



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

**Item No. 10.1**  
**Special Events Advisory Committee**  
**July 17, 2019**

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

Original Signed

**SUBMITTED BY:**

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

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

**DATE:** July 10, 2019

**SUBJECT:** North American Indigenous Games (NAIG) 2020 Funding Report

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**ORIGIN**

February 28, 2019 motion

MOVED by Councillor Mason, seconded by Councillor Nicoll  
That the Budget Committee request a supplemental staff report regarding the North American Indigenous Games funding and business plan to be presented to Regional Council. **MOTION PUT AND PASSED.**

**LEGISLATIVE AUTHORITY**

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

Administrative Order 2014-015 ADM - Respecting Reserve Funding Strategies.

**RECOMMENDATION**

It is recommended that Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve an Event Grant for a total of \$500,000 from the 2019/20 Community and Events Reserve, Q621, to fund the 2020 North American Indigenous Games Local Organizing Committee for the 2020 North American Indigenous Games; and
2. Authorize the Chief Administrative Officer to execute a contribution agreement which outlines the Event Grant and up to \$1,000,000 for Value-In-Kind support for the 2020 North American Indigenous Games.

## **BACKGROUND**

Halifax (K'ijipuktuk) has been chosen to host the 2020 North American Indigenous Games (NAIG), which will be the largest multi-sporting event to be held in Nova Scotia. This also marks the first time the Games will be hosted in Atlantic Canada. The event will take place over eight days from July 12 – 18, 2020, and will include more than 5,000 Indigenous sport and cultural youth participants from over 756 nations in 17 sporting disciplines. Events will be held at various locations in Halifax Regional Municipality and Millbrook. 2020 will mark the 10<sup>th</sup> edition of the Games (Attachment 1). The past host cities are:

<b>Iteration</b>	<b>Year</b>	<b>Host City</b>
1 <sup>st</sup>	1990	Edmonton, AB
2 <sup>nd</sup>	1993	Prince Albert, SK
3 <sup>rd</sup>	1995	Blaine, MN
4 <sup>th</sup>	1997	Victoria, BC
5 <sup>th</sup>	2002	Winnipeg, MB
6 <sup>th</sup>	2006	Denver, CO
7 <sup>th</sup>	2008	Cowichan, BC
8 <sup>th</sup>	2014	Regina, SK
9 <sup>th</sup>	2017	Toronto, ON
10 <sup>th</sup>	2020	Halifax, NS

In 2018, the Mi'kmaq Sport Council of Nova Scotia proposed to host the Games to the Province of Nova Scotia and the Municipality when Winnipeg, who was already selected to host the 2020 Games, was denied the Games. A bid was then prepared by the Mi'kmaq Sport Council, with the support of Nova Scotia's 13 Mi'kmaq communities, the Province of Nova Scotia, Discover Halifax, Dalhousie University, Saint Mary's University, Sport Nova Scotia, the Halifax Stanfield International Airport and several community supporters.

The Halifax bid competed against bids from Ottawa, Ontario and Victoria, British Columbia. Competing locations were required to submit a formal, detailed bid and provide a presentation to the North American Indigenous Council. Halifax was selected as the successful bid and was awarded the 2020 Games in May, 2018.

Both the Federal Government and Province of Nova Scotia committed \$3.5 million each to support the Games as part of the bid process. These contributions combine for 60% of an estimated \$11.5 million Games budget with the remaining 40% offset by corporate sponsorship, registrations, and merchandise sales, etc. The Halifax Regional Municipality has been formally requested to confirm financial and value-in-kind (VIK) contributions for the 2020 NAIG Local Organizing Committee.

Parks & Recreation staff presented its annual budget to the Budget Committee on February 6, 2019, which outlined a \$500,000 cash funding support, with an additional \$1 million VIK support. On February 28, 2019, the Budget Committee motioned to request a supplemental staff report on the support for the 2020 NAIG.

## **DISCUSSION**

The 2020 NAIG theme is Pjila'si, which is the Mi'kmaw word for welcome, come on in. The Municipality has an invaluable opportunity to host over 750 different Nations at one time and in one place. This opportunity has never been available to the Municipality and comes at a time when Indigenous Communities across the country are seeking meaningful conversations and engagement.

The Host Society has established 4 pillars for the 2020 NAIG: Friends Made, Games Played, Culture Shared and Legacy Lives. Each pillar is integral to the successful hosting of the Games and ensuring a positive impact on the lives of over 5,000+ indigenous youth. "Friends Made" acknowledges the bonds formed at the Games are more important than any final score. "Games Played" focuses on the actual sporting competition and the exciting and welcoming atmosphere that will be experienced. "Culture Shared" highlights the extensive knowledge sharing, learnings and celebration that will take place throughout the

entire Games. Finally, “Legacy Lives” speaks to the importance of these Games not being the end, but the continuation of an on-going positive and authentic relationship with Indigenous Communities.

The Games will further the Regional Council’s priority areas of healthy, livable communities and social development, as well as strengthen the support of the Municipality’s values of diversity and inclusion and collaboration.

### Social Impact

In 2014, research consulting firm, Praxis conducted a survey with NAIG participants that was focused on the themes of Sports Participation, Competitive Sports participation, Physical health, Lifestyle choices and Self-worth/self-perception. The most prominent findings were that most participants indicated that participants intended to eat healthier and continue being physically active, as was an increase in self-esteem and the intention to pursue higher education. A high-level review of the findings is as follows:

#### Sports Involvement

- 96% of participants indicated intent to stay actively involved in competitive sport after 2014 NAIG

#### Lifestyle Choices

- 97% indicated intent to maintain healthy diets post 2014 NAIG
- 70% of athletes indicated intent to pursue at least a university degree
- 25% of athletes indicated intent to pursue a graduate studies designation
- 52% of participants believed NAIG had an influence or great influence on their decision to pursue further education

#### Self Confidence and Worth

- 77% believed they felt different about themselves after participating in 2014 NAIG
- 91% believe that others in their communities saw them as role models
- 89% felt more confident from competing in 2014 NAIG

### The Games

The majority of the participants will be staying in residences at Dalhousie University, St. Mary’s University and Mount Saint Vincent University, with the remaining participants staying in hotels in the downtown core. The sport competitions will utilize numerous municipally owned and operated facilities and venues as well as many external locations across the Municipality and Province. The list of the sporting venues are as follows:

Event	Location
Archery (3D)	Millbrook
Athletics	Beazley Complex
Badminton	Citadel Community Centre
Baseball	Big Beazley (Baseball Diamond)
Basketball	Dalhousie, SMU & Halifax Grammar
Beach Volleyball (test)	Harbour East Courts
Canoe Kayak	Lake Banook
Cross Country	Point Pleasant Park
Golf	Links at Brunello
Lacrosse	RBC 4-Pad
Rifle	TBD
Rugby 7s (test)	Harbour East Turf
Soccer	Mainland Commons & Soccer NS
Softball	Halifax Commons
Swimming	Dalhousie
Volleyball	Canada Games Centre
Wrestling	SMU Arena

In addition to the sporting venues, there are also the cultural venues which will host activities including the Scotiabank Centre for the Opening Ceremonies, the Halifax Commons or Garrison Grounds for the Closing Ceremonies, and the Halifax Commons for the Cultural Village.

The competition dates are July 13-18, with July 12<sup>th</sup> being a practice day, and July 11<sup>th</sup> and 19<sup>th</sup> being travel days. The Opening Ceremonies will take place on the evening of July 12<sup>th</sup> and Closing Ceremonies on the evening of July 18<sup>th</sup>.

### **NAIG Structure**

Similar to the 2011 Canada Winter Games, an external Local Organizing Committee (Host Society) has been registered with the Nova Scotia Registry of Joint Stock Companies. This Host Society is the entity responsible for organizing and implementing the 2020 NAIG. The Host Society was registered in August 2018, and a Board of Directors was created which included representatives from numerous partners which include the Municipality, Province of Nova Scotia and Sport Nova Scotia. The Municipality's representative on the Board of Directors is the Chief Administrative Officer (CAO), and his alternate is the Director of Parks and Recreation.

The NAIG Host Society hired a Chief Executive Officer (CEO) in December 2018 and 3 Executive Directors in April 2019 (Games Delivery, Finance and Partnerships/ Marketing). The staff total is up to 7 people, with an additional 5 staff who will start by end of July 2019 to support the delivery of the Games. The Municipality is also supporting the games with 3 internal staff: the Project Manager; the Advisor of Indigenous Community Engagement; and the Intern Coordinator through the Bridging the Gap program.

### **Funding Support**

During the official bidding process, levels of funding from the three levels of government were outlined. As already stated, the Federal Government automatically supports the Games with \$3.5 million which is required to be matched by the Provincial Government of the host city that is bidding. The Province of Nova Scotia was therefore required to confirm their \$3.5 million funding support during the bid process. The municipal funding support, which typically includes cash and value in kind (VIK), was not required to be confirmed for the bid process.

The previous municipal host of the 2017 Games, Toronto, supported the NAIG with a grant of \$400,000, with additional support of \$50,000 from Tourism Toronto. The City of Toronto also provided VIK toward the Games in the form of park, permit and service fees as well as police services. For the 2014 Games, the host city of Regina contributed a \$500,000 grant to the Games, as well as \$500,000 in VIK support.

The request to the Halifax Regional Municipality is for \$500,000 in cash funding with an additional \$1,000,000 in VIK support. A full economic assessment will be conducted to calculate the impact the 2020 Games will have on the Municipality; however, in 2017, Toronto estimated the economic impact of the NAIG Games to be \$18 million for the city. As well, an economic report created for the 2014 Games highlighted that NAIG added \$12 million to the Regina economy, created 267 jobs in Saskatchewan with 194 being in Regina, and generated \$5 million in government revenues. The report also stated that the combined spending of operations and visitors totaled \$13.2 million dollars.

The \$500,000 in cash funding, when approved, would be accessed through the Municipality's Marketing Levy Special Events Reserve (MLSER) via the Major Hosting Events program. This program supports organizations bidding on the rights to host major events which draw tourists, have a minimum budget of \$500,000, and are funded by other levels of government. The 2020 NAIG Host Society has submitted an application to the Major Hosting Events program with a detail budget and relevant supporting documentation (Attachment 2). The event has been assessed with Culture and Events staff and it has been recommended for support.

### **Value-In-Kind Support**

The Municipality has offered VIK support to major hosting events in the past with the most notable being the 2011 Canada Winter Games (CWG). Regional Council approved \$2,054,000 in VIK for the 2011 CWG which included both internal staff secondments and various Business Unit's contributions. The Business

Unit's contributions include ICT equipment, printing, signage, office supplies, venue fees, policing, background checks, office space, storage space, traffic services and transit services. This VIK support for CWG was in addition to \$6,850,000 in capital support for new infrastructure and facility upgrades.

However, there are some notable differences between the VIK requests for CWG and NAIG. The CWG bid process started in 2005 which was 6 years from hosting the Games, whereas the NAIG was secured only 2 years from the date of the Games. The CWG officially started in 1967, whereas the NAIG officially started in 1990 and therefore NAIG is not as established as the CWG in terms of standards, policies and transfer of knowledge. Due to both the short timeline and lack of clear standards/needs for the NAIG 2020, a detailed breakdown of the Municipality's VIK is still being confirmed. However, the VIK will include ICT equipment and services, Halifax Regional Police services including staff and criminal record checks, payroll services from Finance and Asset Management and Halifax Transit services. The levels of commitment required from each Business Unit are currently being finalized and staff will ensure that contributions will not impact the regular operations of any Business Unit.

Recommendation 2 will allow staff to determine and finalize the VIK that will be able to be offered to the NAIG as the details of the Games are further finalized. This allows for flexibility for the Business Units to support NAIG as effectively and efficiently as possible.

Finally, HRM will enter into an event contribution agreement to ensure HRM's support is appropriately recognized and conditions for use of funding are met.

### **FINANCIAL IMPLICATIONS**

The funding from the Hotel Marketing Levy is deposited into the Community and Events Reserve, Q621 and withdrawals are approved by Regional Council, in accordance with AO 2014-020-GOV Respecting Marketing Levy Special Events Grants and AO 2014-015ADM respecting reserve withdrawals. Approved withdrawals from the reserve that are not allocated to an event in the year the withdrawal is approved are allocated to the hosting commitment and funds are carried forward for the major hosting program.

Recommendation #1 is subject to availability of MLSER reserve funds. With the approval of the 2019/20 Reserve budget, the funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required.

#### **Budget Summary, Community & Events Reserve, Q621**

Projected Net Reserve Balance, at April 1, 2019	\$ 1,485,751
Projected contributions 2019/20	\$ 1,758,300
Total budgeted withdrawals for 2019/20	\$ (2,236,800)
Reserve projected net available balance, March 31/20*	\$ 1,007,251

\*Recommendation #1 grant awards as per this report are included in the total withdrawals for 2019/20. Subsequent reports will award the remaining funds.

**Community and Events Reserve, Q621** is used to provide funding to attract and host exceptional large-scale sporting and tourism events that create significant economic impacts, promote Halifax as a multi-experiential event destination and attract tourists to HRM for multiple day visits. Reserve is also to provide funding to community non-profit and public institutions in support of major capital initiatives by facilitating the development of significant community infrastructure in order to realize tangible cultural, sectoral and economic impacts. Funding to the reserve is 40% of the Marketing Levy from Hotel sales, and transfers from the operating budget. Withdrawals are for supporting events that support tourism and economic development, cultural/heritage projects, significant community infrastructure and public art. The recommended allocation of grants does not have a negative impact on the reserve as this allocation is within the 2019/20 approved withdrawals from the reserve.

Value In Kind contributions of up to \$1,000,000 are made up of the following items: internal staff secondments/staffing, ICT equipment, printing, signage, office supplies, venue fees, policing, background checks, office space, storage space, traffic services and transit services.

### **RISK CONSIDERATION**

The risks are deemed to rate moderate to high based on the possibility of major negative impacts to the Municipality's culture and reputation if funding is not awarded, as well as the feasibility and scope of the Games. To determine this, consideration was given to reputational, financial and legal risks. The recommendation to support the Games with both funding and VIK mitigates this risk.

### **COMMUNITY ENGAGEMENT**

Members of the public sit on the Board of Directors for the North American Indigenous Games Local Organizing Committee.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

1. Special Events Advisory Committee may recommend that Halifax Regional Council amend the level of support for the 2020 North American Indigenous Games.

### **ATTACHMENTS**

Attachment 1 - 2020 North American Indigenous Games Overview  
Attachment 2 – Major Hosting Application

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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: Paul Forrest, Project Manager 2020 NAIG, 902.430.7402

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**Attachment 1**  
**2020 North American Indigenous Games Overview**

**Board of Directors**

The 2020 NAIG Host Society is guided by a diverse board of directors which represents various indigenous communities and engaged partners. The board of directors consists of:

- Tex Marshall, Chair
- Jamie Ferguson, Vice-Chair
- Tom Brockway, Treasurer
- Carrie Cussons, Secretary
- Chief Michael Sack
- Chief Norman Bernard
- Chief Rod Googoo
- Colin Bernard
- Mike Sutherland
- Chris Morrissey
- Justin Houstin
- Jacques Dubé
- Fiona Kirkpatrick-Parsons
- Bruce Rainnie
- John Frank Toney
- Jaime Batiste
- Tim Maloney
- Rodney MacDonald

The Host Society has established the following Strategic Goals to guide all 2020 Games:

- Meaningful experiences for participants
- Visible Indigenous presence in the community
- Tangible and lasting contribution to the community
- Collaboration among Indigenous community & stakeholders
- Open spaces for conversation

**Mission Meetings**

The Host Society is required to host three Chef de Mission Meetings where representatives from participating nations visit the Municipality to tour sites and discuss milestone achievements and key deliverables. The Mission Meetings also serve as deadlines of information from the attending Nations (i.e. number of athletes and teams in specific sports). The Host Society hosted the first mission meeting (M1) on July 9-11, 2019. As part of the M1 meeting a draft schedule of sport competition was drafted with dates which can be found in Table 1.

<b>Table 1: Draft NAIG 2020 Schedule</b>										
Event	Venue	Sat July 11	Sun. July 12	Mon. July 13	Tues. July 14	Wed. July 15	Thurs. July 16	Fri. July 17	Sat. July 18	Sun. July 19
Travel Day	Various	X								X
Opening Ceremony	Scotiabank Centre		X							
Cultural Village	Halifax Commons			X	X	X	X	X		
Closing Ceremony	Garrison Grounds								X	
Archery (3D)	Millbrook		P		X	X	X	R		
Athletics	Beazley Complex		P	P	X	X	X	R		

Badminton	Citadel Community Centre		P	X	X	X	X			
Baseball	Big Beazley		P	X	X	X	X	R		
Basketball	Dalhousie		P	X	X	X	X	X	X	
	SMU		P	X	X	X	X	X	X	
	Halifax Grammar		P	X	X	X	X	X		
Beach (T) Volleyball	Harbour East Courts		P	P	X	X	X	R		
Canoe Kayak	Lake Banook		P	P	X	X	X	R		
Cross Country	Point Pleasant Park		P					X	R	
Golf	Links at Brunello		P	X	X	X	R			
Lacrosse	RBC 4-Pad		P	X	X	X	X	X		
	SMU Arena							P	X	
Rifle	TBD		P	P	X	X	X	R		
Rugby 7s (T)	Harbour East Turf		P	P	X	X	X	R		
Soccer	Mainland & Soccer NS		P	X	X	X	X	X		
	SMU & Dalhousie							P	X	
Softball	Halifax Commons		P	X	X	X	X	X	R	
Swimming	Dalhousie		P	P	X	X	X			
Volleyball	Canada Games Centre		P	X	X	X	X	X	X	
Wrestling	SMU Arena		P	P	X	X	X			

**Legend: P=Practice Day; X=Competition Day; R=Rain Day**

### **Athletes Villages**

Currently 70% of participants will be staying at university accommodations at Dalhousie University, University of King's College, Saint Mary's University and Mount Saint Vincent University. The remaining participants will be staying at up to 4 hotels in downtown Halifax depending on final registration numbers. At all the university campuses, various meeting and social spaces, including all sport surfaces, are reserved for athletes. All accommodation providers will also be supplying their respective participants with their meals for the 8 days of the Games.

### **Culture**

The Host Society will be working diligently with the Mi'kmaw communities, local community leaders and leadership to obtain their input and seek advice on cultural education awareness, opening ceremonies programming, and the cultural village programming. A Cultural Committee has been struck with various representatives who will advise on the above, as well as offer general feedback on the Games moving forward. The Host Society will also be launching the medal design contest which to help engage the local communities over the next few months.

### **Games Delivery**

The largest deliverable of NAIG 2020 is Games delivery which includes sport competition, venue management, operations and volunteers. Various volunteer planning committees will be struck in these areas to assist with the planning and implementation of games delivery. As well, NAIG staff have been developing partnerships with the Provincial Sport Organizations (PSOs) in a model that will utilize the PSOs to help deliver on sport competition. The NAIG cultural committee will provide strategic advisory in all areas of Games delivery to make sure the community and cultural requirements are being met.

The transportation of the 5,000 participants from the airport, accommodations and venues is a large focus of Games delivery. NAIG 2020 is fortunate that most venues are within 10 kilometers of accommodations; however, several venues are outside that radius including golf at the Links of Brunello and 3D archery at Millbrook. NAIG staff will be working with local transportation suppliers to ensure efficient and timely transport of participants to and from all venues. In addition, Halifax Transit will be supplementing transportation of athletes, where possible, depending on regular operational requirements.

NAIG staff are working with the Atlantic Indigenous Games, the first time the event has occurred, to support sport the delivery of this event. This event is being held at SMU on July 11 – 14. This will align with the one year out celebration, to increase the engagement from not only Nova Scotia, but Atlantic Canada. The Atlantic Indigenous Games will be used as a test event for NAIG leading up to the Games.

### **Volunteers**

In September, the Host Society will be launching a volunteer recruitment strategy which will identify up to 15 planning committees. These planning committees will require between 8 to 12 dedicated volunteers each who will be engaged right up to and including the delivery of the Games in July 2020. As the Games move closer to the competition date, general volunteer use will slowly increase and over 2,000 volunteers will be engaged to make the Games happen. NAIG will be creating cultural competency training in modules in partnership with the Province of Nova Scotia. This training will be mandatory for all NAIG volunteers and will be part of NAIG 2020's legacy. These cultural modules will be able to be accessed by all future events to ensure a lasting legacy.

### **Broadcasting**

The Games are in discussions with the Aboriginal Peoples Television Network (APTN) regarding a national plan to broadcast the majority of competitions, cultural performances, and the opening and closing ceremonies. APTN has previously (2014) provided about 30 hours of live coverage with highlights on the APTN National News. NAIG 2020 has also had preliminary technology discussion regarding internet streaming requirements which would include outfitting all venues with high-speed internet access and live streaming all competition games.

## 2019/20 Marketing Levy Special Event Reserve Grants Application Form

### Major Event Hosting Program

**Staff Contact:**

**Shari Dillman**  
Culture & Events  
[dillmas@halifax.ca](mailto:dillmas@halifax.ca)  
(902) 490-4922

## Application for Funding

### MLSER Events Grant Programs

Halifax Regional Municipality (HRM) values organizations that attract and host large scale special events within the Municipality that support and promote tourism and business development.

This program's funding source is the Marketing Levy Special Events Reserve (MLSER). The MLSER is funded through a 2% hotel tax that applies to any overnight sleeping establishment that has twenty (20) rooms or more. The MLSER's purpose is to fund events that deliver an increase in room nights and economic development within the Municipality.

### Non-Eligible Events:

- Conferences
- Private events
- Tradeshows
- Seminars
- Clinics
- Symposia
- Banquets
- Marketing initiatives
- Fundraising events
- Political events
- Events that occur before April 1 of the respective submission year

### Eligible Expenses

Grants may be applied to programing, operating, marketing and promotional expenses. No portion of the grant shall be applied to staff wages, volunteer bursaries or honoraria; or paid to members or officers of an organization's Board of Directors either directly or indirectly.

### Program information

This program supports organizations bidding on the rights to host major events and supports programs, activities and services specific to the delivery of a major event being hosted in Halifax. Events must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally. Events must have a **minimum budget of \$500,000** and have financial support from other levels of government.

This program has an open application period which allows for prospective major events to apply year round

## Application for Funding

### **Provide your Organization's information**

Name of applicant organization: \_\_\_\_\_

Street address: \_\_\_\_\_

PO Box: \_\_\_\_\_ City/town: \_\_\_\_\_

Postal Code: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Twitter: \_\_\_\_\_

Facebook: \_\_\_\_\_

Instagram: \_\_\_\_\_

Nova Scotia Registry of Joint Stocks Number: \_\_\_\_\_

OR Canadian Revenue Agency Identification Number: \_\_\_\_\_

### **1. Provide your Contact information**

Chairperson: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Other person who can answer questions on the application:

Name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# Application for Funding

## 2. Grant Request information

Total Event Expenses: \_\_\_\_\_

Amount of Grant Requested: \_\_\_\_\_

Has your event received funding for this event in the last year or previous three years? If so, please describe the amount of funding and the year:

Has your event applied for funding to other funding agencies such as the Province of Nova Scotia and/ or the Government of Canada? If so, please list the name, amount and confirmation of funds if applicable:

## Application for Funding

### 3. Eligibility Section

Does your event have a minimum budget of \$50,000 in expenses?

Yes:  No\*:

Does your event occur after April 1, 2019?

Yes:  No\*:

Is your event solely organized as any of the following?

- Conference
- Private event
- Tradeshow
- Seminar
- Clinic
- Symposium
- Banquet
- Marketing initiative
- Fundraising event
- Political event

Yes\*:  No:

Does your organization have any outstanding debt with HRM? If yes, applications are not eligible for consideration until payment has been received in full.

Yes\*:  No:

Does your organization receive funding from another department with the Municipality? If so, how much, when and what for? \*\*

\* If you have checked this box then you are not eligible for funding.

\*\* Receiving funding from another department does not render you ineligible, however it will be considered when the application is reviewed.

# Application for Funding

## 4. Event information

Event Name: \_\_\_\_\_

Event Date(s): \_\_\_\_\_

Event Location(s): \_\_\_\_\_

Access to Event (free, gated fee, combination of free & ticketed, etc.):

## 5. Please provide a description of the event:

## Application for Funding

**6. How will you involve volunteers and your organizational members in the planning and implementation of this event?**

Provide an estimate of the number of volunteers and volunteer hours involved in your event:

Volunteers: \_\_\_\_\_

Volunteers hours: \_\_\_\_\_

**7. Please describe your marketing campaign:**

*Please provide information on how you plan to reach your audience including which channels you plan to use: e.g. radio, outdoor signage, television, e-blast, newspaper, and digital, scope, etc. Please attach marketing plan to application if you have one.*

## Application for Funding

### 8. Describe Planned Televised & Online Broadcast Frequency and Reach:

Please describe any planned national and/or international television broadcast / online streaming. This does not include media coverage of the event.

### 9. What is your event's proposed attendance?

Estimated attendance: \_\_\_\_\_

Past year's attendance: \_\_\_\_\_

Attendees*	Local	Other NS	Canada	International	Total
Participants ( <i>athletes, organizing committee, performers, etc.</i> )					
Volunteers					
Spectators					
VIPS ( <i>such as sponsors, government officials, etc.</i> )					
Media					
<i>*note that this table does not auto calculate totals</i>				Total	

### 10. What methods do you use to track attendance and participation?

- Ticket Sales
- Survey
- Other: \_\_\_\_\_

## Application for Funding

### **11. How many room nights will your event generate?**

As highlighted in the application introduction, this program is funded by a hotel levy which aims to support events that generate room nights. Room nights include hotels, motels, university dormitories and/ or any overnight establishment that has over 20 rooms. Please calculate accurately. If you need clarification or assistance on this topic please contact staff as identified.

**4 people sharing 1 room equals = 1 room night**

**Estimated Room Nights** are room nights that are booked externally (e.g., by spectators)

**Guaranteed Room Nights** are room nights that the event organization books which would include staff, contracts, artist/ performers, board members and participants (if applicable, e.g., athletes).

Estimated room nights: \_\_\_\_\_

Guaranteed room nights: \_\_\_\_\_

Total combined room nights: \_\_\_\_\_

### **12. Submit a STEAM Report**

All events applying for funding to any MLSER Event Program are required to submit a predictive Sport Tourism Economic Assessment Model (STEAM) report.

**Please note that producing a STEAM report requires a minimum of 2-3 weeks.**

## REVENUE

		<b>Total</b>
<b>Government</b>		
	1001 <a href="#">CCH, Nova Scotia</a>	\$ 3,500,000.00
	1002 HRM, Cash	\$ 500,000.00
	1003 HRM, Value in Kind	\$ 1,000,000.00
	1004 Sport Canada	\$ 3,500,000.00
<b>Other Public Sector</b>		
	2001 Office Aboriginal Affairs	\$ 75,000.00
	2002 NIB,Trust, AFN	\$ 150,000.00
	2003 Service Canada	\$ 25,000.00
	2004 <a href="#">ACOA</a>	\$ 500,000.00
<b>Mi'Kmaq Nation</b>		\$ 150,000.00
<b>Host Society</b>		
	4001 Registration	\$ 1,000,000.00
	4002 Ticketing	\$ 120,000.00
	4003 Merchandising	\$ 50,000.00
	4004 Sponsorship (Net)	\$ 1,000,000.00
<b>TOTAL REVENUES</b>		<b>\$ 11,570,000.00</b>

## EXPENSES

<a href="#">Executive Management</a>	1%	\$ 130,000.00
<a href="#">NAIG Council Relations</a>	1%	\$ 160,000.00
<a href="#">Medical</a>	1%	\$ 70,000.00
<a href="#">Mission Staff Services</a>	1%	\$ 80,000.00
<a href="#">Staffing</a>	21%	\$ 2,400,000.00
<a href="#">Finance and Administration</a>	7%	\$ 750,000.00
<a href="#">Technology</a>	2%	\$ 210,000.00
<a href="#">Sports</a>	4%	\$ 500,000.00
<a href="#">Venues</a>	4%	\$ 500,000.00
<a href="#">Operations</a>	6%	\$ 710,000.00
<a href="#">Villages</a>	30%	\$ 3,400,000.00
<a href="#">Volunteers</a>	5%	\$ 620,000.00
<a href="#">Communications and Awareness</a>	4%	\$ 400,000.00
<a href="#">VIP Services and Protocol</a>	1%	\$ 60,000.00
<a href="#">Ceremonies and Culture</a>	7%	\$ 800,000.00
<a href="#">Taxes</a>	5%	\$ 600,000.00
<b>TOTAL EXPENSES</b>		<b>\$ 11,390,000.00</b>

**Variance**

**\$ 180,000.00**