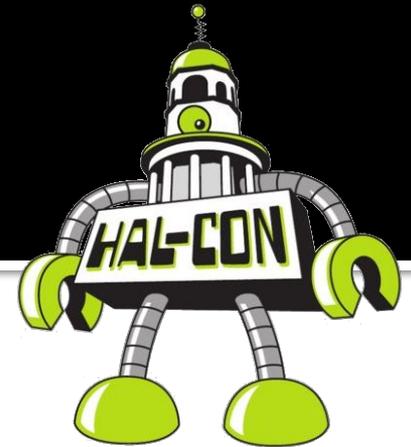


2019-2021 Funding Proposal
SEAC - HRM

Hal-Con Sci-Fi and Comic Convention



Brief History



- Completed 9 events, growing each year
- HRM support started in 2013
 - 8:1 return for the City of Halifax (estimated by expert Rob Salkowitz)

Hal-Con is good for the city

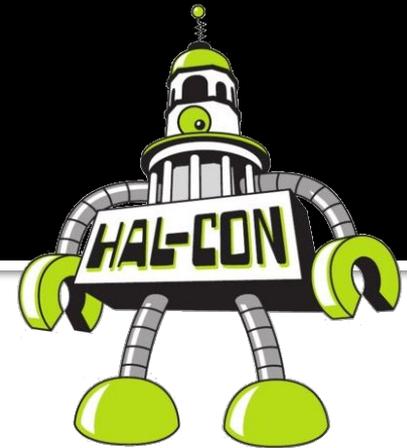


Direct expenditures & economic impact for the city is estimated at **\$2.4M** by attendees of Hal-Con in 2015, up from **\$1.7M** in 2014.



89% of our attendees dined out in the city, with **32%** of those dining out at least 4x

Fast Facts



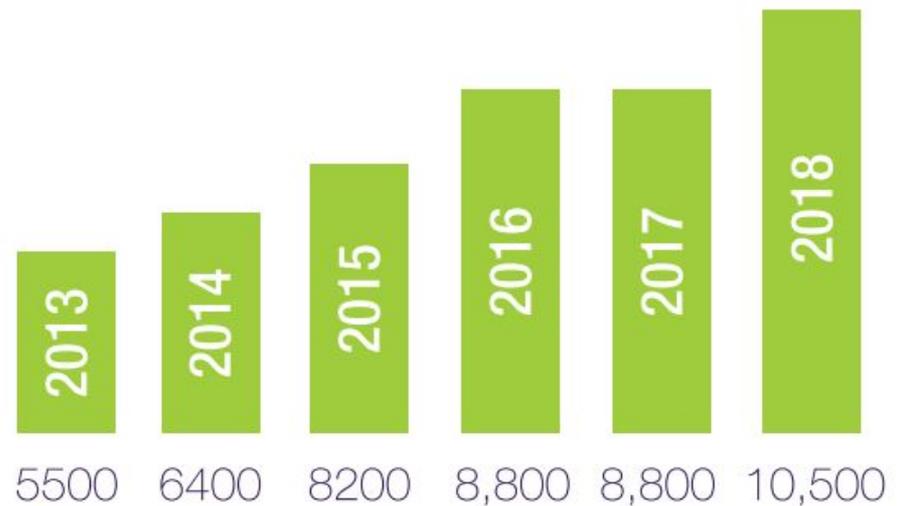
Where are they from:

Nova Scotia - From HRM: 62.8%
Nova Scotia - Outside HRM: 23.93%
Outside Nova Scotia: 12.72%

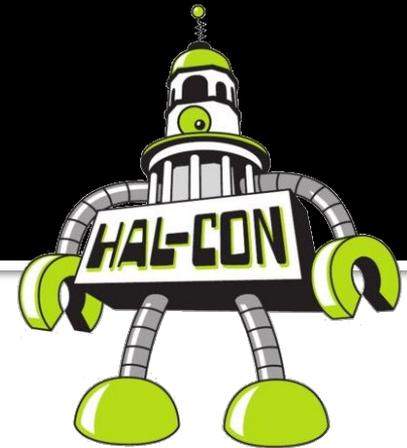


99% of our audience find the con a safe space

Attendance



Quotables



“Hal-Con has become an integral part of Halifax culture and community, with positive effects that spread well beyond the event itself.”

- Christine Ollier, Operations Manager,
Venus Envy

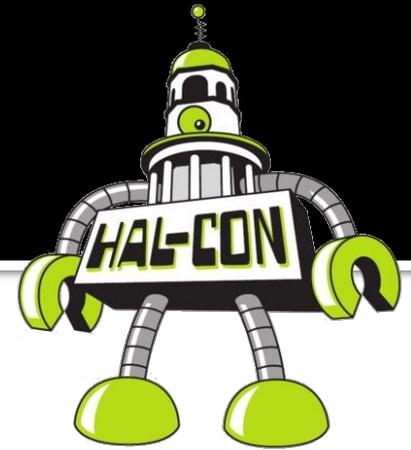


“There are no days more vibrant in Halifax than the weekend when you can share the sidewalk with Klingons and Super Mario Brothers”

- Mayor Mike Savage,
City of Halifax

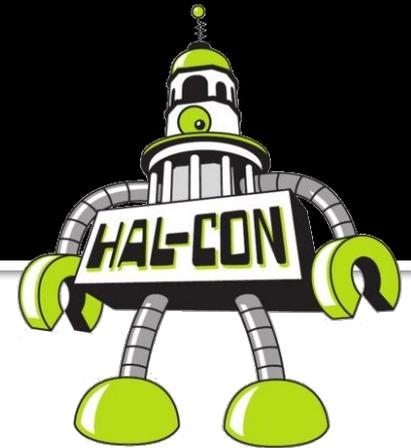


Plans for the future



- 2019 (Hal-Con Year 10)
 - Improving accessibility - making our event barrier-free and donating more tickets to NFPs/charities
 - Improving diversity - reaching out to new communities
 - Improving inclusivity - working on safer spaces
 - Adding programming on Thursday of con weekend
 - Expanding free and outdoor events nearby
 - Move the Hal-Con Halloween parade to Con weekend
 - Introduce a strategic plan and an AGM

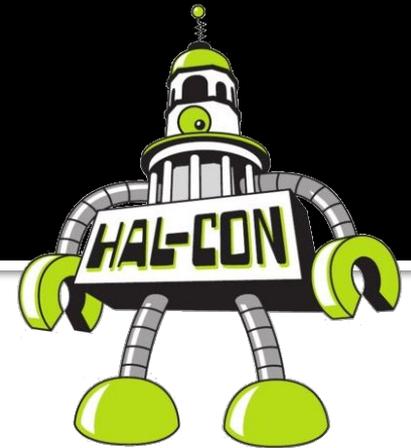
Plans for the future



■ 2020

- Continue expanding inclusivity, diversity, accessibility
- Adding mini conferences to Thursday (max 200 ppl each)
- Adding educational programs year-round which culminate at Hal-Con
- Adding new partners to offer inspiring content
- Increase our non-NS market audience with ad campaigns
- Develop new data tracking for all possible areas
- Add additional lead-up events for Hal-Con week

Plans for the future



- 2021
 - Continue expanding inclusivity, diversity, accessibility
 - Grow our non-Maritime audience with ad campaign
 - Aim for “World Con” host in 2021 or 2022 to bring international audience
 - Plan to break a world record at Hal-Con
 - Plan to break \$5M in economic footprint