



Date: June 6, 2024
To: Council
Cc: Kim Ramsay, CAO
From: Alana Tapper, Director of Parks, Recreation and Culture
Re: Tide Fest Sponsorship Request

Tide Fest - Come Home East Hants Society

The Come Home East Hants Society is requesting the Municipality sponsor Tide Fest (July 12-14, 2024) by covering or waiving the full venue rental for this year, as well as in the future. The group has traditionally been charged a rate of \$4000 tax included, whereas the typical billing for the facility use would be \$9000.

Background

Past motions of Council related to Tide Fest include:

May 25, 2016 - C16(117) That Council approve a Special Event grant of \$10,000 to the East Hants Arena Association Society for year one of this new East Hants festival; And that subsequent year funding of \$10,000 per year for up to four years be taken from the Tourism Economic Development (TED) Fund grant, conditional upon the organization meeting grant criteria, capturing a set of agreed upon metrics and providing reporting and self-sustainability requirements as approved by staff; And that all funding will be conditional upon successful receipt of \$55,000 funding from other levels of government or an equivalent amount of additional corporate sponsorship; And that the Municipality be recognized as a Founding Sponsor for Year 1 and all future years which will be equivalent to the second tier partnership level available. And that Staff will include a report to Council from Staff for years 2, 3 and 4, gauging the success of the festival before funding is granted by Council in those years.

June 27, 2018 - C18(181) That the Come Home East Hants Society be awarded \$10,000.00 in support of Tide Fest 2018 with the source of funds being the Tourism Economic Development Fund.

June 26, 2019 - That Council approve the Come Home East Hants Association be awarded \$10,000 in support of Tide Fest 2019 with source of funds being the Tourism Economic Development Fund Reserve and that the 2019/2020 grant be the final contribution to Tide Fest as the Come Home East Hants Association has achieved profitability

From the success of Tidefest in 2023, donations were made to a number of non-profit organizations throughout East Hants including East Hants Skating Club, CCOA (Corridor Community Options for Adults), East Hants Family Resource Centre, Milford Recreation Association, Lantz Recreation Society, Caring & Sharing Angel Tree Food Bank Association, Hants North Community Food Bank Association, Indian Brook Food Bank Society and Shumilacke Food Bank Society.