advisory Committee meetings and minutes shall be provided by the Clerk's Office.

7 **REMUNERATION**

Members of the HRM Special Events Advisory Committee shall not be remunerated for serving on the committee except where reimbursement is made in accordance with HRM policy for reasonable expenses incurred while in the service of the Committee.

8 **DECLARATION OF CONFLICT OF INTEREST**

Where personal or professional involvement or association could result in an actual or perceived conflict of interest for a member of the HRM Special Events Advisory Committee, the member shall declare the conflict and abstain from debate on the related topic, or where appropriate remove themselves from a meeting and shall not vote on any motion applying to the declared conflict.

Approved March 27, 2007
Amended April 1, 2008
Amended March 24, 2009
Amended November 30, 2010
Amended October 18, 2011
Amended December 6, 2011 (Appointment of Chair)
Amended October 30, 2012 (Composition & Quorum)

Administrative Order Number 2014-020-GOV
Respecting Marketing Levy Special Event Reserve
Grants

Notice of Motion:

October 27, 2015

Approved:

November 10, 2015

Attachment 4
(As passed)

ADMINISTRATIVE ORDER NUMBER 2014-020-GOV
Respecting Marketing Levy Special Event Reserve Grants

WHEREAS the Council of the Halifax Regional Municipality values the economic impact of large scale events to the Halifax Regional Municipality;

AND WHEREAS the Council of the Halifax Regional Municipality wishes to support organizations to attract and host large scale special events within the Halifax Regional Municipality through grants;

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality under the authority of the *Halifax Regional Municipality Charter*, as follows:

Short Title

1. This Administrative Order may be known as the *Administrative Order on MLSER Grants*.

Interpretation

2. In this Administrative Order,
 - (a) “Anniversary” means a celebration at quarter century intervals that an event acknowledges with enhanced programming;
 - (b) “Applicant” means an organization applying for funding under this AO;
 - (c) “Concerned status” means conditions attached to the release of grant funds in accordance with section 31 of this AO;
 - (d) “Council” means the Regional Council of the Halifax Regional Municipality;
 - (e) “Enhanced visibility” means multi-media opportunities to promote the Municipality that would not occur, in whole or in part, without a grant under this AO;
 - (f) “Grant” means a transfer of funds to an organization subject to eligibility criteria;
 - (g) “Special Events Advisory Committee” or, “SEAC” means the advisory committee of Council pursuant to the Terms of Reference attached in Schedule 1 to this AO;
 - (h) “Major Hosting Event” means a national or international event that typically does not recur annually in the same location and is awarded to a host destination through a competitive bidding process;

- (i) “Multi-media opportunities” means opportunities to profile the Municipality through a number of marketing platforms such as radio, television, video, print, internet and social media;
- (j) “Municipality” means the Halifax Regional Municipality;
- (k) “New or Emerging Event” means an event that has been held in Halifax for the first time within the past three (3) years, or strongly demonstrates a recent change or growth;
- (l) “Organization” means a registered charity, non-profit society or for-profit entity with demonstrated event management experience;
- (m) “Organizer” means the organization responsible for delivering the special event;
- (n) “Special event” means an event, festival or public celebration that:
 - (i) demonstrates capacity and the ability to develop as a tourism driver over the long term;
 - (ii) is promoted to and marketed to tourists; and
 - (iii) is available to the general public to attend, either free or through the purchase of tickets.
- (o) “Staff” means staff of Parks & Recreation; and
- (p) “Tourist” means a person who travels 100 kilometres or more specifically to attend the special event.

Purpose

3. The purpose of this Administrative Order is to provide grants from the Municipality to direct financial support to large scale special events in Halifax Regional Municipality that support and promote tourism and business development.

Grants Available

4. There are hereby established four grant programs:

- a) Signature Events: supports annual large scale special events.

- (i) Available to Organizations that have operated for a minimum of three (3) consecutive years with strong event management and a track record of success.
 - (ii) The special event must be in existence for a minimum of five (5) consecutive years and have a minimum budget of \$100,000.00.
 - (iii) May provide sustainable funding up to a maximum term of three (3) years.
 - (iv) Provides additional funding up to a maximum of 10% of the previous year's total grant amount to support additional programming for an anniversary of the event.
- b) Distinguished Events: supports one-time large scale events that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality, and provide the Municipality with a competitive advantage.
- (i) Repealed.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (iii) Repealed.
 - (iv) Repealed.
 - (v) Repealed.
 - (vi) National University Sports Championships may be considered for funding within this category.
- (c) New Events (Emerging): supports Organizations that bring or create a new event in Halifax.
- (i) Available to Organizations that have operated for a minimum of one (1) year with demonstrated experience in event management.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (iii) Preference will be given to applicants that have secured corporate and government funding.

(iv) The New Events (Emerging) Program:

- a. provides up to three (3) years of sustainable funding; and
- b. may provide the cost of executing a Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff in the first and third year of funding.

(d) Major Hosting Events: 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.

- (i) The event must have a minimum budget of \$500,000.00.
- (ii) Funding conditional on receiving event funding from other levels of government.

Application Requirements

5. Repealed.

5A. (1) The intake periods for each grant program shall be as follows:

- (a) Signature Events: one intake period per fiscal year;
- (b) Distinguished Events: two intake periods per fiscal year;
- (c) New Events (Emerging): two intake periods per fiscal year; and
- (d) Major Hosting Events: application to this program may be made at any time.

(2) The intake periods and application deadlines will be established by staff and advertised on the HRM website.

6. Applications must be signed by the applicant's authorized representative(s).

7. All applications must be received by mail, in person or emailed by the application deadline. Applications may be submitted:

- a) in person to:
HRM Event Grants Officer
2nd floor, Dartmouth Ferry Terminal
 - b) by mail to:
HRM Event Grants Officer
P.O. Box 1749
Halifax, NS
B3J 3A5
 - (c) by email to:
eventgrants@halifax.ca
8. Late or incomplete applications will not be reviewed or considered.
9. All applications shall be in a format prescribed by staff and include:
- (a) a description of the applicant, including history and organisation's staffing and structure;
 - (b) details on any other funding received from the Municipality within the current and two previous fiscal years, including tax relief;
 - (c) a statement of corporate funding sources sought by the applicant, including current status of applications;
 - (d) a statement of other government funding sources sought by the applicant, including current status of applications;
 - (e) a detailed event description with a statement on the tourism and economic impact in the community;
 - (f) previous year's municipal service costs when applicable;
 - (g) a detailed event budget; and
 - (h) completion of an economic impact analysis, such as the Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff.

Eligibility

10. To be eligible for funding, an applicant shall be a registered not-for-profit society or for-profit entity in good standing with the Provincial Registrar of Joint Stock Companies or federally registered under the *Corporations Act* and:

- (a) Repealed;
- (b) has no outstanding municipal service costs due to the Municipality; and
- (c) has no outstanding reports or due to the Municipality.

11. For the organization to be eligible for funding the event must:

- (a) provide an element of the event open to the general public to attend;
- (b) secure additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding;
- (c) be held within the geographical boundaries of the Municipality; and
- (d) be fourteen (14) days or less in duration.

12. The following organizations are not eligible for funding:

- (a) government agencies;
- (b) organizations aligned with a political party or to support activities thereof;
- (c) individuals;
- (d) educational institutions; or
- (e) groups using the funds for activities outside the Municipality.

13. The following events are not eligible for funding:

- (a) consumer shows;
- (b) trade shows;
- (c) meetings;

- (d) seminars;
- (e) repealed;
- (f) symposiums;
- (g) public lectures;
- (h) fundraisers;
- (i) professional training and development;
- (j) educational initiatives;
- (k) banquets;
- (l) conferences; and
- (m) marketing initiatives.

Expenses

- 14. Grants may be applied to programming, operating, marketing and promotional expenses.
- 15. No portion of the grant shall be:
 - (a) applied to volunteer bursaries or honoraria; or
 - (b) paid to members or officers of an organization's Board of Directors either directly or indirectly.

General Provisions

- 16. Staff is available to assist with the application process and other issues that may arise.
- 17. Staff may consult with provincial and federal government funders to thoroughly assess the rights and benefits being offered by the applicant.
- 18. Retroactive funding will not be awarded.

19. Any event that will occur less than three (3) months after the application deadline, or after the application submission in the case of a Major Hosting Event, will be assessed on a case by case basis with no guarantee of a decision before the date of the event.

20. All grant recipients must provide staff full access to the event for the purposes of monitoring and evaluation, including but not limited to audit and inspection of accounts, records, receipts, invoices, vouchers and other documents related to the funding provided through HRM.

Application Evaluations

21. The following criteria will be used to evaluate applications for Council's consideration:

- (a) degree of economic impact;
- (b) number of consecutive, multiple day visits from tourists;
- (c) enhanced visibility to Halifax as a tourist and business destination;
- (d) expertise of event organizer;
- (dd) amount of funding received from the Municipality within the current and two previous fiscal years, including tax relief;
- (e) financial stewardship as demonstrated through financial statements and proposed event budget; and
- (f) for New Events (Emerging) and Major Hosting Events, funding support from other levels of government.

22. To ensure transparency in the evaluation of applications:

- (a) all staff and SEAC members will complete a "Disclosure of Conflict of Interest" declaration;
- (b) staff or SEAC members who have provided direct assistance to support an applicant in completing an application shall not be involved in any part of the grant assessment process for that application;
- (c) advice or information given to one applicant shall be made available to all other applicants; and

(d) staff or SEAC members who declare an interest in an application, shall not be involved in any part of the grant assessment process for that application.

Application Review Process

23. Applications will be administered by staff of Parks & Recreation.
24. Applicants will be notified promptly if their application is ineligible for consideration.
25. Final approval of all applications for a grant, and the amount thereof, is a decision of Council in its sole discretion.
26. Notification of the decision of Council will be communicated to applicants after it is made.
27. Approval of grants is conditional on Council's approval of the annual program budget.
28. Due to limited funds, not all eligible applications may receive funding.

Conditions of Approval & Payment of Grants

29. Successful applicants are required to sign an HRM Event Grant Agreement. Funds will not be released prior to the HRM Event Grant Agreement being executed.
30. All HRM Event Grant Agreements will contain the following terms regarding Concerned Status:
 - (a) The Special Events Advisory Committee or Council may identify concerns with an organization or event and recommend the organization be placed under Concerned Status. An organizer will be notified immediately upon the organization being placed under Concerned Status.
 - (b) Concerned Status may occur if the organization:
 - (i) has a major deficit, such deficit being ten percent (10%) or more of the organization's annual budget;
 - (ii) shows evidence of not being financial viable;
 - (iii) has a significantly reduced audience or sales base that differs from stated intentions;
 - (iv) does not demonstrate the ability to plan into the future;

- (v) does not address major artistic concerns, such as artistic or editorial direction, declining quality of activity, or failure to achieve activity plan;
 - (vi) does not meet contractual obligations or minimum requirements outlined in the agreement; or
 - (vii) demonstrates management or governance practices which do not conform with generally acceptable practices in the sector.
- (c) An organization placed under Concerned Status will be required to meet quarterly with Parks & Recreation staff for review of the following documentation:
- (i) profit & loss statement;
 - (ii) balance sheet;
 - (iii) year-to-date budget;
 - (iv) bank reconciliation (only required upon specific request from staff);
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**Administrative Order Number 2014-020-GOV
Respecting Marketing Levy Special Event Reserve
Grants**

Notice of Motion:

October 27, 2015

Approved:

November 10, 2015

