

Special Events Advisory Committee – Summary 2018

The Special Events Advisory Committee makes recommendations to Regional Council regarding applications for funding for large-scale special events within the municipality that support and generate economic and tourism development, pursuant to the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV.

This summary is not an official record of all work and recommendations made in 2018. For more detail, please refer to the approved minutes available online at <https://www.halifax.ca/city-hall/agendas-meetings-reports>

May 09, 2018

The Committee reviewed the staff recommendation report on Marketing Levy Special Grants 2018, and approved the following motions:

- 1) THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council approve the 14 proposed 18/19 Event Grants for a total of \$769,500 as identified in Table 1 from the 2018/19 Community and Events Reserve, Q621.**
- 2) THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council restore the 2017 grant amount of \$43,500 to the Blue Nose Marathon in acknowledgment of their particular requirements for municipal services.**

The Committee also received two presentations, the first on the final report for the Sport Events Congress 2018 and the second on Tall Ships Festival 2017 STEAM Analysis Report.

July 04, 2018

The Committee reviewed a staff recommendation report, presented by Elizabeth Taylor on the 2020 International Ice Hockey Federation (IIHF) Women's World Championship Report, and approved the following motion:

THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council approve funding in the amount of \$300,000 to Hockey Nova Scotia from the 2018/19 Community and Events Reserve, Q621; conditional on Halifax securing the 2020 IIHF Women's World Championship and the event securing \$250,000 in funding from the Province of Nova Scotia and \$100,000 in funding from the Town of Truro with the Municipality of Colchester.

The Committee also received an update from Paul Forrest on the recommended amendments to Administrative Order 2014-020-GOV Respecting Marketing Levy Special Events Reserve Grants, and the Committee reviewed these recommendations.

November 14, 2018

The Committee received seven presentations: 1) Wayne Carter and Jason Beaudrea on FIN Atlantic International Film Festival, 2) from Sherri Robbins on the Blue Nose Marathon, 3) from Peter Spurway on the Halifax Comedy Festival, 4) from Kim Hendrickson and Christine Edwards on the Halifax Busker Festival, 5) from Andrea Thomas and Andrew Jackson on the Halifax Jazz Festival, 6) from James Boyle on the Halifax Pop Explosion, 7) from Bob Delanty and Wayne MacDonald on SEDMHA

November 21, 2018

The Committee received six presentations: 1) from Leyna Faulkner and Tom Peet on the Royal NS Tattoo, 2) from Jennifer Lamb on Hal-Con, 3) from Laura Mar on the Cheer Expo, 4) from Tim Chesnutt on Epic Dartmouth, 5) from Stacy Chesnutt on Sole Sister, 6) from Michelle Kempton on Maritime Race Weekend. The Committee also reviewed the content of the presentations and approved the following motion:

THAT the Special Events Advisory Committee recommend that Regional Council request a staff information report on municipal service costs projected and/ or charged to external events for the 2018 calendar year, specifically highlighting policing, transit, signage and traffic costs.