



SCOPE

This policy covers funding for one-time major special event grants that meet the criteria set out in the policy.

DEFINITIONS

Term	Definition
Council Policy	A resolution of the council that is required, pursuant to the Municipal Government Act, to be recorded in the by-law records of a municipality, except where the context otherwise requires.

POLICY

PURPOSE

It is the policy of the Municipality of East Hants to consider, within its financial capacity, modest one-time financial support to major special events that are proposed to have a positive impact on tourism, community or economic development. The purpose of this policy is to provide guidelines for the awarding of grants to organizations who apply to the Municipality of East Hants for one-time financial assistance to host a major special event.

OBJECTIVES

The objectives of the Major Special Event Grant Policy are to:

1. Outline the requirements to apply and be considered for a major special event grant from the Municipality of East Hants; and,
2. Define the criteria to be used in determining eligibility for a one-time grant for a special event.

POLICY STATEMENTS

The following policy statements are the directives and rules by which the Municipality of East Hants personnel must follow.

1. Application Requirements

All applications for grants shall be in writing to the Chief Administrative Officer specifying an amount requested, the nature and details of the event and the proposed impact the event will have on the community, tourism and/or economic development. All requests for funding should provide the necessary information to enable a full evaluation of the request based on the eligibility criteria listed below. Requests received as part of general mass mailing or telemarketing campaigns will not be considered.

2. Eligibility Criteria

The following criteria will serve as a guide for the review of applications for financial assistance from the Municipality of East Hants Major Special Event Grant:

1. **Public Benefit** - The event is broad based and open to all members of the public (versus a special interest group event open to specific individuals).
2. **Financial Need** - The application demonstrates financial need; a copy of the event budget and all other grants, contributions and fundraising activities should accompany the request.
3. **Community Showcase** - Offers an opportunity to showcase East Hants' community attributes and aids in creating awareness of the area with the intent of attracting participants from East Hants and beyond.
4. **Economic Development** - The event proposes to have a positive economic development impact for the area hosting the event (i.e. benefit to local business, event construction contracts, local employment opportunities, etc.). More weight will be given to events that are proposed as sustainable multi-year events.
5. **Community Development** - The event proposes to have a positive community development impact for the area hosting the event (i.e. bring community together, improved infrastructure, fundraising dollars left in the community, etc.). More weight will be given to events that are proposed as sustainable multi-year events.
6. **Tourism** - The event proposes to highlight a geographic area of the Municipality that is considered to be tourism rich in terms of attractions and or heritage and will directly benefit from increased visitor traffic. More weight will be given to events that are proposed as sustainable multi-year events.

Consideration will however be given to applications that request one-time funding for a special event that meets criteria 1, 2 and 3 and one or more of criteria 4, 5 and 6.

Grant Funds

The budget amount for Major Special Event Grants will be considered as part of the Municipality’s annual budget process. Any funds approved and not spent during the year will be transferred to a Major Special Event Grant reserve for distribution under the guidelines of this policy in future years.

Application Deadline

Applications received prior to March 31st in any given year will be given priority. Applications received after March 31st will be considered by Council subject to the availability of funding.

Awarding Grants

Grants will be reviewed and awarded based on the eligibility criteria set out in this policy. The director responsible for Tourism will make a recommendation to Council on awarding all Major Special Events Grants.

Council may consider applications for funding that are not consistent with the criteria in this policy at Council’s discretion.

Council Approval

The annual amount for Major Special Event Grants will be considered as part of the Municipality’s annual budget process. Council may allocate funds over and above the amount approved in the budget process when requests for grants are received that exceed the budget. Council reserves the right to grant or reject any application for funding that may or may not qualify in accordance with the provisions set out in this policy.

ROLES AND RESPONSIBILITIES

Title/Role	Responsibilities
Policy Owner	The policy owner (see Version Log Section) is responsible for ensuring that the policy is implemented and being followed. In addition, the policy owner is responsible for reviewing the policy on a yearly basis for relevancy and potential updates.
Municipality of East Hants Staff	All personnel that fall within the scope of this policy (see Scope Section) must follow the policy statements within this document and must follow the governing authority of the policy owner.



RELATED DOCUMENTATION

Document Name	Document ID	Document Type
Municipal Government Act	<to be determined>	Legislation
Societies Act	<to be determined>	Legislation
Income Tax Act	<to be determined>	Legislation
Municipal Grant Program Policy	<to be determined>	Policy

VERSION LOG

Version Number	Amendment Description	Policy Owner	Approver	Approval Date
1.0	Creation of Council Policy for Grants based on motion of Council C10(335)	David Brown	Council	May 2012 Motion C12(162)
DRAFT - 2.0	Change name to Major Special Events Grant. Change Policy Owner to Tourism Development Officer.	Director of Parks, Recreation & Culture	Council	October 25, 2017

CERTIFICATION

I, Connie Nolan, Municipal Clerk of the Municipality of East Hants, hereby certify that this policy was duly approved.

Connie Nolan
Municipal Clerk