



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

MEMORANDUM

TO: Councillor Deagle Gammon, Chair Grants Committee

CC: Rosalyn Smith, Acting Director, Regional Recreation Services; Maggie MacDonald, Executive Director, Parks & Recreation

FROM: Elizabeth Taylor, Manager, Culture & Events

DATE: May 3/2022

SUBJECT: 2022 Patriot Days Festival Funding request

ORIGIN

May 2/2022

Application from Sackville Community Development Association pursuant to Administrative Order Number 2014-021-GOV – Respecting Regional Special Events Grants.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter
Section 79A

(1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality

Administrative Order Number 2014-021-GOV: *Respecting Regional Special Events Grants*

RECOMENDATION

It is recommended that the Grants Committee recommend that Halifax Regional Council:

1. Approve a supplementary grant withdrawal from the Community and Events Reserve (Q621) in the amount of \$10,000 to the Sackville Community Development Association for the 2022 Patriot Days in the Regional Special Events program;
2. Pending final approval of the 2023/2024 budget, approve a supplementary grant withdrawal from the Community and Events Reserve (Q621) in the amount of \$10,000 to the Sackville Community Development Association for the 2023 Patriot Days in the Regional Special Events program; and,

Culture & Events

Tel: 902.229.7622
Email: taylor@halifax.ca halifax.ca

3. Pending final approval of the 2024/2025 budget, approve a supplementary grant withdrawal from the Community and Events Reserve (Q621) in the amount of \$10,000 to the Sackville Community Development Association for the 2024 Patriot Days in the Regional Special Events program.

BACKGROUND

There was no application to the 2022/23 Regional Special Events program submitted by the Sackville Community Development Association for funding for the 2022 Patriot Days within the assigned intake period. Upon investigation it was discovered that there was a recent change in the position of the volunteer chair of the festival. Once staff received this information from the district Councilor and a new contact was identified, staff sent an application which was returned on May 2, 2022.

The following information is a summary of the event:

Organization: Sackville Community Development Association

Date: June 25 - July 1, 2022

Location: Various locations in Lower and Middle Sackville

Program Description: Sackville Patriot Days is a week-long festival commemorating Canada Day that includes a number of sporting and entertainment events at the Springfield Lake Rec Centre, and in Lower Sackville with a concert in the park and a fireworks display.

Attendance: 18,250

Budget: \$19,995, with \$1,200 in VIK

HRM Request: \$20,000

Proposed HRM Funding: \$10,000

2015-2019 HRM Funding: \$20,000

2020 - Drive in movie due to COVID 19: \$20,000

2021- No festival held due to COVID 19

Staff undertakes the grant application and evaluation process as outlined in Administrative Order (AO) Number 2014-021-GOV Respecting Regional Special Events Grants. As stated in Section 35, *Referral by Council*, "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". Staff have assessed the application and respectfully request consideration as per Section 35 of the AO of the above recommended motion.

DISCUSSION

The Patriot Days event application lists budget expenses of \$19,995 and Value in Kind (VIK) of \$1,200 for total expenses of \$21,195. The request for funding is for \$20,000. Funding close to 100% of an event is not the intent or practice of the funding program; the Municipality will contribute no more than 60% of expenses required to cover program costs, although Council may consider extenuating circumstances.

As well, under Section 10(a) of the AO "an applicant shall.... (c) secures additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding". No such additional funding has been included in the budget information, albeit this may be due to a change in the leadership in the organization. Therefore, staff accept the application as eligible.

However, the information submitted in the application regarding attendance, budget and programming scored comparable to similar sized events in the Established Festivals Category that receive funding in the range of \$4,500 - \$7,000. With the 7-day length of the festival staff recommend a grant of \$10,000.

The Regional Special Events program lacks capacity to fund the event for the 2022/2023 fiscal, and as stated in Section 4 (b) of the AO:

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Tel: 902.229.7622

Email: taylor@halifax.ca halifax.ca

“Established Community Events: provides a maximum annual grant of \$25,000.00 and up to a three (3) year sustainable funding commitment to organizations.....”.

There are no outstanding reports or funds owing to the municipality by the applicant. The event would be required to follow the COVID-19 Ongoing Approach to Funding as referenced in the 2022 Regional Special Events Funding Report, and if the impacts of COVID-19 prevent the ability to host in-person, hybrid or virtual events and festivals, no grant award will be released.

FINANCIAL IMPLICATIONS

Budget Summary: Community and Events Reserve, Q621

Projected Net Available Reserve Balances (as of Q3)	\$ 632,059
Contribution 2022/23	\$ 2,297,635
Withdrawals 2022/23	\$ (1,958,000)
Total Projected Net Available Reserve 2022/23	\$ 971,694

Community and Event Reserve, Q621 is used to provide 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. Reserve is also to provide funding to community non–profit and public institutions in support of major capital initiatives by facilitating the development of significant community infrastructure in order to realize tangible cultural, sectorial and economic impacts. Funding to the reserve is 40% of Marketing Levy from Hotel Sales, and transfers from operating budget. Withdrawals are for supporting events that support tourism and economic development, cultural / heritage projects, significant community infrastructure and public art. The recommended allocation of grants does not have a negative impact on the reserve as this allocation is within the 2022/2023 approved withdrawals from reserve.

MEMO prepared by, Elizabeth Taylor, Manager, Culture & Events, 902.229.7622