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Item No.
Audit and Finance Standing Committee
March 8, 2017

TO: Chair and Members of the Audit and Finance Standing Committee

SUBMITTED BY: Original signed by _____
Councillor Stephen Adams, Chair, Special Events Advisory Committee

DATE: February 23, 2017

SUBJECT: **Review of Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants**

ORIGIN

Motion from the February 22, 2017 Special Events Advisory Committee meeting.

LEGISLATIVE AUTHORITY

Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants (MLSER), Schedule 1, section 4.2, which states that a duty of the Special Events Advisory Committee is to "continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of the Marketing Levy Special Events Reserve Administrative Order."

RECOMMENDATION

It is recommended that the Audit and Finance Standing Committee request staff to hold a workshop with the Special Events Advisory Committee to discuss possible revisions to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants, and to report back to the Audit and Finance Standing Committee with proposed amendments.

BACKGROUND/DISCUSSION

The Special Events Advisory Committee considered possible modifications to the Administrative Order on MLSER Grants at a meeting held on February 22, 2017. The purpose of the changes would be to address concerns that have been raised during past Committee discussions around placing greater emphasis on programming and economic impact when assessing applications for funding. The Committee expressed interest in amendments related to budget minimums, classification, and clerical updates.

FINANCIAL IMPLICATIONS

No financial implications were identified.

RISK CONSIDERATION

No risks identified.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of three (3) duly elected members, one of each of the three HRM Community Councils, and six (6) members of the public from local business and tourism professional agencies. All meetings are open to the public, and the agenda and reports are posted online in advance of the meeting.

ENVIRONMENTAL IMPLICATIONS

None.

ALTERNATIVES

The Committee did not provide alternatives.

ATTACHMENTS

None.

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.php> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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