



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 9.1.2**  
**Special Events Advisory Committee**  
**July 17, 2019**

**TO:** Chair and Members of Special Events Advisory Committee

Original Signed

**SUBMITTED BY:**

\_\_\_\_\_  
Denise Schofield, Director, Parks & Recreation

Original Signed

\_\_\_\_\_  
Jacques Dubé, Chief Administrative Officer

**DATE:** July 12, 2019

**SUBJECT:** May 15, 2019 Marketing Levy Special Events Grant Report – Supplemental Report

---

**SUPPLEMENTARY INFORMATION REPORT**

**ORIGIN**

Applications received pursuant to Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Grants.

**LEGISLATIVE AUTHORITY**

Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants.

Administrative Order 2014-015 ADM - Respecting Reserve Funding Strategies

**BACKGROUND**

As of the application deadline of November 30<sup>th</sup>, 2019, a total of 4 applications were received from Sports and Entertainment Atlantic (SEA):

- Field Lacrosse Festival & International Professional Field Lacrosse: A 5-day tournament being held in Wolfville and HRM in September 2019.

- Mackenzie Tour Celebrity Pro-Am Golf Tournament: A new annual event to invite amateurs and professionals together to participate in a 4-day golf tournament at Oakfield Golf Course. The tournament will invite 168 professionals to participate in the tournament.
- Soccer Festival & Professional Soccer Friendly: A Soccer friendly tournament being played at Acadia University and Halifax consisting of soccer friendly and Championship game being held at the Halifax Wanderers Grounds.
- Rugby Festival & International Men's Rugby Match: A tournament consisting of youth rugby teams from across Eastern Canada to compete in a weekend 5-day tournament finishing at the Wanders Grounds.

At the May 8, 2019 meeting of the Special Events Advisory Committee (SEAC) the Committee deferred the decision to provide funding for 3 of the events:

- *Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years' financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM.*

On June 21, staff were notified that SEA was considering not proceeding with the events that had been deferred but wished to ask SEAC to increase the grant amount approved to the Mackenzie Tour Celebrity Pro-Am Golf Tournament with the funding that had originally been recommended by staff in the May 15, 2019 report.

On June 28, 2019 staff received email correspondence from SEA stating the 2 applications for the Field Lacrosse Festival & International Professional Field Lacrosse and Soccer Festival & Professional Soccer Friendly were formally withdrawn.

With regards to the deferred funding for the Rugby Festival, Sports and Entertainment Atlantic has provided the following information to HRM which satisfies the requirements of the program.

- Updated financial reporting: This information is provided in Attachment 2;
- Key dates and teams participating in the Rugby Festival: The event was held in Halifax on June 28-30, 2019 and consisted of 15 Rugby matches with 9 teams competing provided as shown in Attachment 3; and
- Clarification on event hosting location: The event was hosted at the Halifax Wanderers Grounds.

## **DISCUSSION**

SEAC may reconsider Regional Council approved funding to events under special circumstances. This reconsideration is undertaken at the request of the applicant through staff when new information is provided that significantly changes the scale and scope of the event. While staff are aware that SEA have requested an increase of \$35,000 for the golf tournament - from \$15,000 to \$ 50,000, at the time of writing this report no additional rationale has been received. Staff will provide a verbal update on any new information should this be forthcoming before the SEAC meeting date of July 17, 2019. It is the staff 's understanding there is no change to the overall scale and cost of the event, therefore the staff analysis and resulting recommendation put forth to SEAC in the May 15, 2019 report is still valid.

The Mackenzie Tour Celebrity Pro-Am Golf Tournament was awarded \$15,000 for 3 years under the Emerging/ New Event Grant program to provide 3-year funding to help grow and sustain the event. The program maximum grant is \$25,000. Staff can confirm the Province of Nova Scotia has approved funding to the event in the amount of \$25,000. The following is an excerpt from Attachment 1 of the May 15 staff report:

**Event:** Mackenzie Tour Celebrity Pro-Am Golf Tournament  
**Organization:** Sports & Entertainment Atlantic  
**Grant requested:** \$ 50,000  
**Past Grant:** \$ N/A  
**Grant Proposed:** \$ 15,000

	<b>Budget</b>	<b>Attendance</b>	<b>Outside HRM</b>	<b>Room Nights</b>	<b>EIC</b>
Estimate	\$450,000	1,963	748	580	\$610,246

The proposed Mackenzie Tour Celebrity Pro-Am Golf Tournament will host a new annual event to invite amateurs and professionals together to participate in a 4-day golf tournament at Oakfield Golf Course. The tournament will invite 168 professionals to participate in the tournament, in addition to a celebrity Pro Am game which will include several NH players and celebrities from music, film, and television. During the tournament, there are plans for several events to be organized in the city for the pro and amateurs to experience Halifax. As per the Economic Impact Calculator the direct economic impact from the event is \$16,000, Attachment 1. The event will require 200 volunteers delivering 8000 volunteer hours.

**Media Impact:** Promotion through several digital and traditional channels, Golf Canada and various social media platforms: Facebook, Instagram, Twitter, as well as a one-hour highlight video that will be broadcasted nationally on TSN.

***An annual grant of \$15,000 is recommended for the Mackenzie Tour Celebrity Pro-Am Golf Tournament for 3 years (19/20; 20/21 and 21/22), pending budget approval for 2020/21 and 2021/22.***

**FINANCIAL IMPLICATIONS**

There are no additional financial implications. As noted in the original Marketing Levy Special Events 2019 report, funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required.

Net Reserve Balance, at March 31, 2019	<b>\$ 1,485,618</b>
Budget Allocation 2019/20	\$ 1,676,300
Total budgeted withdrawals for 2019/20	<u>\$ (2,236,800)</u>
Reserve projected net available balance, March 31/20*	\$ 925,118

\*Recommended 2019/20 grant awards as per this report \$1,054,000 are included in the total withdrawals for 2019/20. Subsequent reports will award the remaining funds.

**COMMUNITY ENGAGEMENT**

SEAC includes members of the public.

**ATTACHMENTS**

Attachment 1: Mackenzie Tour Celebrity Pro-Am Golf Tournament Economic Impact Calculator  
 Attachment 2: Updated financial reporting - Rugby Festival  
 Attachment 3: Key dates and teams participating in the Rugby Festival

A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events 902.490.4387

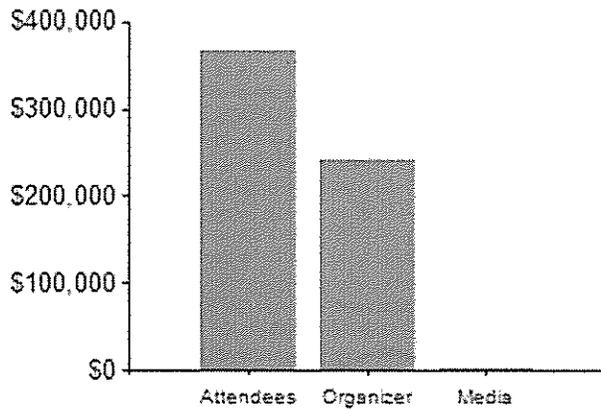
# Event Impact Summary

Destination: Discover Halifax

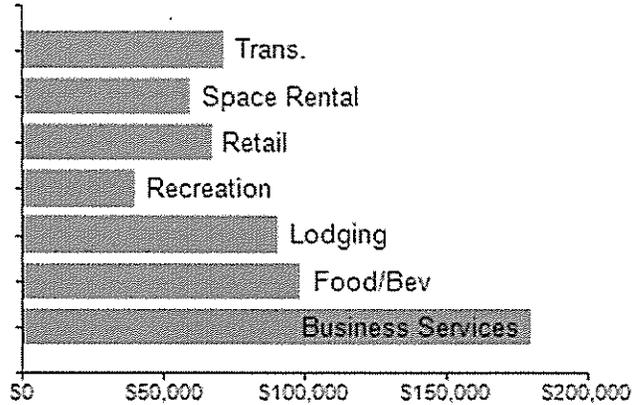
Event Parameters		Key Results	
Event Name:	MacKenzie Tour Celebrity Pro-Am Golf Tournament	Business Sales (Direct):	\$610,246
Organization:	Sports & Entertainment Atlantic	Business Sales (Total):	\$919,367
Event Type:	Youth Amateur	Jobs Supported (Direct):	110
Start Date:	7/22/2019	Jobs Supported (Total):	132
End Date:	7/28/2019	Local Taxes (Total):	\$6,530
Overnight Attendees:	301	Net Direct Tax ROI:	\$4,981
Day Attendees:	492	Estimated Room Demand:	492

## Direct Business Sales

Sales by Source



Sales by Sector



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$90,996	\$0	\$0	\$90,996
Transportation	\$70,640	\$1,179	\$78	\$71,897
Food & Beverage	\$99,012	\$0	\$0	\$99,012
Retail	\$67,514	\$0	\$0	\$67,514
Recreation	\$40,344	\$0	\$0	\$40,344
Space Rental	\$0	\$60,000	\$0	\$60,000
Business Services	\$0	\$180,440	\$44	\$180,483
<b>TOTAL</b>	<b>\$368,506</b>	<b>\$241,619</b>	<b>\$121</b>	<b>\$610,246</b>

**Attachments 2: Updated financial reporting for previous events**

<b>MLSER Events Program Budget Example</b>		
<b>Event Name: Canada v USA Senior Men's Test Rugby Match</b>		
<b>Revenue</b>	<b>\$ Value</b>	<b>In-Kind Value</b>
Halifax Regional Municipality	\$ 50,000.00	
Provincial Government	\$ 30,000.00	
Federal Government		
Sponsorship		\$ 10,000.00
Donations		
Fundraising		
Tickets/ Gate	\$ 98,183.00	
Other: Suites Revenue	\$ 40,000.00	
Other: Food & Beverage	\$ 5,000.00	
<b>Sub-Total</b>	<b>\$ 223,183.00</b>	<b>\$ 10,000.00</b>
<b>Total Revenue</b>	<b>\$ 233,183.00</b>	
<b>Expenses</b>	<b>\$ Value</b>	<b>In-Kind Value</b>
Programming		
Activity Expenses		
Venue(s)	\$ 25,000.00	
Equipment	\$ 15,000.00	
Production (Sound, lights, etc)	\$ 3,094.00	\$ 2,000.00
Municipal Fees	\$ 1,412.00	
Technical	\$ 2,000.00	\$ 4,000.00
Marketing	\$ 6,500.00	\$ 3,500.00
Advertising		
Administrative	\$ 3,257.55	
Volunteers	\$ 923.98	\$ 500.00
Accessibility		
Insurance		
Staff (F/T, P/T, contracts)	\$ 21,000.00	
Honourariums		
Other: Accommodations	\$ 76,392.20	
Other: Travel	\$ 30,220.04	
Other: Athlete Meals	\$ 56,426.00	
<b>Sub-Total</b>	<b>\$ 241,225.77</b>	<b>\$ 10,000.00</b>
<b>Total Expenses</b>	<b>\$ 251,225.77</b>	
<b>Event Surplus/ Deficit</b>	<b>-\$ 18,042.77</b>	

**Organization Name: Sports & Entertainment Atlantic**

**Event Name: August Women's Rugby Tri-Nations Cup Series**

<b>Revenue</b>	<b>\$ Value</b>	<b>In-Kind Value</b>
Halifax Regional Municipality	\$ 50,000.00	
Provincial Government	\$ 30,000.00	
Federal Government		
Sponsorship	\$ 2,500.00	
Donations		
Fundraising		
Tickets/ Gate	\$ 12,500.00	
Other: Booking Fee	\$ 15,696.00	
Other: Food & Beverage		
<b>Sub-Total</b>	<b>\$ 110,696.00</b>	<b>\$ -</b>
<b>Total Revenue</b>	<b>\$ 110,696.00</b>	
<b>Expenses</b>	<b>\$ Value</b>	<b>In-Kind Value</b>
Programming		
Activity Expenses		
Venue(s)	\$ 25,000.00	
Equipment	\$ 7,496.00	
Production (Sound, lights, etc)	\$ 7,200.00	
Municipal Fees	\$ 1,240.00	
Technical	\$ 7,766.00	
Marketing	\$ 1,484.63	
Advertising		
Administrative	\$ 2,755.30	
Volunteers	\$ 800.00	
Accessibility		
Insurance		
Staff (F/T, P/T, contracts)	\$ 21,000.00	
Honourariums		
Other: Accommodations & Meals	\$ 16,518.58	
Other: Travel	\$ 10,326.42	
<b>Sub-Total</b>	<b>\$ 101,586.93</b>	<b>\$ -</b>
<b>Total Expenses</b>	<b>\$ 101,586.93</b>	
<b>Event Surplus/ Deficit</b>	<b>\$ 9,109.07</b>	

### Attachment 3: Key dates and teams participating in the Rugby Festival

#### Attending Teams:

<u>U16 Women</u>	<u>U16 Men</u>	<u>U18 Women</u>	<u>U18 Men</u>
Nova Scotia Keltics	Nova Scotia Keltics	Nova Scotia Keltics	Nova Scotia Keltics
New Brunswick Spruce	New Brunswick Spruce	New Brunswick Spruce	PEI Mud Men
		PEI Abbies	

#### Full Schedule:

<u>Date</u>	<u>Field</u>	<u>Time</u>	<u>Team</u>
Friday, June 28	St. Francis	1:30-3:00	U16 Women Training
Friday, June 28	St. Francis	4:00-6:00	S.L. Quarter Final
Friday, June 28	St. Francis	6:00-8:00	S.L. Quarter Final
Saturday, June 29	St. Francis	9:00-11:00	U16/U18 Men Training
Saturday, June 29	St. Francis	11:00-12:30	U16 Women vs New Brunswick
Saturday, June 29	St. Francis	12:30-2:00	U16 Men vs New Brunswick
Saturday, June 29	St. Francis	2:00-3:30	Old Boys Alumni Game
Saturday, June 29	St. Francis	4:00-6:00	S.L. Semi Final
Saturday, June 29	St. Francis	6:00-8:00	S.L. Semi Final
Sunday, June 30	St. Francis	9:30-11:00	Rookie Rugby Jamboree
Sunday, June 30	St. Francis	11:30-1:00	U18AA Women v PEI
Sunday, June 30	St. Francis	1:00-2:30	U18AAA Women v New Brunswick
Sunday, June 30	St. Francis	2:30-3:30	U18 Men vs PEI Mudmen
Sunday, June 30	Wanderers	4:00-6:00	Super League Final
Sunday, June 30	Wanderers	6:00-8:00	Super League Consolation Final