
HALDIMAND COUNTY

Report PED-COM-07-2018 Major Festival and Events Enhancement 2018 Grants



For Consideration by Council in Committee on March 27, 2018

OBJECTIVE:

To obtain Council's approval for the Major Festival and Event Enhancement Grants for 2018.

RECOMMENDATIONS:

1. THAT Report PED-COM-07-2018 Major Festival and Event Enhancement 2018 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, pending ratification of the 2018 Tax Supported Operating Budget on April 3, 2018.

Prepared by: Lynda Kissner, Supervisor, Community Programs and Event

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

Respectfully submitted: Craig Manley, MCIP, RPP, General Manager of Planning and Economic Development

Approved: Karen General, CPA, CGA, Deputy 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. Recent event and festival attendance figures indicates that the number of attendees has increased over the past 3 years.

The community volunteers and groups that 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 the each of the strategic priorities:

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

All fourteen (14) applicants for a 2018 grant have met the MFEEGP requirements. Staff are recommending for 2018, a total of \$100,000 for fourteen (14) community festivals be approved.

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 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:

3. 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
Caledonia Agricultural Fair			\$10,000	\$10,000
Caledonia Canada Day	\$10,000	\$10,000	\$10,000	\$10,000
Christmas in Caledonia			\$5,000	\$5,000
Cayuga Fest	\$10,000	\$10,000	\$10,000	\$10,000
Cayuga Light Up and Santa Claus Parade		\$5,000	\$5,000	\$5,000
Dunnville Agricultural Fair			\$10,000	\$10,000
Dunnville Mudcat Festival	\$10,000	\$10,000	\$10,000	\$10,000
Dunnville Light Up and Santa Claus Parade		\$5,000	\$5,000	\$5,000
Fisherville Lions Fun Day	\$10,000			
Hagersville Rocks			\$10,000	\$10,000
Hagersville Santa Claus Parade			\$5,000	\$5,000
Hagersville Summer's End Festival	\$10,000	\$5,000	\$5,000	\$5,000
Jarvis 150 Welcome Home Festival				\$5,000
Selkirk Gas Festival	\$10,000		\$4,300	\$5,000
Total	\$60,000	\$45,000	\$89,300	\$95,000

The total number of event organizations receiving grants has increased from six (6) in 2014 to fourteen (14) applications in 2018.

ANALYSIS:

The Grant Review Committee, comprised of staff from Finance, Economic Development and Tourism and Community Development and Partnerships, reviewed the 2018 MFEEGP applications (details of each included in Attachment 1) via a consistent, fair and equitable process.

Table 2: Summary of the Major Festival and Event Enhancement Grant Program 2018 Applications

Festival or Event	Date of Event	Location of Event	Purpose of Funding	Funding Request	Recommended Value of Grant per Policy
Caledonia Agricultural Fair	September 27 - 30	Caledonia Fair Grounds	Increase attendance by marketing to a larger target market and to provide a "higher profile" of entertainers.	\$10,000	\$10,000
Caledonia Canada Day	July 1	Caledonia Fair Grounds, area roadways for parade	Increase attendance through the provision of the expansion of the children's activity zone and entertainers, expansion of traditional events such as the Car Show, display of memorabilia, and enhancing the fireworks display with music.	\$10,000	\$10,000
Caledonia Victoria Day Fireworks	May 20	Caledonia Kinsmen Park	Develop an event which will recognize Victoria Day locally with local entertainers and a fireworks display.	\$5,000	\$5,000

Festival or Event	Date of Event	Location of Event	Purpose of Funding	Funding Request	Recommended Value of Grant per Policy
Christmas in Caledonia	November 22 & 24	Caledonia Kinsmen Park, area roadways for parade	Increase attendance by enhancing the floats, bands and entertainment at parade and light up night.	\$5,000	\$5,000
Cayuga Light Up and Santa Claus Parade	December 7	Cayuga Village Green, area roadways for parade	Increase attendance by enhancing the children's entertainment, attracting additional floats and bands for the parade and increased marketing to promote event. For event capacity, the rental of additional portable washrooms is needed.	\$5,000	\$5,000
CayugaFest	July 20 & 21	Lower Kinsmen Park, Bob Baigent Park, area roadways for parade	Increase attendance by increasing kids and family entertainment zone, marketing to a larger target market and to provide a "higher profile" of entertainers.	\$10,000	\$10,000
Dunnville Agricultural Fair	August 17 - 19	Dunnville Lions Park	Build event capacity through the rental of tents to increase the covered space available for displays. Increase attendance with new educational displays and supplies and through increased marketing of the event.	\$10,000	\$10,000
Dunnville Mudcat Festival	June 7 - 10	Dunnville Lions Park, Central Park, Wingfield Park, Dunnville area streets for parade, strongman/woman competition, Blues street party	Increase attendance by providing "better bands" for parade, increases venues with music, increased marketing to reach larger target market.	\$10,000	\$10,000
Dunnville Light Up and Santa Claus Parade	December 8	Dunnville area roadways for parade	Increase attendance by providing "better bands" for parade and with increased marketing to reach larger target market.	\$5,000	\$5,000
Hagersville Rocks	July 27 & 28	Hagersville Grant Kett Ball Park	Increase attendance and event capacity as the festival expands to 2 days.	\$10,000	\$10,000

Festival or Event	Date of Event	Location of Event	Purpose of Funding	Funding Request	Recommended Value of Grant per Policy
Hagersville Santa Claus Parade	December 14	Hagersville area roadways for parade	Increase attendance by attracting additional floats and bands for the parade.	\$5,000	\$5,000
Hagersville Summer's End Festival	September 1	Hagersville Park	Increase attendance providing a "higher profile" of entertainers and the attention of wandering buskers.	\$5,000	\$5,000
River Arts Festival	November 3 - 15	Various sites in Dunnville including the Dunnville Library and Grandview Lodge	Increase event capacity with enhancements in sound equipment, lighting and stage decoration and exhibition supplies. Increase attendance with workshop facilitators, event hosts and performers and enhancing the marketing for the event.	\$5,000	\$5,000
Selkirk Gas Festival	August 10 - 12	Selkirk Park and area roadways for parade	Increase attendance by enhancing the entertainment including inflatables, Laser Tag and demonstrations and increase and enhance the marketing of the event to attract more visitors.	\$5,000	\$5,000
Total Grant Applications				\$100,000	\$100,000

As per the terms and conditions of the MFEEGP, the successful applicants will be 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; and
- Provide a Certificate of Insurance for the festival or event meeting the County's standards.

All organizations receiving a Major Festival and Event Enhancement Grant will be required to complete a final report form outlining how the grant funds were used, festival attendance, etc. The final report is due within 45 days following the major festival. This report is critical in terms of being able to evaluate the impact of the funding program. Organizations who do not submit a final report form will be ineligible for County funding in subsequent years until the final report form is provided. Final reports have been received from all 2017 Event Organizers requesting a Major Festival and Event Enhancement Grant in 2018. All eligible applicants have been contacted by staff relative to the recommendations in the report.

All fourteen (14) groups are eligible for 2018 funding. Staff are recommending that all fourteen (14) applicants be approved and staff will proactively work with each group to ensure that the necessary financial information is complete prior to releasing payment.

FINANCIAL/LEGAL IMPLICATIONS:

The 2018 Tax Supported Operating Budget as presented to Council on March 7, 2018 includes \$100,000 to support the MFEEGP, pending ratification on April 3, 2018. The total value of 2018 MFEEGP applications eligible for support is \$100,000.

STAKEHOLDER IMPACTS:

Not applicable.

REPORT IMPACTS:

Agreement: No

By-law: No

Budget Amendment: No

Policy: No

ATTACHMENTS:

1. Major Festival and Event Enhancement Grant Program Event Details.