

# 2023/2024 Marketing Levy Special Event Reserve Grants Application Form

## New & Emerging Events

**DEADLINE: TUESDAY, JUNE 27, 2023\***

*\*For events that occur between October 1, 2023 and March 31, 2024*

**Staff Contact:**

**Shari Dillman**  
Civic Events  
[dillmas@halifax.ca](mailto:dillmas@halifax.ca)  
(902) 497-3729

## New & Emerging Events | Application for Funding

### MLSER Events Grant Programs

Halifax Regional Municipality (HRM) values organizations that attract and host large scale special events within the Municipality that support and promote tourism and business development.

This program's funding source is the Marketing Levy Special Events Reserve (MLSER). The MLSER is funded through the hotel tax that applies to any overnight sleeping establishment. The MLSER's purpose is to fund events that deliver an increase in room nights and economic development within the Municipality.

### Non-Eligible Events

- Private event
- Tradeshow
- Seminar
- Clinic
- Symposium
- Banquet
- Conference
- Fundraising Event
- Political Event
- Marketing Initiatives
- Event held outside HRM
- Event occurring before October 1

### Eligible Expenses

Grants may be applied to programming, operating, marketing and promotional expenses. No portion of the grant shall be applied to staff wages, volunteer bursaries or honoraria; or paid to members or officers of an organization's Board of Directors either directly or indirectly.

### Program Information

The New & Emerging Events program supports new and emerging events that address gaps in the existing event calendar and have the potential to become an annual tourism event. **Applicant organizations must have operated for a minimum of one (1) year and the event must have a minimum budget of \$50,000. The business case must show how the event would benefit the Municipality and increase tourism and business development in the "shoulder and/or off season" (November to April).** The maximum grant award through this program is \$25,000. Preference will be given to applicants that have secured funding from other level/s of government and corporate sponsorship.

There are two application intakes per year for this program. Please see the below chart for deadlines and event date requirements:

Program	2023/2024 Deadline	For events that occur after:
New & Emerging Events (1 <sup>st</sup> Intake)	November 30, 2022	April 1, 2023
New & Emerging Events (2 <sup>nd</sup> Intake)	June 27, 2023	October 1, 2023

Applications must be planned to be compliant with the public health restrictions in place at the time of application. Applications should also address contingencies if restrictions change.

### Sustainable Funding

This program has the ability to provide, but does not guarantee, sustainable multiple year funding to successful applicants. Applicants may receive up to three-year funding, however only one-year funding may be approved at the discretion of Halifax Regional Council.

# New & Emerging Events | Application for Funding

## 1. Organization's Information

Name of applicant organization: \_\_\_\_\_

Street address: \_\_\_\_\_

PO Box: \_\_\_\_\_ City/town: \_\_\_\_\_

Postal code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Nova Scotia Registry of Joint Stocks Number: \_\_\_\_\_

OR Canadian Revenue Agency Identification Number: \_\_\_\_\_

Main Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other person who can answer questions on the application:

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## 2. Event Information

Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location(s): \_\_\_\_\_

Access to event (free, ticketed, combination of free & ticketed, etc.):

Free       Ticketed       Combination of free and ticketed

Amount of grant requested: \_\_\_\_\_

## New & Emerging Events | Application for Funding

Please provide a brief description of the event and various activities planned:

### 3. Grant Request Information

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

Has your organization applied for funding for this event through other funding agencies or other granting body such as the Province of Nova Scotia and/ or the Government of Canada? If so, please provide the funding source, amount of funding and confirmation of funds if applicable:

### 4. Eligibility Requirements

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

Yes:       No\*:

## New & Emerging Events | Application for Funding

Does your event occur after October 1, 2023?

Yes:  No\*:

Is your event solely organized as any of the following?

- Conference
- Banquet
- Political Event
- Symposium
- Tradeshow
- Fundraising event
- Private Event
- Marketing initiative
- Clinic
- Seminar

Yes\*:  No:

Does your organization have any outstanding debt with HRM? If yes, applications are not eligible for consideration until payment has been received in full.

Yes\*:  No:

In the past 3 years has your organization received funding from another program or department with the Municipality? This includes but not limited to funding through the Business Improvement District Rate, Ratepayers Association Rate, Property Tax Relief through Administrative Order 2014-001-ADM, and the various HRM Grant Programs. Please list the program(s) and total amount awarded to your organization below. \*\*

Yes:  No:

\* If you have checked this box then you are not eligible for funding.

\*\* Receiving funding from another department does not render you ineligible, however it will be considered when the application is reviewed.

### 5. Cultural Content

Provide a brief description of any cultural content programming you plan to include:

# New & Emerging Events | Application for Funding

## 6. Volunteers

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

Volunteers: \_\_\_\_\_ Volunteer hours: \_\_\_\_\_

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

## 7. Proposed Attendance

Using the table below, please break down the estimated attendance attending the event by the geographical location they are travelling from:

Estimated Attendees*	Local	Other NS	Canada	International	Total
Participants ( <i>athletes, organizing committee, performers, etc.</i> )					
Volunteers					
Spectators					
VIPS ( <i>such as sponsors, government officials, etc.</i> )					
Media					
<i>*note that this table does not auto calculate totals</i>				<b>Total</b>	

Past year's total attendance: \_\_\_\_\_  
(if applicable)

What method(s) do you use to track attendance and participation?

Ticket Sales:  Survey:  Other: \_\_\_\_\_

Estimate the number of attendees travelling to HRM to attend the event by way of air travel. \_\_\_\_\_

## New & Emerging Events | Application for Funding

### 8. Marketing

Please describe your marketing strategy. How will the event reach your audience? Campaigns could include radio, outdoor signage, television, emails, newspaper, and digital. Please attach a marketing plan to the application if the space below is not sufficient.

Radio       Email       Live streaming   
Television       Newspaper       Social media

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

### 9. Accessibility

How will you ensure that your event is open, safe and accessible for all participants?

## New & Emerging Events | Application for Funding

### 10. Room Nights Generated

As highlighted in the application introduction, this program is funded by a hotel levy which aims to support events that generate room nights. Room nights include hotels, motels, university dormitories and/ or any overnight establishment. Please calculate accurately. If you need clarification or assistance on this topic, please contact staff as identified.

**Four people sharing one room equals one room.**

**Room Block (guaranteed rooms)** are the total number of rooms booked with the overnight establishment that the event organization books. This includes rooms for the event staff, contracts, artist/ performers, board members and participants (if applicable, e.g. athletes).

**Estimated Rooms** are the total number of rooms booked that are not included with the Room Block booking. Estimated Rooms are booked externally (e.g. by spectators).

**Number of Nights** are the total number of nights that the organization is planning to stay in the overnight establishment.

**Total Overall Rooms** will be calculated based on the total number of rooms booked in the Room Block and the Estimated Rooms combined. The total number of rooms will be multiplied by the total Number of Nights your organization will be staying in the establishment (e.g., if the Room Block is 50 rooms, the Estimated Rooms is 20 rooms, and the total Number of Nights is three nights, the Total Overall Rooms will be 210, which is 70 rooms (50+20) multiplied by three nights.)

Establishment where Room Block is booked:

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Room Block (guaranteed rooms):

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Estimated Rooms:

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Number of Nights:

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Total Room Nights Generated:

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### 11. Fireworks

Do you plan on having a fireworks at your event?

Yes:  No:

If yes, please visit <https://www.halifax.ca/parks-recreation/events/special-events-task-force> and submit a Special Events Task Force (SETF) Special Event Application with all the details associated with your fireworks show. This should include the location, date and time of the firework show. Also, on the SETF Special Event Application, please indicate what grade of fireworks you plan on using. For more information on fireworks grades, please visit: <https://www.halifax.ca/fire-police/fire/fire-prevention-safety/fireworks>.



## New & Emerging Events | Application for Funding

Consumer Fireworks:       Display Fireworks:  \*      Pyrotechnics:  \*

\* Permits are required for Display and Pyrotechnic fireworks. See HRM Fire Services link for permit information: <https://www.halifax.ca/fire-police/fire/permits>.

It is the responsibility of the event organizer to provide accurate information on the plans to use fireworks and to be aware of all permits, by-laws and ordinances that impact the use of fireworks within the Halifax Regional Municipality.

### 12. Event Budget

Please include a detailed line item proposed budget. A sample budget template is offered on Page 11. This template can be used, or a separate budget prepared by your organization. Please indicate whether funding contributions listed as revenues are Confirmed or Pending. **Note:** In-kind expenses, are to be included as In-kind Revenue as well.

## New & Emerging Events | Application for Funding

### Submission Information

**Applicants are asked to please submit via email. Applications should not exceed 10MB in size.** The completed electronic fillable PDF application, including electronic signatures and supporting documents can be submitted to **Shari Dillman** via email to [dillmas@halifax.ca](mailto:dillmas@halifax.ca).

**The deadline for applications to be received is Wednesday, November 30, 2022.**

### Checklist

Below is a checklist of information to be included in the application:

- Completed and signed application.
- Completed detailed event budget. Please indicate whether funding contributions listed as revenues are Confirmed or Pending.
- Confirmed financials from last year's event (if applicable).
- Financial statements for the most recently completed fiscal year, including a balance sheet (assets, liabilities, equity/debt) and income statement. Financial statements must be signed by an authorized representative of the organization.
- List of active board members including executive roles.
- List of current staff, indicating which are permanent and which are project-specific or part-time or contract.
- 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.

### Staff Contact

**Shari Dillman**, Tel: (902) 497-3729, Email: [dillmas@halifax.ca](mailto:dillmas@halifax.ca)

## New & Emerging Events | Application for Funding

<b>Event Budget Chart</b>		
<b>Revenue (categories listed are not exhaustive)</b>	<b>\$ Value</b>	<b>\$ In-kind value</b>
The Halifax Regional Municipality		
Provincial Government		
Federal Government		
Sponsorship		
Donations		
Fundraising		
Tickets/gate		
Other:		
Other:		
Other:		
<b>Sub-total Revenue</b>	<b>\$</b>	<b>\$</b>
<b>Total Revenue (combine with in-kind)</b>	<b>\$</b>	
<b>Expenses (categories listed are not exhaustive)</b>	<b>\$ Value</b>	<b>\$ In-kind value</b>
Space rental		
Food & beverage		
Audio/visual		
Internet		
Security		
Municipal fees (ie: park booking)		
Municipal fees (ie: street closure)		
Advertising		
Administrative		
Accessibility		
Insurance		
Staff (F/T, P/T, contracts)		
Honorariums		
Other:		
Other:		
Other:		
<b>Sub-total Expenses</b>	<b>\$</b>	<b>\$</b>
<b>Total Expenses (combine with in-kind)</b>	<b>\$</b>	
<b>Event Surplus/Deficit (Total Revenue – Total Expenses)</b>	<b>\$</b>	

## New & Emerging Events | Application for Funding

### Access & Privacy

Persons providing false, incomplete or misleading information may, at the municipality's discretion, be required to reimburse a financial award, and may be deemed ineligible for future grants and contributions.

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) 943-2148 or [privacy@halifax.ca](mailto:privacy@halifax.ca).

The Municipality reserves the right to share the contents of the application with named funders from other levels of government.

### Authority & Signatures

This application must be signed by at least one member of the Board of Directors or Organization approved authority (two signature places are provided for those Organizations that require two signatures).

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Date

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Signature of Witness

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Signature of the Authorized Representative of the Applicant Organization

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Name of Witness

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Name of the Authorized Representative of the Applicant Organization

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Signature of Witness

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

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Name of Witness

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