

REQUEST FOR DECISION 049-2023

Title: One-Time Operational Funding Request – Devour!

Date: 2023-10-03

Department: Community Development/Finance



SUMMARY

One-Time Operational Funding Request – Devour!

Slow Motion Food Film Fest Society, organizers of Devour! The Food Film Festival have made an Application for One-Time Operational Funding to the Town of Wolfville to support free-of-charge musical performances (all monies paid directly to the artists) at various events/venues during the 2023 Festival.

DRAFT MOTION:

That Council approve a \$5,000 one-time operational grant contribution to Devour! The Food Film Fest to support "Music across Devour! 2023".

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1) CAO COMMENTS

Staff do not make recommendations on the one-time grant requests, so information has been provided to assist Council with their decision.

2) LEGISLATIVE AUTHORITY

- Municipal Government Act (MGA) 65A(a)

3) STAFF RECOMMENDATION

That Council consider this funding application against the financial/budget implications.

4) REFERENCES AND ATTACHMENTS

1. Application for One-Time Operational Funding from Devour! The Food Film Fest
+ Supporting Documents for Funding Application
2. Evaluation Criteria Checklist

5) DISCUSSION

The 13th edition of Devour! The Food Film Fest will take place in Wolfville from October 23rd-29th, 2023. As the pandemic has drawn to a close and other events and cultural organizations are reporting attendee returns to pre-pandemic levels, Devour! is expanding programming this year to reflect this new normal. The Festival theme this year is "French Cuisine et Culture" - The Roots and Reach of Acadian, Cajun, Creole, Québécois and French cinema and gastronomy with a special focus on the Acadian Diaspora.

Festival organizers (Slow Motion Food Film Fest Society) are looking to the Town of Wolfville to support a new area of Festival programming: free-of-charge musical performances (all monies paid directly to the artists). There are many other musical performances throughout the Devour! Festival, which are ticketed events. Funding is being sought for free-of-charge musical performances at these specific public events:

● The Exclusive Devour! Opening Gala After-Party

Wednesday, Oct. 25, Devour! Studios, 9:00 p.m. - 1:00 a.m. (estimated attendance 250)

This event will be open to the public as a gala offering to guests and residents to celebrate the opening of the 13th edition of Devour. With food available and music, the community is invited to enjoy the Devour Studios and see the current state of renovations.

● Le Marché de Blomidon

Thursday, Oct. 26, Waterfront Park, 3:00 p.m. - 6:00 p.m. (estimated attendance 1,000+)

In concert with the Province of Québec, this major Devour! event is a reimagining of the immensely popular Street Food Rally that Devour! has hosted for a number of years, originally in Robie Tufts Park

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and recently relocated to Waterfront Park to take advantage of the resources the Devour! Studios offer – public washrooms, tenting, indoor areas, food prep areas for safe and sanitary production and serving of food and easy access to the Harvest Moon Trail. With music accompanying free samples of foods from the Province of Québec and creative small bites of food prepared by culinary students from NSCC and across Canada for \$5 each this offers free music and food, very inexpensive bites of food that help teach culinary students about cooking with products from other regions and a very comprehensive and large scale use of Waterfront Park and helping to entrench a relationship with the Park and the Studios and between the Town of Wolfville and Devour! The Food Film Fest.

● The Great Devour! Cajun Chicken Dinner and Community Party

Sunday, Oct. 29, Waterfront Park, 2:00 p.m. - 5:00 p.m. (estimated attendance 1000+)

For this event that supports The Wolfville and Area Food Bank, other regional food banks and Feed Nova Scotia, we are giving away free chicken dinners to clients of food banks and those who make a nominal donation to Feed NS. Devour! is providing FREE music - Dwayne Dopsie and the Zydeco Hellraisers from Lafayette, LA. The band will have played a ticketed event during Devour! the night before and for the Cajun Chicken Dinner and Community Party, Devour! will pay them for a free concert for all, the band cost is USD \$3000 plus travel and accommodations, partially covered by the Lafayette Convention and Visitors Commission and the Congrès Mondial Acadien (CMA 2024). This event also celebrates our Devour! community volunteers that bring Devour! to life, most of which are dedicated and giving local residents.

6) FINANCIAL IMPLICATIONS

Devour! is one of the Town's Strategic Partnership Program (SPP) organizations, and as such receives an annual grant of \$5,000 towards their event. As noted on the Town's Grant Policy, participation in the SPP portion of the policy does not preclude a one-time operational grant application. If the one-time grant is approved, the total operational grant to Devour! this year will be \$10,000. This does not include the one-time capital grant approved by way of an MOU approved in a previous year (\$100,000 in total if all conditions of MOU are met).

The Town's budget for all grants is \$275,000, with a portion of this amount set up as an allowance to cover funding requests not received/processed as of the date of budget approval (March 2023). This allowance was \$24,000. Earlier in the year Council approved a one-time operational grant to Stage Prophets for an additional \$8,000 above their typical CPP amount of \$2,000.

Council can approve Devour's one-time operational request without going over budget in the grants line of the budget. Council may also want to consider the First Quarter Financial Update Information Report recently reviewed with the Audit Committee.

7) REFERENCES TO COUNCIL STRATEGIC PLAN AND TOWN REPORTS

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In terms of strategic directions (2021-2025 Strategic Plan), this festival directly and/or indirectly positively impacts Economic Prosperity, and Community Wellness, while also providing considerable public benefit by offering barrier-free (and free-of-charge) community events, partnering with local institutions such as Nova Scotia Community College, utilizing and highlighting Wolfville parks, and celebrating culture and volunteerism.

8) COMMUNICATION REQUIREMENTS

Devour! will be notified of Council's decision.

9) ALTERNATIVES

Limited options available:

- Not approve the grant funding request
- Approve an alternate amount of funding



APPLICATION FORM

2) **FUNDING REQUEST CALCULATION**

Funding Level and Limitations

- Town of Wolfville funding should not exceed 50% of the total project cost
- For requests less than \$2000, please apply to the Community Partnership Program
- Only one application per organization may be submitted per year
- Only one application per organization may be approved every four years

Request Calculation

- Total Project Cost \$13,880
- Request to Town of Wolfville \$5,487.50

3) **REQUIRED INFORMATION**

You **MUST** include as attachments to this form:

☒ Detailed Description of the program/event/service being proposed, including:

- ☒ Outline of programming
- ☒ Benefits to the Wolfville community
- ☒ Indication of alignment with Council's Strategic Plan
- ☒ Project timeline
- ☒ Expected number of participants/attendees
- ☒ Budget for the project
- ☒ Confirmation of partner funding (if applicable)

☒ Year-End Financial Statement from the previous year (or business plan)

☒ Final Report Forms from any previous funding received from the Town (if applicable)

Successful applicants must provide a Final Report in the prescribed form. Final Report Forms will be included with awarding letters.

4) **GRANT APPROVAL**

If minimum criteria have been met, staff will complete an Evaluation Checklist and prepare a Request for Decision of Council. Grant funding is subject to Council's approval. Partial approvals may be granted for less than the amount requested.

5) **CERTIFICATION**

I certify that, to the best of my knowledge, the information provided in this application is accurate and complete and is endorsed by the organization which I represent.

Michael Howell

Executive Director

Name

Title

August 23, amended September 27, 2023

Signature

Date



APPLICATION FORM

ONE-TIME FUNDING OPPORTUNITIES GRANT

This program is available to non-profit organizations or registered charities that are planning to offer extraordinary operational events and initiatives that benefit the Town of Wolfville and its residents.

Please complete this form and forward via email to: recreation@wolfville.ca

Or by mail to:

Department of Parks & Recreation
Town of Wolfville
359 Main Street
Wolfville, Nova Scotia
B4P 1A1

Phone: (902) 542-3019

1) ORGANIZATION INFORMATION

Name of Organization:	Slow Motion Food Film Fest	
Contact Person:	Michael Howell	
Mailing Address/PO Box:	1-360 Main Street	
City:	Wolfville	Postal Code: B4P1C4
E-mail Address:	michael@devourfest.com	
Telephone: (Work)	902 679 0297	(Home)

Is your organization a registered charity?

☒ Yes ☐ No

If yes, what is your CRA Charitable Status Registration Number:

829094135RR0001

Is your organization a registered non-profit organization?

☒ Yes ☐ No

If yes, please provide:

Joint Stocks Registration Number:

3269845

Canada Revenue Agency Business Number:

829094135RR0001



FRENCH

CUISINE ET CULTURE



EXPLORING THE INTERSECTION
OF ACADIAN, CAJUN & FRENCH
CUISINE & CULTURE



VOYAGEZ AU CŒUR DES CUISINES
ET DES CULTURES ACADIENNES,
CAJUNS ET FRANÇAISES

OCTOBER 23-29 OCTOBRE 2023
WOLFFVILLE, NOVA SCOTIA / NOUVELLE-ÉCOSSE

Department of Parks & Recreation Town of Wolfville
359 Main Street
Wolfville, Nova Scotia
B4P 1A1
VIA Email: recreation@wolfville.ca

August 23, 2023 - AMENDED September 26, 2023

ONE-TIME FUNDING OPPORTUNITIES GRANT

Application for Slow Motion Food Film Fest Society, 1-360 Main Street, Wolfville, NS, B4P 1C4

PROJECT: Music across Devour! 2023

Total Program budget \$13,880.00

REQUEST: \$5,487.50

The 13th edition of Devour! The Food Film Fest will take place in Wolfville from October 23-29, 2023. As the pandemic has drawn to a close and other events and cultural organizations are reporting attendee returns to pre-pandemic levels, Devour! is expanding programming this year to reflect this new normal.

The Festival theme this year of French Cuisine et Culture - The Roots and Reach of Acadian, Cajun, Creole, Québécois and French cinema and gastronomy with a special focus on the Acadian Diaspora. The festival this year, in support of this theme, has established partnerships with the following organizations:

Bureau du Québec dans les Provinces Atlantiques
Congrès mondial acadien (CMA) 2024
Centre de la francophonie des Amériques

The Landscape of Grand Pré
Lafayette Travel
Alliance Française Halifax

Support from these organizations will go to ticketed program elements as part of Devour!.

Our larger events this year include:

- Devour! Opening Gala Reception presented by Taste of Nova Scotia- Devour! Studios
- The Exclusive Devour! Opening Gala After-Party- Devour! Studios
- Fête du Québec and Le Marché de Blomidon (replacing our street food rally)- Waterfront Park
- Music events each evening- Devour! Studios
- Devour! Chowder Smackdown- Waterfront Park
- Le Tour De L'Acadie- formerly the Mayors Bike Ride
- The Great Devour! Cajun Chicken Supper
- Our first Devour! Fais do-do- marking a return to the Wolfville Farmers Market- with Cajun Chefs from Lafayette, LA cooking jambalaya going head to head with Acadian chefs cooking up a shore boil

We are looking to the Town of Wolfville to support FREE musical performances at these specific public events:

- **The Exclusive Devour! Opening Gala After-Party- NO ENTRY FEE**
Wednesday, Oct. 25, Devour! Studios, 9:00 p.m. - 1:00 a.m. (estimated attendance 250)
This event will be open to the public as a gala offering to guests and residents to celebrate the opening of the 13th edition of Devour. With food available and music from TBD, the community is invited to enjoy the Devour Studios and see the current state of renovations.
- **Le Marché de Blomidon- NO ENTRY FEE**
Thursday, Oct. 26, Waterfront Park, 3:00 p.m. - 6:00 p.m. (estimated attendance 1,000+)
In concert with the Province of Québec, this major Devour! event is a reimagining of the immensely popular Street Food Rally that Devour! has hosted for a number of years, originally in Robie Tufts Park and recently relocated to Waterfront Park to take advantage of the resources the Devour! Studios offer - public washrooms, tenting, indoor areas, food prep areas for safe and sanitary production and serving of food and easy access to the Harvest Moon Trail. With music accompanying free samples of foods from the Province of Québec and creative small bites of food prepared by culinary students from NSCC and across Canada for \$5 each this offers free music and food, very inexpensive bites of food that help teach culinary students about cooking with products from other regions and a very comprehensive and large scale use of Waterfront Park and helping to entrench a relationship with the Park and the Studios and between the TOWN of Wolfville and Devour! The Food Film Fest.
- **The Great Devour! Cajun Chicken Dinner and Community Party** Sunday, Oct. 29, Waterfront Park, 2:00 p.m. - 5:00 p.m. (estimated attendance 1000+)
For this event that supports The Wolfville and Area Food Bank, other regional food banks and Feed Nova Scotia, we are giving away **free chicken dinners** to clients of food banks and those who make a nominal donation to Feed NS. Devour! is providing **FREE music - Dwayne Dopsie and the Zydeco Hellraisers** from Lafayette, LA. The band will have played a ticketed event during Devour! the night before and for the Cajun Chicken Dinner and Community Party, Devour! will pay them for a free concert for all, the band cost is USD \$3000 plus travel and accommodations, partially covered by the Lafayette Convention and Visitors Commission and the Congrès Mondial Acadien (CMA 2024). **This event also celebrates our Devour! community volunteers** that bring Devour! to life, most of which are dedicated and giving local residents.

STRATEGIC ALIGNMENTS with the Town of Wolfville

These events are free and open to the public, being hosted in Devour! Studios (opening night gala after-party) or in Waterfront Park. All are welcome to attend barrier-free, with tenting available for inclement weather. This fosters community spirit, and appreciation for music and culture and helps residents and visitors alike easily see that the town is committed to community events and culture, promoting economic vitality and resilience.

Similar to the Wolfville Summer Concert Series but with significantly higher potential participation through festival patrons AND residents alike attending, Le Marché du Blomidon and The Devour! Cajun Chicken Dinner and Community Party celebrates regional heritage, the influence of Acadian Culture on the region and globally, cooking with local ingredients, free music for community engagement and a festive atmosphere.

In keeping with the Town's planned expansion and invigoration of Waterfront Park, this investment by the Town in Music across Devour! is a pilot for the kinds of larger-scale events that can occur in the park as it is developed. Knowing that significant investment in Waterfront Park is required to mitigate against potential climate anomalies, the more high-profile events that occur in the Park will acclimatize residents to appreciate and support investments in protecting the park and downtown to 100-year flood events and other similar potentialities.

Most residents and council would likely agree that Waterfront Park is still woefully underutilized as a central community hub. Events that are of multiple usage (Food and Music, Culture and Art) will bring more concrete appreciation for the park and the inevitable investment it will require to protect and create more dynamic usage.

The events are barrier-free, open to all and support regional economic development by creating catalyst events for visitors and locals alike during an international festival that will draw media attention and significant destination development.

Volunteers- Devour! is deeply thankful for the over 150 volunteers that bring the Festival to life. The Devour! Cajun Chicken Supper is also a celebration of our volunteers (all receive a free chicken dinner that day) and a chance to wind down Devour! in a festive atmosphere.

Notes:

- Travel, accommodations and other fees for musicians paid for by Devour!.
- Please see the attached full budget for the festival.

Public Music at Devour! - Budget Breakdown	Fees USD	Fees CAD	HST	Program Total	Proposed Town Share	Devour! Share	HFX Jazz Fest Share
Dwayne Dopsie and the Zydeco Hellraisers Devour! Cajun Chicken Dinner in support of FEED NS & Regional Food Banks)- Sun, Oct 29	\$3,000	\$4,055	N/A	\$4,055	\$2,000	\$2,055	N/A
Music at Le Marché de Blomidon programmed by the Halifax International Jazz Festival- Thurs, Oct 26	N/A	\$3,000	\$450	\$3,450	\$1,150	\$1,150	\$1,150
Outdoor Stage Rental (Thurs-Sun- 4-Day Rental)	N/A	\$3,000	\$450	\$3,450	\$1,000	\$1,875	N/A
Music at the Exclusive Opening Night Gala After-Party Wed, Oct 25	N/A	\$1,000	\$150	\$1,150	\$450	\$350	\$350
Technical Services - Rockbound Productions (for three free events above that are open to the public)	N/A	\$1,500	\$225	\$1,775	\$887	\$888	N/A
Total		\$12,555	\$1,275	\$13,880	\$5,487	\$6,318	\$1,500



POLICY

ONE-TIME SPECIAL FUNDING REQUESTS EVALUATION CHECKLIST (OPERATING)

Applicant Name: Slow Motion Food Film Fest

1. Program/Service Obligation Core – event/initiative/service the Town would otherwise provide Important – event/initiative/service the Town might otherwise provide Discretionary –event/initiative/service the Town does not normally provide No Mandate – not enabled by legislation, is not within the Town’s area of responsibility	H M L N
2. Council Strategic Plan Vital – fundamental to Council’s Strategic Plan Notable – solid fit within Council’s Strategic Plan Non-Critical – some relevance to Council’s Strategic Plan, not strategic Provide Specific Linkages to Council’s Strategic Plan:	H M L
3. Public Need/Benefit Community at Large – general need/benefit, broad-based Multiple Interests – some need/benefit, a number of areas/communities Vested Interest –special interest group(s), localized	H M L
4. Human Development and Inclusion – Volunteer and Participant High – equality of access and opportunity (demographic, geographic) Moderate – range of demographic groups and/or development potential Low – limited opportunity, access or development potential	H M L
5. Quality of Life for the Community Livable Community – important to livable/sustainable community Community Image – enhances image or public perception Community Pride – instills pride, sense of community	H M L
6. Economic Impact to the Town High – there is a strong and demonstrated direct economic impact to the Town Moderate – there is a demonstrated indirect economic impact to the Town Low – there is minimal or no demonstrated economic impact to the Town	H M L