

Schedule "B"



NEWS RELEASE

FOR IMMEDIATE RELEASE: TUESDAY, MARCH 7TH, 2017

RE: Annapolis Valley Apple Blossom Festival Events in the Town of Kentville

KENTVILLE, NOVA SCOTIA – The Annapolis Valley Apple Blossom Festival Board and the Town of Kentville are pleased to announce that the Grand Street Parade for the 2017 Festival will be hosted in the Town of Kentville. “Both parties are happy to announce that through the use of an event hosting agreement, we were able to rediscover clarity and understanding about the support from the Town of Kentville in hosting this event,” stated Festival Vice President, Alxys Chamberlain.

The Town, the AVABF and Village of New Minas representatives have been exchanging communications leading up to this announcement on a regular basis. “This open communication and mutual interest for the greater success of the parade and Festival by all parties was at the forefront of discussions. The agreement reflects this positive spirit,” says CAO Mark Phillips.

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**Annapolis Valley Apple Blossom Festival & Town of Kentville
Limited Hosting Agreement**

This Agreement is made as of the __ day of February, 2017

Between: The Annapolis Valley Apple Blossom Festival Board of Directors and the Town of Kentville.

Whereas the Annapolis Valley Apple Blossom Festival Board of Directors has permitted the Town of Kentville to host the Grand Street Parade and the Children’s Parade on May 27th, 2017; and

Whereas the Annapolis Valley Apple Blossom Festival Board of Directors and the Town of Kentville have agreed upon the provisions as outlined in this document regarding the Town of Kentville being the host community of these two events.

The Annapolis Valley Apple Blossom Festival Board of Directors and the Town of Kentville agree to the following provisions of the Town of Kentville being the host community of the Grand Street Parade and Children’s Parade provided:

- 1. CAO Mark Phillips will liaise with the Annapolis Valley Apple Blossom Festival Board of Directors on behalf of the Town of Kentville;**
- 2. The proposal entitled “2017 Apple Blossom Festival Events” submitted by Mark Phillips, CAO on behalf of the Town of Kentville to the Annapolis Valley Apple Blossom Festival Board of Directors on February 19th, 2017 is “Schedule A” attached to this agreement;**
- 3. A joint press release mutually agreed upon by the two parties be written to acknowledge that the two parties have gained clarity during recent discussions allowing both parties to move forward in a positive direction; (see attached schedule “B”)**
- 4. All publicity issued by the Town of Kentville regarding the Annapolis Valley Apple Blossom Festival, or on behalf of the Town of Kentville, will use the full trademark name of Annapolis Valley Apple Blossom Festival;**
- 5. These terms are binding for the 85th Annapolis Valley Apple Blossom Festival in 2017;**

6. If this agreement is to be terminated with cause, there must be a formal in-person discussion had between representatives for both parties and termination of this agreement, with cause, must take place on or before March 10th, 2017.

This agreement incorporates the entire agreement and full understanding among the Annapolis Valley Apple Blossom Festival Board of Directors and the Town of Kentville as a sign of good faith to reconcile the relationship between these two parties and continue our mutually beneficial partnership for the 2017 Annapolis Valley Apple Blossom Festival.

Signatures of this document delivered via fax machine or electronic email shall be considered binding to the same extent as an original signature page. Any party that delivers such a signature page agrees to later deliver an original counterpart to any other party which requests it.

In witness whereof the parties hereto have executed and will fulfill this Agreement.

Town of Kentville:

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Witness: _____

Witness: _____

Annapolis Valley Apple Blossom Festival Board of Directors:

Name: _____

Title: _____

Date: _____

Witness: _____

Schedule "A"

2017 Apple Blossom Festival Events – Kentville Support

LOGISTICS AND RESOURCE SUPPORTS

Grand Street Parade	
Parks and Recreation Services	Full support from Parks and Rec (Status Quo) Shuttle Service – transporting people from the finish back to the start via hay wagon or trailer Equipment loan Communications – two way radios High speed connection and power connections for Eastlink TV Trail opened as secondary emergency route Strategic portable toilet placement.
Police Services	Full support from KPS (Status Quo) Halifax Police Auxiliary and Cadet members
Public Works and Transportation	Full support from PWs (Status Quo) Street closure and traffic control Waste management
Administration	Coordination of GSP banner placement EMO (Status Quo) Creation and administration of emergency response plan in partnership with EHS. Continued coordination of fire services for Kentville and non Kentville emergencies (forward staging) Corporate vehicle provision (request from ABF) GSP designated parking at former KCA As required, additional administrative support for parade registration process
Other	Full access to auxiliary facilities (headquarters at memorial park)

K-Rock Birthday Bash and ABF Fire Works	
Parks and Recreation Services	Full support from Parks and Rec (status quo) Staff, full venue access, stage and power. Strategic portable toilet placement.
Police Services	Full Support from KPS (status quo)
PWs and Transportation	Full support from PWs (status quo) Traffic control Waste management
Administration	EMO Continued coordination of fire services for Kentville and non Kentville emergencies (forward staging)

Children's Parade	
Parks and Recreation Services	Full support from Parks and Rec (status quo)

	Full venue access, sound system, power, staff Strategic portable toilet placement.
Police Services	Full support from KPS (status quo)
PWs and Transportation	Full support from PWs (status quo) Street closure and traffic control Waste management
Administration	EMO Continued coordination of fire services for Kentville and non Kentville emergencies (forward staging)

Marketing and Promotions	
Parks and Recreation Services	N/A
Police Services	N/A
PWs and Transportation	N/A
Administration	Full support from tourism and promotions budget – paid radio and multiple print media sources, Souvenir Edition sponsorship (status quo) TOK Facebook, twitter, website (status quo)

Vendor Support	
Parks and Recreation Services	Full support (status quo) Tents, tables, chairs
Police Services	Full support (status quo)
PWs and Transportation	Full support (status quo)
Administration	Full support (status quo) Full logistic support, permit fees waived, full access granted to town owned property for vendors along route and in centre square Power (centre square)

Financial contribution:

Direct cost for festival related events = \$19,000.00 (Police, Recreation, Public Works and Transportation)

Indirect cost for festival related events = \$15,000.00 (Town Hall support, strategic planning, emergency response planning, venue provision)

Total measurable financial contribution = \$34,000.00

Capital contributions include Memorial Park lighting, 3 phase power supply, bleachers, fencing, staging, barricades, waste barrels (garbage and recycle), generators, sound systems, 2 way radios, off road and utility vehicles, fleet vehicles, tables, chairs, tents, scheduled road maintenance prior to festival weekend (line painting and asphalt repair), traffic control attire. Value undetermined.

REQUESTS FOR CONSIDERATION

1. A presence at the next scheduled board meeting of the ABF Board.
2. Relocation of the 2017 Grand Street Parade back to the Town of Kentville.
3. Confirmation that the Town of Kentville is the host location for the 2017 K-Rock Birthday Bash and ABF Fireworks.

4. Confirmation that the Town of Kentville is the host location for the 2017 Children's Parade.
5. That the Town of Kentville and the Apple Blossom Festival Committee create a unified press release announcing the above noted events.

Future considerations

1. The Town of Kentville requests a commitment of transparency through the provision of a summary of costs associated with all festival events, and that financial statements be made publically available on the ABF website.
2. Further, the Town of Kentville offers a commitment from town administration to assist with creating a more balanced funding formula for community contributions. Factors contributing to the formula could include a community's ability to pay, population, and direct benefit of hosting festival events.