
HALDIMAND COUNTY

Report CDP-06-2019 Major Festivals and Events 2019 Enhancement Grants For Consideration by Council in Committee on May 7, 2019



OBJECTIVE:

To obtain Council's approval for the 2019 Major Festival and Event Enhancement Grants.

RECOMMENDATIONS:

1. THAT Report CDP-06-2019 Major Festivals and Events 2019 Enhancement Grants be received;
2. AND THAT the Major Festival and Event Enhancement Grants outlined in Table 2: Summary of the Major Festival and Event Enhancement Grant Program applications be approved.

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Reviewed by: Sheila Wilson, CPRP, Manager, Community Development and Partnerships

Respectfully submitted: Craig Manley, MCIP, RPP, General Manager of Community & Development Services

Approved: Donald G. Boyle, Chief Administrative Officer

EXECUTIVE SUMMARY:

Council passed a resolution on May 20, 2014 to provide financial support for Major Festivals and Events. The goal of the financial support is to encourage the development of event capacity and/or to increase attendance.

The Event Organizers and Sponsor Organizations which host the local festivals and events, enhance the quality of life and sense of community for the residents of Haldimand County. Festivals and events also make significant contributions to the local economy and help boost tourism. The Major Festival and Event Enhancement Grant Program (MFEEGP) links to each of the following strategic priorities:

- Growing our Local Economy by Creating Economic Opportunities;
- Community Vibrancy & Healthy Community; and
- Corporate Image and Efficient Government.

In 2019, fourteen (14) applicants have requested consideration for a 2019 Major Festival and Event Enhancement Grant, representing a total of \$95,000. The 2019 Tax Supported Operating Budget includes \$100,000 for the MFEEGP.

BACKGROUND:

It was recommended in 2014 that the County establish a festival grant program on a 5 year pilot basis for the years (2014 to 2019) inclusive and to evaluate the program at the end of this time frame.

In February 2015, Council adopted the Festival and Event Policy (No. 2015-02) and the associated Funding and Administrative Guidelines.

The Major Festival and Event Enhancement Grant Program (MFEEGP) highlights are as follows:

- Financial assistance will only be available to Event Organizers who meet the definition of a Major Festival or Event.

The definition of a Major Festival or Event:

- An organized non-profit event, recurring annually, which incorporates an intensive level of planned activity, a multi-faceted program of arts, cultural, sports or entertainment within a period of time that provides community benefit;
 - Is accessible to and provides broad access and participation to all residents of the County and/or tourists and has significant attendance levels (500+) relative to the size of the festival budget;
 - Has an operating budget over \$10,000;
 - Has received Council approval;
 - Is mostly, if not all, held on County owned property; and
 - Will restrict or limit community use of County owned facilities, properties, roads and/or amenities for a day or more.
- An initial annual County operating budget of \$60,000 was established in 2014. In 2016, the policy was changed to expand eligibility and resulted in an increase in the number of grant submissions. As a result, Council approved \$100,000 of funding per year, starting with the 2016 Tax Supported Operating Budget.
 - The program includes one annual intake for MFEEGP applications, with the intent to complete the review and approval, and to flow the funding within 4 – 6 weeks of this date.
 - To ensure that applications meet the criteria of the program, applications require a festival and event budget submission related to expenditures, revenues and reserves of the organizer that is applying.
 - The festival/event and financial information are evaluated according to the program principles and criteria, and a report to Council is required for approval of the grant allocations.
 - Organizations that have arrears with the County will not be eligible for the program.
 - For ease of administration, the following funding model was implemented:
 - Base amount of \$5,000 for festivals with a total budget of \$50,000 or less; and \$10,000 for festivals with a total budget over \$50,000.

The following changes to the Festival and Event Policy No. 2015-02 were approved by Council:

In 2016:

1. In recognition of the significant contribution to community vibrancy of traditional Agricultural Fairs in the County and the inability for this scale of activity to be housed on County property, the MFEEGP was updated to provide eligibility for Agricultural Fairs.
2. The funding model was updated to provide the flexibility to provide grant funding less than the applicable base amount based on the grant request – i.e. if an organization asks for less than the maximum amount.

In 2017:

1. Council recognized that the limited space and limited infrastructure available in the Caledonia Kinsmen Park was a barrier to the growth of the annual Caledonia Canada Day event hosted by the Caledonia Regional Chamber of Commerce. In 2017, the event was moved to the Caledonia Fair Grounds which provides the room for growth. Although this is not public land, the event was deemed eligible for future grants at this location.

Table 1: Outlines the Festival and Event Grants that have been awarded since 2014:

Event	2014	2015	2016	2017	2018
Caledonia Agricultural Fair			\$10,000	\$10,000	\$10,000
Caledonia Canada Day	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Caledonia Victoria Day Fireworks				\$5,000	\$5,000
Christmas in Caledonia			\$5,000	\$5,000	\$5,000
Cayuga Fest	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Cayuga Light Up and Santa Claus Parade		\$5,000	\$5,000	\$5,000	\$5,000
Dunnville Agricultural Fair			\$10,000	\$10,000	\$10,000
Dunnville Mudcat Festival	\$10,000	\$10,000	\$10,000	\$10,000	\$10,000
Dunnville Light Up and Santa Claus Parade		\$5,000	\$5,000	\$5,000	\$5,000
Fisherville Lions Fun Day	\$10,000				
Hagersville Rocks			\$10,000	\$10,000	\$10,000
Hagersville Santa Claus Parade			\$5,000	\$5,000	\$5,000
Hagersville Summer's End Festival	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000
Jarvis 150 Welcome Home Festival				\$5,000	
River Arts Festival					\$5,000
Selkirk Gas Festival	\$10,000		\$4,300	\$5,000	\$5,000
Total	\$60,000	\$45,000	\$89,300	\$95,000	\$100,000

The total number of events that have received a Major Festival and Event Enhancement Grant has increased from six (6) in 2014 to fourteen (14) in 2019. The total value of the Major Festival and Event Enhancement Grants awarded from 2014 – 2018 is \$389,300.

ANALYSIS:

To be considered for a Major Festival and Event Enhancement Grant, Event Organizers on behalf of a Sponsor Organization must submit a MFEEGP Application and attach the following additional information: a Festival and Event Application, the Prior Year End Financials for the event (Balance Sheet and Income Statement), which must be signed by two (2) members of the board, a letter or copies of the minutes from the organization's committee/board approving the submission of the application and a Festival or Event Operating Budget.

In 2019, fourteen (14) groups have requested consideration for a Major Festival and Event Enhancement Grant.

As per the terms and conditions of the MFEEGP, the successful applicants are required to meet the following expectations:

- If a festival or event approved under the MFEEGP does not occur in full (with the exception of rain or major catastrophe), the funds must be returned to the County;
- Grant recipients must acknowledge the support of Haldimand County in all print and publicity material for the festival (i.e. literature, advertising, banners or on-site signs);
- Grant recipients must comply with applicable legislation, municipal by-laws and policies as outlined in the Festival and Event Approval Guidelines;
- Provide a Certificate of Insurance for the festival or event meeting the County's standards; and
- Complete a final report outlining how the grant funds were used, festival attendance, etc.

Table 2: Summary of Major Festival and Event Enhancement Grant Program 2019 Applications:

Festival or Event	Date of Event	Funding Request	Recommended Grant as per Policy	Summary of Application Documents Received to Date			
				2018 Final Grant Report	2018 Event Budget Actuals	2019 Grant Application	2019 Proposed Event Budget
Caledonia Agricultural Fair	Sept. 26 – 29	\$10,000	\$10,000	✓	✓	✓	✓
Caledonia Canada Day	July 1	\$10,000	\$10,000	✓	✓	✓	✓
Caledonia Victoria Day Fireworks	May 19	\$5,000	\$5,000	✓	✓	✓	✓
Christmas in Caledonia	Nov. 28 & 30	\$5,000	\$5,000	✓	✓	✓	✓
Dunnville Agricultural Fair	Aug. 10 & 11	\$5,800	\$5,000	✓	✓	✓	✓
Selkirk Gas Fest	Aug. 9 – 11	\$5,800	\$5,000	✓	✓	✓	✓
Cayuga Fest	July 12 & 13	\$10,000	\$10,000				
Cayuga Santa Claus Parade & Light Up	Dec. 6	\$5,000	\$5,000				
Dunnville Mudcat Festival	June 6 – 9	\$10,000	\$10,000		✓		
Dunnville Light Up Night & Santa Parade	Dec. 7	\$5,000	\$5,000		✓	✓	
Hagersville Rocks	July 26 & 27	\$10,000	\$10,000			✓	
Hagersville Santa Claus Parade	Dec. 13	\$5,000	\$5,000			✓	
Hagersville Summers End Festival	Aug. 31	\$5,000	\$5,000		✓	✓	
River Arts Festival	Nov. 1 – 16	\$5,000	\$5,000	✓	✓		
Total Grant Applications		\$96,600	\$95,000				

The difference between the “Funding Request” and the “Recommended Grant as per Policy Values” is based on the funding model which provides \$5,000 for festivals with a total budget of \$50,000 or less. There is an overall decrease of \$5,000 in the Major Festival and Event Grants requested in 2019, this

is a result of the Dunnville Agricultural Fair changing venues to a smaller site and eliminating some of the attractions that can no longer be supported such as a demolition derby.

Based on the MFEEGP criteria, the fourteen (14) events outlined in Table 2 are eligible to receive a grant. At this time, the Event Organizers for six (6) of the events (Caledonia Fair, Caledonia Canada Day Celebration, Caledonia Victoria Day Fireworks, Christmas in Caledonia Celebrations, Dunnville Agricultural Fair, and Selkirk Gas Fest) listed in Table 2, have submitted the documents required to complete a review of their grant applications.

Following the receipt of the required information for each event, the Grant Review Committee (which is comprised of staff from Finance, Economic Development and Tourism and the Community Development and Partnerships Divisions) will review the MFEEGP application to ensure that the application meets the MFEEGP criteria.

Staff are recommending that all fourteen (14) applicants be approved for consideration. Grant funds will be released when the required documents are received and the MFEEGP criteria are satisfied.

The information included in the final reports submitted from 2015 – 2019, will be used to evaluate the impact of the MFEEGP. Since 2019 marks the end of the MFEEGP pilot, staff will meet with the Event Organizers and the Sponsor Organizations in the fall to evaluate the positive and negative impacts of the program. Following this meeting, staff will prepare a report to Council outlining the information gathered and with recommendations and/or updates to the MFEEGP for Council consideration for moving forward in 2020.

FINANCIAL/LEGAL IMPLICATIONS:

The 2019 Tax Supported Operating Budget as ratified by Council on April 23, 2019 included \$100,000 to support the MFEEGP. The total value of the 2019 MFEEGP applications to be considered for support is \$95,000.

STAKEHOLDER IMPACTS:

Not applicable.

REPORT IMPACTS:

Agreement: No

By-law: No

Budget Amendment: No

Policy: No