



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

Item No. 15.4.2
Halifax Regional Council
July 30, 2019

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY: Councillor Steve Adams, Chair, Special Events Advisory Committee

DATE: July 18, 2019

SUBJECT: Update - 2019 Marketing Levy Special Events Reserve Grants Report

ORIGIN

May 15, 2019 meeting of the Special Events Advisory Committee, Item No. 9.1.1.
June 4, 2019 meeting of Halifax Regional Council, Item No. 15.4.1.
July 17, 2019 meeting of the Special Events Advisory Committee, Item No. 9.1.1.

LEGISLATIVE AUTHORITY

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

Section 4.1 Advise Regional Council on all matters related to the allocation of the MLSER and

Section 4.2. 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 2014-020-GOV

RECOMMENDATION

The Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve an unbudgeted reserve withdrawal of \$25,000 for the Rugby Festival & International Men's Rugby Match event grant as outlined in Table 1 of the May 27, 2019 Special Events Advisory Committee report with funding from the Community and Events Reserve, Q621.
2. Rescind the June 4, 2019 decision of Halifax Regional Council to award a 3-year funding of \$15,000 in 2019/20, 2020/21 and 2021/22 to the Mackenzie Tour Celebrity Pro-Am Golf Tournament.
3. Remove the classification of the MacKenzie Tour Celebrity Pro-Am Golf Tournament event from the New and Emerging Event program and reclassify as a Distinguished Event and approve an unbudgeted one-time reserve withdrawal of \$30,000 for 2019/2020 with funding from the Community and Events Reserve, Q621.

BACKGROUND

At the May 15, 2019 meeting of the Special Events Advisory Committee (SEAC) the Committee recommended that Halifax Regional Council defer the decision to provide funding for three events hosted by Sports and Entertainment Atlantic (SEA) pending further information 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:

- Field Lacrosse Festival and International Professional Field Lacrosse
- Rugby Festival & International Men's Rugby Match
- Soccer Festival and Professional Soccer Friendly

On June 4, 2019 Halifax Regional Council approved the recommendation from the Special Events Advisory Committee to defer funding for the above noted events and to approve a \$15,000 event grant for the MacKenzie Tour Celebrity Pro-Am Golf Tournament as an emerging event.

On June 21, staff were notified that SEA was considering not proceeding with the events that had been deferred but wished to ask Special Events Advisory Committee 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 3, 2019 staff report.

On June 28, 2019 staff received email correspondence from SEA stating that the two 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 & International Men's Rugby Match, SEA has provided the necessary information to HRM which satisfies the requirements of the program.

For further information, please refer to the attached supplementary information report dated July 12, 2019

DISCUSSION

Staff responded to questions from the Special Events Advisory Committee respecting the additional information received from SEA for the Rugby Festival & International Men's Rugby Match and was satisfied that the requirements of the program were met.

In reviewing the July 12, 2019 supplementary staff report and correspondence from Sports and Entertainment Atlantic regarding the MacKenzie Tour Celebrity Pro-Am Golf Tournament, the Special Events Advisory Committee recommended a reclassification of the event from the "New and Emerging" program to the "Distinguished" event program. Staff had classified it under the "New and Emerging" event stream, as the event was described as a new, annual event and while golf events are not new to HRM this particular event has never been held in the region, and the scope and economic impact of the event aligned with that program criteria. SEAC noted the event resembled past occurrences of PGA tournaments being held in HRM. In reclassifying the event, the Special Events Advisory Committee further recommended an increasing the event grant from \$15,000 to \$30,000.

FINANCIAL IMPLICATIONS

All recommendations are 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 additional increased withdrawal of \$40,000 required. No applicants have any outstanding monies owed to the Municipality.

Net Reserve Balance, at March 31, 2019	\$ 1,485,751
Projected Revenues to March 31, 2020	\$ 1,758,300
Projected withdrawals to March 31, 2020	\$ (2,236,800)

Recommendation per report	\$ (40,000)
Reserve projected net available balance, March 31, 2020	\$ 967,251

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. Per this report, the \$40,000 would be an unbudgeted withdrawal from the reserve.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low. To determine this, consideration was given to financial and reputation risks.

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

Not applicable.

ALTERNATIVES

The Special Events Advisory Committee did not discuss alternative recommendations.

ATTACHMENTS

1. Supplementary information report dated July 12, 2019
2. Correspondence from SEA dated July 16, 2019
3. Special Events Advisory Committee report dated May 27, 2019

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Liam MacSween, Legislative Assistant, 902.490.6521



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

Item No. 9.1.1
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 30th, 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 15, 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 3, 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

	Budget	Attendance	Outside HRM	Room Nights	EIC
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	\$ 1,485,618
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 or by contacting the Office of the Municipal Clerk at 902.490.4210.

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

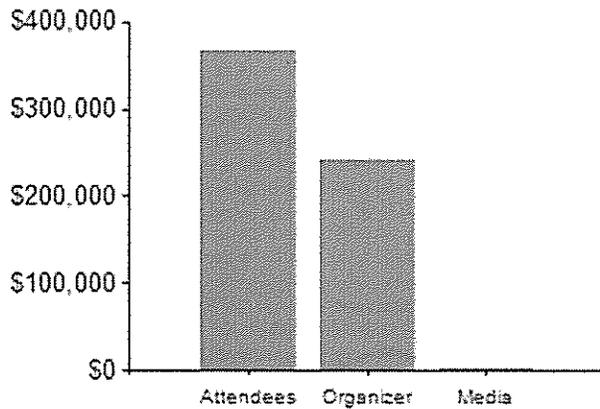
Event Impact Summary

Destination: Discover Halifax

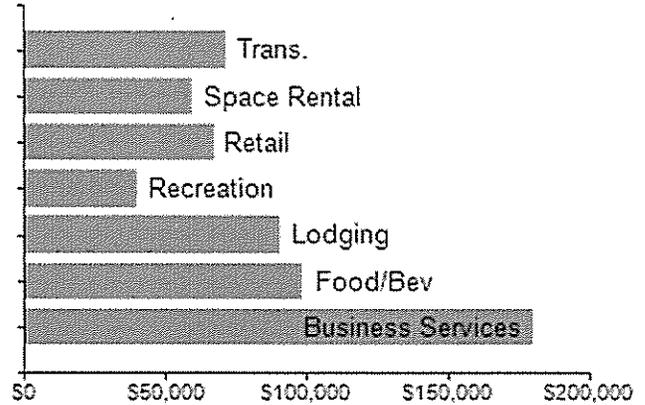
Event Parameters		Key Results	
Event Name:	MacKenzie Tour Celebrity Pro-Am Golf Tournament	Business Sales (Direct):	\$610,246
Organization:	Sports & Entertainment Atlantic	Business Sales (Total):	\$919,367
Event Type:	Youth Amateur	Jobs Supported (Direct):	110
Start Date:	7/22/2019	Jobs Supported (Total):	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
TOTAL	\$368,506	\$241,619	\$121	\$610,246

Attachments 2: Updated financial reporting for previous events

MLSER Events Program Budget Example		
Event Name: Canada v USA Senior Men's Test Rugby Match		
Revenue	\$ Value	In-Kind Value
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	
Sub-Total	\$ 223,183.00	\$ 10,000.00
Total Revenue	\$ 233,183.00	
Expenses	\$ Value	In-Kind Value
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	
Sub-Total	\$ 241,225.77	\$ 10,000.00
Total Expenses	\$ 251,225.77	
Event Surplus/ Deficit	-\$ 18,042.77	

Organization Name: Sports & Entertainment Atlantic

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

Revenue	\$ Value	In-Kind Value
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		
Sub-Total	\$ 110,696.00	\$ -
Total Revenue	\$ 110,696.00	
Expenses	\$ Value	In-Kind Value
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	
Sub-Total	\$ 101,586.93	\$ -
Total Expenses	\$ 101,586.93	
Event Surplus/ Deficit	\$ 9,109.07	

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

HALIFAX REGIONAL
MUNICIPALITY
JUL 16 2019
LA.
MUNICIPAL CLERK

Dear Chair and Members of the Special Events Advisory Committee,

Sports & Entertainment Atlantic respectfully requests that the Special Events Advisory Committee consider an increase in funding for the inaugural year of the Mackenzie Tour event scheduled to take place from Thursday July 15-21, 2019 at Oakfield Golf Course in HRM.

After hosting numerous International and National events over the past decade, S|E|A was approached by Oakfield Golf Course and the PGA Tour to assist in the planning and execution of a Mackenzie Tour event and bring professional golf back to the Atlantic region. Due to the timing of the event, S|E|A was required to make a commitment to the PGA Tour prior to receiving a commitment from SEAC but based on the past support of golf events by both SEAC and the Province of Nova Scotia, S|E|A agreed to pursue this event in the hopes of helping re-establish a marquee golf event in our region.

With over 1,200 room nights expected through the participating players and PGA staff as well as a 30 minute TSN feature that will profile the city of Halifax and our region, we felt through our past experience of bringing events to Halifax, that the HFX Pro-Am would be exactly the type of event that SEAC would want to support as it generated significant room nights and exposure for our city as a destination with a key target market.

As with many first-year events, we have struggled to gain awareness in the market and due to a late start were unable to secure the sponsorship revenue we had targeted. This has caused the event to be under significant financial pressure and we are faced with a loss of over \$100,000 without support from SEAC. S|E|A was always willing to invest in this event and as such no administrative fees are in the event budget despite over \$50,000 of staff hours being invested.

S|E|A had applied for funding for two additional events in 2019; an International Soccer Friendly and an International Field Lacrosse Festival, that had received a staff recommendation for \$25,000 and \$15,000 respectively. Due to this funding level not being sufficient to offset the risk and the timing of these events occurring later in the summer, we were able to make a decision to not pursue them and have notified HRM staff that those funds are no longer being requested and can remain in the SEAC reserve.

As a long-standing partner in bringing events to Halifax, S|E|A is requesting that SEAC consider increasing the approved funding of \$15,000 to \$100,000 for the 2019 event to help with the budget shortfall. This funding is for the 2019 event only and S|E|A will work closely with SEAC to report on the results of the 2019 event and discuss the options for 2020 before making a commitment to the event returning. S|E|A would also welcome the opportunity to discuss with SEAC the timing challenges inherent in pursuing these large scale International and National properties for our region as well as the types of events SEAC would like to attract, so that we are all better equipped to make appropriate decisions moving forward and can continue bringing economically stimulating events to our great municipality.

Sincerely,

Original Signed

Derek Martin

Founder

Sports & Entertainment Atlantic





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

Item No. 15.4.1
Halifax Regional Council
June 4, 2019

TO: Mayor Savage and Members of Halifax Regional Council
Original Signed

SUBMITTED BY: _____
Deputy Mayor Tony Mancini, Vice Chair, Special Events Advisory Committee

DATE: May 27, 2019

SUBJECT: Marketing Levy Special Events Reserve Grant 2019 Report

ORIGIN

May 15, 2019 meeting of the Special Events Advisory Committee, Item No. 9.1.1.

LEGISLATIVE AUTHORITY

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

Section 4.1 Advise Regional Council on all matters related to the allocation of the MLSER and

Section 4.2. 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 2014-020-GOV

RECOMMENDATION

The Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:

1. Approve 22 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- 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;
- Increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event;
- Increase the proposed Signature Event Grant for the Royal Nova Scotia International Tattoo from \$94,000 to \$100,000 for one-year - 2019-20, and re-evaluate future years’ funding levels (2020/21 and 2021/22) on receipt of the 2019 final report and pending further review and clarification on associated room nights/economic impact;

Recommendation continued on page 2.

- Approve the addition of a grant under the Distinguished Event Program in the amount of \$1,500 to B1 Fishing Shop Fish Win; and
 - Approve the Signature Event Grant of \$40,000 for the Atlantic FIN Festival for one-year - 2019/20 and re-evaluate future years funding awards (2020/21 and 2021/22) on receipt of the 2019 final report and clarification on room nights/economic impact;
2. Pending final approval of the 2020/21 budget, approve 9 Signature Event Grants in the amount of \$359,000, as identified in revised Table 2 of this report from the Community and Events Reserve, Q621;
 3. Pending final approval of the 2021/22 budget, approve 9 Signature Event Grants for the total of \$359,000 as identified in the revised Table 3 of this report from the Community and Events Reserve, Q621;
 4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;
 5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

BACKGROUND

A staff report dated May 3, 2019 pertaining to the Marketing Levy Special Events Reserve Grants was before the Special Events Advisory Committee for consideration at its meeting held on May 15, 2019.

For further information, please refer to the attached staff report dated May 3, 2019.

DISCUSSION

The Special Events Advisory Committee reviewed each of the 25 applications evaluating them on tourism, economic and media impacts. Funding levels: past, requested and proposed were compared. The events were also reviewed as growing, established and mature in their life cycles and how they should be supported at each stage.

The Committee considered an additional application under the Distinguished Event Program which was not included in the May 3, 2019 staff report. B1 Fishing Shop Fish Win applied to HRM for funding through the MLSER Program in October 2018, however the application was overlooked due to staff transition. For further information please refer to Attachment 2 and Table 1 of this report.

In its review, the Special Events Advisory Committee has recommended that Halifax Regional Council defer decision on the applications received from Sports & Entertainment Atlantic respecting the 3 events- Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and the Soccer Festival and Professional Soccer Friendly until information is provided from the applicant on previous years financial reports, date and team participants for the proposed feature events, as well as further clarity on the logistics of the events being hosted within and outside of HRM. Upon receipt of the requested information, staff will present the information and recommendation to the Special Events Advisory Committee who will review and forward a funding recommendation to Halifax Regional Council.

The Committee further recommends an increase to the proposed event grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs in the delivery of the event.

With respect to the Signature Event Grants, the Committee discussed and recommended an increase to the event grant provided to the International Royal Nova Scotia Tattoo from \$94,000 to \$100,000 to restore the funding level provided in 2015. In addition to this, the Committee further recommended that the funding be approved for 2019-2020 only, and that staff meet with the organizers to provide an information session regarding the calculation method required when stating room nights and the economic impact of the event.

Similarly, the Committee applied the same lens to the application received from the FIN Atlantic Film Festival approving the \$40,000 event grant recommendation as noted in the May 3, 2019 staff report for 2019-20 only, with the intention of a reevaluation of the funding level based on further clarity around the amount of room nights generated and the economic impact of the event. Staff will review the 2019 final report submissions for the International Royal Nova Scotia Tattoo and the FIN Atlantic Film Festival and discussions with same and will submit a recommendation for funding to the Committee in the 2020/21 grant staff report. All updated recommendations can be found below in Revised Tables 1, 2 and 3.

Revised Table 1

2019/2020 Revised MLSER Grant Awards – Q621			
	18/19 Grant	2019/20 Request	2019/20 Proposed
New/Emerging Program – Maximum program funding \$100,000			
Halifax Urban Folk Festival (year 3)	\$ 13,000	\$ 13,000	\$ 13,000
Mackenzie Tour Celebrity Pro-Am Golf Tournament	N/A	\$ 50,000	\$ 15,000
Total New/ Emerging	\$ 13,000	\$ 63,000	\$ 28,000
Distinguished Program – Maximum program funding \$250,000			
Atlantic Indigenous Games	N/A	\$ 7,500	\$ 7,500
B1 Fishing	N/A	\$ 2,500	\$ 1,500
Baseball Canada 16U Female Nationals	N/A	\$ 10,000	\$ 10,000
Canada Cup – Volleyball	N/A	\$ 8,000	\$ 8,000
Field Lacrosse Festival & International Professional Field Lacrosse	\$ 10,000	\$ 50,000	\$ 10,000 DEFERRED
Men's U19 World Floorball	N/A	\$ 50,000	\$ 20,000
Maritime Race Week	\$ 15,000	\$ 34,000	\$ 15,000
Rugby Festival & International Men's Rugby Match	\$ 50,000	\$ 50,000	\$ 25,000 DEFERRED
Soccer Festival & Professional Soccer Friendly	(2017/18) \$ 50,000	\$ 50,000	\$ 25,000 DEFERRED
Sole Sister's Women's 5K Run	\$ 7,500	\$ 15,000	\$ 7,500
Slo-Pitch National CoEd National Championships	N/A	\$ 11,856	\$ 8,000
Total Distinguished	\$ 132,500	\$ 288,850	\$ 77,500
Signature Program – Maximum program funding \$500,000			
Scotiabank Bluenose Marathon	\$ 43,500	\$ 100,000	\$ 50,000
Cheer Expo	\$ 35,000	\$ 85,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 60,000	\$ 27,000
FIN Atlantic Film Festival	\$ 40,000	\$ 60,000	\$ 40,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 65,000	\$ 50,000
Halifax Comedy Festival	\$ 23,000	\$ 30,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 60,000	\$ 32,000
Royal Nova Scotia International Tattoo	\$ 94,000	\$ 270,000	\$ 100,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000	\$ 50,000
Total Signature	\$ 484,500	\$ 920,000	\$ 499,000

	18/19 Grant	2019/20 Request	2019/20 Proposed
Major Hosting Program – No program Maximum			
2022 ICF Canoe Sprint World Championships - Canoe 22	N/A	\$ 968,999	\$ 400,000*
Total Major Hosting		\$ 968,999	\$ 400,000
TOTAL	\$ 630,000	\$2,240,849	\$ 1,004,500

Revised Table 2

2019/2020 Revised Proposed Signature Grant Awards - Q621			
	18/19 Grant	19/20 Request	19/20 Proposed
Scotiabank Bluenose Marathon	\$ 43,500	\$ 100,000	\$ 50,000
Cheer Expo National Championships	\$ 35,000	\$ 85,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 60,000	\$ 27,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 65,000	\$ 50,000
Halifax Comedy Festival	\$ 23,000	\$ 30,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 60,000	\$ 32,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000	\$ 50,000
Total	\$350,500	\$ 590,000	\$ 359,000

Revised Table 3

2021/2022 Revised Proposed Signature Grant Awards - Q621		
	20/21 Proposed	21/22 Proposed
Scotiabank Bluenose Marathon	\$ 50,000	\$ 50,000
Cheer Expo National Championships	\$ 35,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 27,000
Hal-Con	\$ 45,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 50,000
Halifax Comedy Festival	\$ 25,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 32,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000
Total	\$ 359,000	\$ 359,000

FINANCIAL IMPLICATIONS

Budget Summary, Community and Events Reserve, Q621

Net available balance, April 1, 2019	\$ 1,485,751
Projected contributions to March 31, 2020	\$ 1,758,300
Approved withdrawals to March 31, 2020	<u>\$(2,236,800)</u>
Projected net available balance, March 31, 2020	\$ 1,007,251

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.

RISK CONSIDERATION

As outlined in the attached staff report dated May 3, 2019.

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 identified.

ALTERNATIVES

The Special Events Advisory Committee did not discuss alternative recommendations.

ATTACHMENTS

1. Staff report dated May 3, 2019.
2. Memorandum to the Special Event Advisory Committee dated May 15, 2019 re: B1 Fishing Shop Fish Win

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Liam MacSween, Legislative Assistant, 902.490.6521
 Christine Buckley, Civic Events Coordinator, 902.490.6979



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

Attachment 1
Special Events Advisory Committee
May 15, 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: May 3, 2019

SUBJECT: Marketing Levy Special Events Grant Report 2019

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.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council:

1. Approve the 24 proposed Event Grants for a total of \$1,054,000 as identified in Table 1 in 2019/20 from the Community and Events Reserve, Q621;
2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 from the Community and Events Reserve, Q621;
3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 from the Community and Events Reserve, Q621;
4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;
5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

BACKGROUND

This report outlines the recommended Marketing Levy Special Events (MLSER) grant awards for applications submitted to the 2019/20 intake. All recommendations respecting allocations of the MLSER are governed by AO 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants. Funding is provided from the Community and Events Reserve (Q621); an “Opportunity” reserve. The business case, approved by Regional Council, defines the purpose of the reserve as follows:

- To provide funding to attract and host exceptional, large-scale sporting events 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;
- To provide funding to community non-profit and public institutions in support of major capital initiatives by facilitating the development of significant community infrastructure to realize tangible cultural, and economic impacts on a national, provincial, regional or sectoral scale; and
- To provide funding to support the principles and objectives of the Cultural Plan and the HRM Public Art Policy.

The applicants to the 2019/20 program are assessed under the newly revised Administrative Order (AO) 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants. Below is a short history of the revisions to the overall granting program framework.

2016 AO Revisions Results

In 2016, Regional Council approved new program categories with new criteria and a scoring system primarily focused on data driven economic and tourism impacts. The new approach resulted in funding reductions for some annual events and the impact of those reductions, in some cases by significant amounts, has been noted each year of the 3-year cycle as causing challenges, particularly for events with sizeable municipal services costs. While an incremental funding formula was recommended and approved to provide time for the organizations to adjust to the reduced award amounts, there were enough difficulties experienced by events in the Signature program for staff to revisit this approach.

Staff has reviewed the rationale for this phased reduction approach and acknowledge that the overall conditions for organizations to attract other additional sources of funding through corporate sponsorship, fundraising and/or with other levels of government remains a challenge; therefore, no phased funding reductions are proposed for Signature events in the upcoming cycle. Notwithstanding, HRM strongly encourages event organizations to seek additional funding or make necessary program adjustments as SEAC’s focus remains building financial capacity to develop new and emerging events in HRM, and to position the municipality with the financial capacity to attract and host major event opportunities.

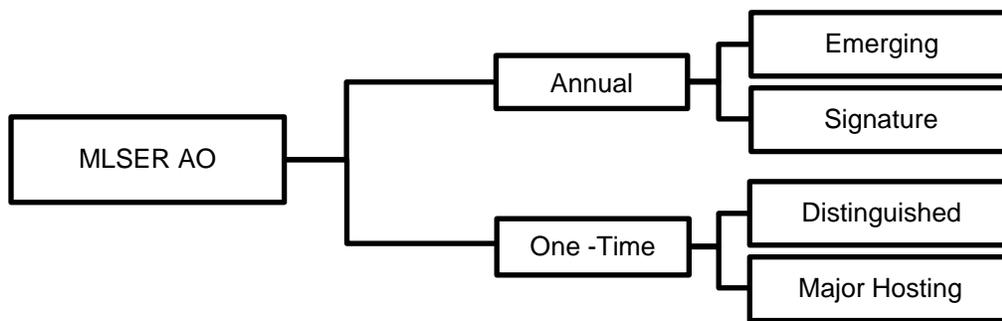
Recap of 2018 AO Revisions

In June 2018, Regional Council approved further amendments to AO 2014-020-GOV. The revisions focused on 3 principal areas:

- 1) distinction between annual events and one-time event funding;
- 2) program budget minimums; and
- 3) a more flexible application and intake process.

1. Distinction between annual events and one-time event funding

In discussions with SEAC, it was agreed the program categories were confusing, and possibly restricting, as funding was available to annual and one-time events in the same program stream. One-time events are non-annual, and the only program which funded both annual and non-annual was the Tourism Event program. SEAC proposed a ‘two-bucket’ approach; one stream to which annual events are eligible to apply, and another stream for one-time (non-annual) events eligible for funding. The below chart summarizes these approved changes:



The Distinguished Events Program

This program replaces the former Tourism program and supports non - annual events that have high potential for national and/or international exposure, and an ability to encourage multi-day visits. Emphasis will be on events of such significance that they provide HRM a competitive advantage, and national and international renown.

2. Program Budget Minimums

The program budget minimums have been lowered for both the “Distinguished” and “Signature” Events programs. The Distinguished Events program budget minimum is \$50,000, reduced from \$300,000. This change allows midsize events, such as regional/national sporting championships with strong room nights, to be eligible for funding. The Signature program has been lowered from \$500,000 to \$100,000.

3. Flexible Intake

Both staff and SEAC noted that offering one intake period per year was contrary to key principles of the event grant programs which are to be flexible and responsive to the needs of the events community, especially regarding hosting sporting opportunities. Therefore, both Emerging Events and Distinguished Events programs will now offer 2 intakes per year. The Signature program maintains 1 intake every 3 years and there is an open intake for events applying to the Major Hosting program.

Program Allocations

In 2016, SEAC recommended guidelines to set the maximum funding award amounts in each program, as well as a maximum allocation for each program. The program allocations were established to ensure \$400,000 of the total MLSER funding would be earmarked for investment in future Major Hosting event opportunities.

The maximum grant amounts for each of the programs are as follows:

- Emerging Events: \$ 25,000
- Distinguished Events: \$ 50,000
- Signature Events: \$100,000

The total allocation for each program is as follows:

- Emerging Events: \$ 100,000
- Distinguished Events: \$ 250,000
- Signature Events: \$ 500,000

The Major Hosting Event program does not have a maximum grant award or program budget.

DISCUSSION

As stated there are 4 programs under the MLSER program:

- Emerging Events – supports organizations that bring or create a developing event with potential and have a minimum budget of \$50,000;
- Distinguished – supports one-time events that have a minimum budget of \$50,000;
- Signature Events – supports large scale, annual events that have been in existence for 5 years and have a minimum budget of \$100,000;
- Major Hosting Events – supports organizations bidding on the rights to host major events that draw tourists, have a minimum budget of \$500,000, and are in receipt of funding from other levels of government.

The AO also states that HRM “may provide sustainable funding up to a maximum of three (3) years” to events in the Emerging and Signature categories to assist with the sustainability of events.

2019/20 Applications

Information on the current applications can be found in Attachment 1 and the 2018 final report summaries can be found in Attachment 2. There were 25 applications in total submitted to the 2019/20 program, with 1 application withdrawn by the organization.

Eligibility

Based upon the eligibility criteria, 24 events are deemed eligible.

Ineligible

There are no ineligible event applications for the 2019/20 program.

Major Hosting Events Applications

There is 1 application submitted for funding for the Major Hosting Events Program: 2022 ICF Canoe Sprint World Championships.

Evaluation

As per the AO, all applications are evaluated based on tourism impact, economic impact and media/exposure. Other key elements that are considered include the financial stewardship and governance of the event organization, as well the prestige the event offers to enhance Halifax’s reputation as a successful event destination. In addition, events applying to the Emerging and Major Hosting programs are assessed on funding commitments from other levels of government.

- Tourism impacts are assessed based on room nights (guaranteed and estimated), along with seasonality and location (urban vs suburban vs rural).
- Economic impacts are assessed by applying *an industry recognized economic assessment tool*.
- Media impacts (enhanced visibility of the Municipality) are assessed using information outlined in proposed media plans representing live streaming, television broadcasts and social media campaigns.

Destination International's Event Impact Calculator (EIC)

Staff worked in partnership with Discover Halifax (DH) to use a different economic assessment tool for the 2019/20 intake - Destination International's Event Impact Calculator (EIC). This online tool provides localized metrics on the value of meetings, conventions and for sporting, festival and cultural events in which the basic parameters of an event are translated into a full economic impact analysis. The system provides an economic impact analysis of an event focusing on business sales by industry and source, the impact of sales on jobs, wages, and local taxes, as well as the return on investment against hosting costs and incentives.

The reason for not using STEAM was based foremost on a fee of \$3,000 per STEAM assessment that was quoted by the Canadian Sports Tourism Association (CSTA). This rate was cost prohibitive considering it was an unbudgeted amount and HRM has 25 applications to assess. Use of an alternative economic assessment tool is permitted under Section 9 (h) of AO 2014-020-GOV that states: “*completion of an economic impact analysis, such as the Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff*”.

Essentially the two models deliver similar results in forecasting the economic value of hosted events. One difference between STEAM and DH’s EIC is the DH model’s underlying costing values and resulting multipliers are specifically tailored to Halifax. Destinations International and the Oxford Group were provided with an extensive Halifax data set. The STEAM model is a ‘Provincial’ model and thus some of the outputs will differ due to the influence of input cost data and resultant multipliers being based on Province wide values.

Staff applied this predictive economic assessment system for the 2019/20 application process and with ongoing support from DH may continue its use depending on results from ongoing testing and validation. Staff at Events Nova Scotia shared the STEAM of the 2022 ICF Canoe Sprint World Championships (Attachment 3). The STEAM assesses the total net economic activity (GDP) supported by the event is expected to reach \$10,502,925 for Canada as a whole, \$8,647,023 for Nova Scotia and \$6,587,087 for Dartmouth. This is compared to the EIC denoting a localized economic impact of \$ 8,503,792 found in Attachment 1.

Table 1

2019/2020 Proposed MLSER Grant Awards – Q621			
	18/19 Grant	2019/20 Request	2019/20 Proposed
New/Emerging Program – Maximum program funding \$100,000			
Halifax Urban Folk Festival (year 3)	\$ 13,000	\$ 13,000	\$ 13,000
Mackenzie Tour Celebrity Pro-Am Golf Tournament	N/A	\$ 50,000	\$ 15,000
Total New/ Emerging	\$ 13,000	\$ 63,000	\$ 28,000
Distinguished Program – Maximum program funding \$250,000			
Atlantic Indigenous Games	N/A	\$ 7,500	\$ 7,500
Baseball Canada 16U Female Nationals	N/A	\$ 10,000	\$ 10,000
Canada Cup – Volleyball	N/A	\$ 8,000	\$ 8,000
Field Lacrosse Festival & International Professional Field Lacrosse	\$ 10,000	\$ 50,000	\$ 10,000
Men’s U19 World Floorball	N/A	\$ 50,000	\$ 20,000
Maritime Race Week	\$ 15,000	\$ 34,000	\$ 15,000
Rugby Festival & International Men’s Rugby Match	\$ 50,000	\$ 50,000	\$ 25,000
Soccer Festival & Professional Soccer Friendly	(2017/18) \$ 50,000	\$ 50,000	\$ 25,000
Sole Sister’s Women’s 5K Run	\$ 7,500	\$ 15,000	\$ 7,500
Slo-Pitch National CoEd National Championships	N/A	\$ 11,856	\$ 5,000
Total Distinguished	\$ 132, 500	\$ 286,356	\$ 133,000
Signature Program – Maximum program funding \$500,000			
Scotiabank Bluenose Marathon	\$ 43,500	\$ 100,000	\$ 50,000
Cheer Expo	\$ 35,000	\$ 85,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 60,000	\$ 27,000
FIN Atlantic Film Festival	\$ 40,000	\$ 60,000	\$ 40,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 65,000	\$ 50,000
Halifax Comedy Festival	\$ 23,000	\$ 30,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 45,000

Halifax Pop Explosion	\$ 32,000	\$ 60,000	\$ 32,000
Royal Nova Scotia International Tattoo	\$ 94,000	\$ 270,000	\$ 94,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000	\$ 50,000
Total Signature	\$ 484,500	\$ 920,000	\$ 493,000
Major Hosting Program – No program Maximum			
2022 ICF Canoe Sprint World Championships - Canoe 22	N/A	\$ 968,999	\$400,000*
Total Major Hosting		\$ 968,999	\$ 400,000
TOTAL	\$ 630,000	\$2,238,355	\$ 1,054,000

*Additional funding of \$200K recommended in fiscal years 2020/21 and 2021/22 for a total recommended grant of \$800,000.

Current Multi-Year Funding Events

Results of 2016/17-2019/20 New/Emerging Events Program

Of the 4 events that received funding in the 2016/17 newly designed program, 1 event did not take place in either year two or three. Spur Festival was awarded \$6,000 annually (for 3 years); however, the event only occurred in 2016, with only one year of funding released. Attempts by staff to contact organizers to assist with any challenges over the past 2 years have been unsuccessful. The Groundswell Music Festival was held for 2 years of its 3-year cycle with 2-year funding released. In 2018, the organizers confirmed they had chosen to hold a large-scale music performance instead of a festival as a fundraising event for Diabetes Canada which does not meet the criteria for this program. The Halifax Urban Folk Festival is in year 3 of its 3-year funding cycle and its audience numbers are increasing incrementally each year.

Signature Event Grants

For the 2019/20 intake, 11 applications have been assessed for the Signature Events program, as outlined in Table 2. In Table 3, pending final approval of the 2020/21 and the 2021/22 budget, events will continue to receive payments in the 3-year cycle unless there are significant changes to the program noted through the final reporting requirements.

Table 2

2019/2020 Proposed Signature Grant Awards - Q621			
	18/19 Grant	19/20 Request	19/20 Proposed
Scotiabank Bluenose Marathon	\$ 43,500	\$ 100,000	\$ 50,000
Cheer Expo National Championships	\$ 35,000	\$ 85,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 60,000	\$ 27,000
FIN Atlantic Film Festival	\$ 40,000	\$ 60,000	\$ 40,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 65,000	\$ 50,000
Halifax Comedy Festival	\$ 23,000	\$ 30,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 60,000	\$ 32,000
Royal Nova Scotia International Tattoo	\$ 94,000	\$ 270,000	\$ 94,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000	\$ 50,000
Total	\$484,500	\$ 920,000	\$ 493,000

Table 3

2020/21 & 2021/22 Proposed Signature Grant Awards - Q621		
	2020/21 Proposed	2021/22 Proposed
Scotiabank Bluenose Marathon	\$ 50,000	\$ 50,000
Cheer Expo	\$ 35,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 27,000
FIN Atlantic Film Festival	\$ 40,000	\$ 40,000
Hal-Con	\$ 45,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 50,000
Halifax Comedy Festival	\$ 25,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 32,000
Royal Nova Scotia International Tattoo	\$ 94,000	\$ 94,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000
TOTAL	\$ 493,000	\$ 493,000

Major Hosting Event

The 2022 ICF Canoe Sprint World Championships “Canoe '22” will take place in August 2022 on Lake Banook and features 5 days of formal competition. It will feature the best flatwater canoe and kayak athletes from around the world from up to 90 countries. Able-bodied athletes will compete in kayak and canoe disciplines, and Paracanoe athletes will compete in KL and Va’s classes (which resemble kayak and outrigger canoe events). This will be the third time the Senior World Championships will be hosted on Lake Banook with 1997 and 2009 being the previous years. Canoe '22 will offer free access to watch the events for majority of the seating, with one small section reserved for VIP and ticketed seating. The event estimates a total of 800 volunteers delivering 25,000 hours. More details on the event can be found on Page 9 of Attachment 1.

The total grant award is recommended in the amount of \$800,000. Release of the grant is recommended to be paid over 3 budget cycles. The first payment of \$400,000 is recommended to be approved from the current 2019/20 budget (Table 1). As identified in Table 4 the second payment of \$200,000 is recommended pending approval of the 2020/21 budget, and in Table 5 the final payment of \$200,000 is recommended pending approval of the 2021/22 budget.

Table 4

2020/21 Proposed Major Hosting Award - Q621		
2022 ICF Canoe Sprint World Championships	(total) \$ 968,999	\$ 200,000
		\$ 200,000

Table 5

2021/22 Proposed Major Hosting Award - Q621		
2022 ICF Canoe Sprint World Championships	(total) \$ 968,999	\$ 200,000
		\$ 200,000

FINANCIAL IMPLICATIONS

The funding from the Hotel Marketing Levy is deposited in Q621 and withdrawals are approved by Regional Council, in accordance with AO 2014-020-GOV Respecting Marketing Levy Special Events Grants. Approved withdrawals 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. This supports the SEAC’s commitment to accumulate funds to build capacity in the reserve to host “major” events that require significant hosting fees (i.e., Canoe 22). An annual reservation of \$400,000 is also allocated within the reserve for major event hosting opportunities.

All recommendations are 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. No applicants have any outstanding monies owed to the Municipality.

Net Reserve Balance, at March 31, 2019	\$ 1,485,618
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.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low. To determine this, consideration was given to financial and reputation risks.

COMMUNITY ENGAGEMENT

SEAC includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC may choose to recommend that Regional Council amend the amount of any grant in accordance with AO 2014-020-GOV - Respecting Marketing Levy Special Event Grants.

ATTACHMENTS

Attachment 1: 2019 Applicants Event Information
Attachment 2: 2018/19 Tourism Event Program Final Report Information
Attachment 3: STEAM 2022 ICF Canoe Sprint World Championships

A copy of this report can be obtained online at 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

Attachment 1 – 2019 Applicants Event Information

EMERGING EVENTS

1. **Event:** Halifax Urban Folk Festival
Organization: Halifax Urban Folk Festival Society
Grant requested: \$15,000
Past Grant: 2017 & 2018 - \$13,000
Proposed Grant: \$13,000 – 3rd year of 3-year funding

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$309,300	8,500	1,500	200	\$149,165

This event is proposed for August 25 - September 1, 2019, at various live music venues and outdoor spaces in Halifax. The purpose of the event is to present and celebrate outstanding songwriters from across Canada, and to provide an opportunity for unique musical experiences. The event estimates a total of 65 volunteers delivering 1,260 volunteer hours.

Media Impact: The event will offer some streaming via Facebook Live and will offer recorded videos on their YouTube Channel.

2019 represents the third year of a 3-year funding commitment for this event.

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

	Budget	Attendance	Outside HRM	Room Nights	EIC
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. 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.

DISTINGUISHED EVENTS

1. **Event:** Atlantic Indigenous Games
Organization: Nova Scotia Mi'kmaw Sport Council
Grant requested: \$ 7,500
Past Grant: \$ N/A
Grant Proposed: \$ 7,500

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$106,639	1000	375	150	\$648,938

The proposed Atlantic Indigenous Games is a multi-sport event taking place at Saint Mary's University and Citadel High School in Halifax. The event will bring together approximately 400 Indigenous athletes under the age of 18 from across the Atlantic provinces to compete and represent their province. The games will consist of Athletics, Badminton, Basketball, Beach Volleyball and Volleyball, and will have both male and female categories. Games will be free to the public to attend. This event will build both excitement and national exposure for the upcoming 2020 Halifax North American Indigenous Games. The event requires 75 volunteers delivering 500 volunteer hours.

Media Impact: Promotion through various social media platforms: Facebook, Instagram, and Twitter.

- 2. Event:** **Baseball Canada 16U Female Nationals**
Organization: **Hammonds Plains Minor Baseball**
Grant requested: **\$10,000**
Past Grant: **\$ N/A**
Grant Proposed: **\$10,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$98,000	15,000	3,205	1,969	\$1,434,530

The proposed Baseball Canada 16U Female Nationals hosted by Hammonds Plains Minor Baseball is planned to take place in August 2019. The games will be played over a 4-day weekend at Joan and Robert Lenihan Fields in Bedford. The tournament will determine the top 16U female baseball team in the country. Teams will participate from all 10 provinces across Canada and will have an expected attendance of 15,000. This will be the second time that tournament will be held in Halifax with teams representing all 10 provinces. The event will require 75 volunteers delivering 500 volunteer hours.

Media Impact: Promotion through various social media platforms: Facebook, Instagram, and Twitter. Baseball scores will be posted in local newspapers and radio. Bell Aliant and CTV Atlantic will also provide coverage to the event.

- 3. Event:** **Canada Cup**
Organization: **Volleyball Canada**
Grant requested: **\$ 8,000**
Past Grant: **\$ N/A**
Grant Proposed: **\$ 8,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$569,050	42,150	1301	3,000	\$1,309,060

The proposed Canada Cup volleyball event will be hosted by both Volleyball Canada and Volleyball Nova Scotia and is scheduled to take place at Dalhousie University from July 16-21, 2019. The event will bring together Canada's next generation of high-performance athletes to compete in a National Championship. A total of 40 teams (500 athletes and 75 coaches) will travel to Halifax from Yukon, British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, New Brunswick, Newfoundland and Labrador, Prince Edward Island, and across Nova Scotia to compete. The event will require 40 volunteers delivering 400 volunteer hours.

Media Impact: Promotion through various social media platforms: Facebook, Instagram, and Twitter, as well as local newspapers and radio. Bell Aliant and CTV Atlantic will also provide coverage to the event.

- 4. Event:** **Field Lacrosse Festival & International Professional Field**
Organization: **Sports & Entertainment Atlantic**
Grant requested: **\$ 50,000**
Past Grant: **\$ 10,000**
Grant Proposed: **\$ 10,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$259,785	6,240	597	2,355	\$638,425

The proposed Field Lacrosse Festival & International Professional Field event is a 5-day tournament being held in Wolfville and HRM in September 2019. For the first 3 days the teams will stay in Wolfville, and then travel to Halifax to compete on the HRM Wanderers Grounds. In addition to the youth teams, the tournament will invite two professional lacrosse teams to play a match in Halifax. These athletes will stay in Halifax for a 4-day period. This event requires the help of 50 volunteers delivering 500 volunteer hours.

Media Impact: Promotion through Lacrosse Nova Scotia and various social media platforms: Facebook, Instagram, and Twitter.

- 5. Event:** **Men's U19 World Floorball**
Organization: **The Men's U19 WFC Organization**
Grant requested: **\$ 50,000**
Past Grant: **\$ N/A**
Grant Proposed: **\$ 20,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$222,000	16,000	1,560	5,540	\$2,433,634

The proposed Men's U19 World Floorball Championship is the premier International Floorball Federation (IIF) tournament for the top 16 countries for men under 19. The tournament will mark the 10th anniversary of this international championship and the first time being played in North America. The objective for The Men's U19 WFC Organization is to showcase the sport in Halifax. Floorball Canada awarded the event to Nova Scotia due to the municipality's reputation to host marquee national/international events. The event will take place May 8-12, 2019 at the Zatzman Sportsplex in Dartmouth. This event requires the help of 400 volunteers delivering 5,200 volunteer hours.

Media Impact: The event will be live streamed through the IIF's YouTube Channel which receives views from over 70 countries. Floorball is currently working with a National TV company such as ESPN to live stream the events.

- 6. Event:** **Maritime Race Weekend**
Organization: **Maritime Race Weekend Association**
Grant requested: **\$ 34,000**
Past Grant: **\$ 15,000**
Grant Proposed: **\$ 15,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$341,543	8,366	4,266	1,210	\$2,106,722

The proposed Maritime Race Weekend is named in "Canada's Top 8 Destination Races" by Canadian Running Magazine. The races will take place at Fisherman's Cove in Eastern Passage, and will attract 5,000 runners from Canada, United States, Europe, South America, India and Australia. The event will have 480 volunteers delivering 10,600 volunteer hours.

Media Impact: Maritime Race Weekend will be promoted through various social media platforms: Facebook, Instagram, and Twitter.

- 7. Event:** **Rugby Festival & International Men's Rugby Match**
Organization: **Sports & Entertainment Atlantic**
Grant requested: **\$ 50,000**
Past Grant: **\$ 50,000**
Grant Proposed: **\$ 25,000**

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$259,785	7,500	1,264	2,055	\$1,412,703

The proposed Rugby Festival & International Men's match will consist of youth rugby teams from across Eastern Canada to compete in a weekend 5-day tournament finishing at the Wanderers Grounds. The

youth teams will stay in Wolfville during the week. The tournament will also host two international senior men's rugby teams who will stay in Halifax for 4 days.

Media Impact: Promotional postings through Rugby Canada/NS, local newspapers, as well as national & international broadcasts.

- 8. Event: Soccer Festival & Professional Soccer Friendly**
Organization: Sports & Entertainment Atlantic
Grant requested: \$ 50,000
Past Grant: \$ 50,000
Grant Proposed: \$ 25,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$381,225	7,000	1,138	2,000	\$1,780,808

The proposed Soccer Festival & Professional Soccer Friendly tournament will be played at Acadia University and in Halifax. The teams will compete at Acadia University for the round robin and semi-final games, then onto Halifax to participate in a soccer friendly and compete in the Championship game at the Halifax Wanderers Grounds. In addition to the youth teams, the tournament will invite 30 international athletes to participate in a post-match event. These athletes will stay in Halifax for a 4-day period.

Media Impact: Promotional postings through Soccer NS, local newspaper, livestream national

- 9. Event: Sole Sisters Women's Race Weekend**
Organization: Girls Gone Gazelle Run Club
Grant requested: \$ 15,000
Past Grant: \$ 7,500
Grant Proposed: \$ 7,500

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$185,274	5,000	0	1,200	\$1,521,965

The proposed event will take place in June 2019 at the Grahams Grove Park, Dartmouth. The purpose of the event is to encourage girls and women to be active through an untimed 5K walk/run called Sole Sisters and to generate revenue for the free girls' confidence training group: Girls Gone Gazelle Run Club. The Girls Gone Gazelle Run Club is free to its participants (shoes, uniforms, race fees, etc.) and has trained over 350 girls. There are 9 socials (meant to inspire females to walk and run) in Dartmouth; several other pop-up training sessions in HRM that offer walking/running or yoga classes; and up to 9 "on the road" socials that occur in communities throughout Nova Scotia from Yarmouth to Sydney. The event estimates a total of 300 volunteers delivering 1,350 hours.

Media Impact: The event does not have a televised or streaming broadcast.

- 10. Event: Slo-Pitch National CoEd National Championships**
Organization: Slo-Pitch National (Maritimes)
Grant requested: \$ 11,185
Past Grant: \$ N/A
Grant proposed: \$ 5,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$ 50,850	1,695	580	20	\$1,584,569

This event is proposed for August 2-5, 2019 and will take place at various baseball fields in HRM. The purpose of the event is to host a Slo-Pitch National baseball tournament. The event is expecting between 50 and 70 teams to participate in the event with an average team size of 13 players per team. The division of play will range from recreational to high level competitive. This event requires the help of 10 volunteers delivering 700 volunteer hours.

SIGNATURE EVENTS

The STEAM estimates noted are the 2016 amounts, events do not complete an assessment during the 3-year funding cycle.

1. **Event:** Scotiabank Blue Nose Marathon
Organization: Halifax International Marathon Society
Grant requested: \$ 100,000
Past Grant: \$ 43,500
Grant Proposed: \$ 50,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$1,004,952	11,235	7,520	2,030	\$5,650,797

The proposed 2019 Scotiabank Blue Nose Marathon event is being held throughout Halifax during the weekend of June 6-9 and involves three key pillars of events; walking/running, active living expo, and the Scotiabank Charity Challenge. The marathon event is now in its 15th year of operation, and attracts over 10,000 participants of all ages, abilities and fitness levels. Although the marathon has a registration fee, the 2-day Active Living Expo is free to the public to attend. This event requires the help of 1,400 volunteers delivering 6,000 volunteer hours.

Media Impact: Promotional clips through CBC TV, radio ads, TV ads, live streaming of the finish line of the event. Various social media platforms: Facebook, Instagram, Twitter.

An annual grant of \$50,000 is recommended for 3 years (19/20; 20/21; 21/22) to the Scotiabank Blue Nose Marathon pending budget approval for 2020/21 and 2021/22.

2. **Event:** CheerExpo National Championships
Organization: Cheer Expo Cheerleading and Dance Events Inc.
Grant requested: \$ 85,000
Past Grant: \$ 35,000
Grant Proposed: \$ 35,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$376,000	6,000	4,769	2,270	\$4,924,989

The proposed CheerExpo National Championships will take place March 2020, at the Halifax Forum. The event consists of Cheerleading and dance groups who compete for the top spot in competitive cheerleading. CheerExpo 2020 is also a qualifier for the One Cheer and Dance Finals and the US All Star Federation (USASF) World Championships. The event requires a total of 40 volunteers delivering 500 volunteer hours to make the event a success.

Media Impact: This event is not promoted though online streaming due to most of the athletes being minors. Therefore, the event utilizes several local news programs to cover the event, as well as posters and a Facebook page.

An annual grant of \$35,000 is recommended for 3 years (19/20; 20/21; 21/22), to CheerExpo National Championships pending budget approval for 2020/21 and 2021/22.

3. **Event:** EPIC Dartmouth
Organization: EPIC Multisports
Grant requested: \$ 60,000
Past Grant: \$ 27,000
Grant Proposed: \$ 27,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$430,000	8,350	2,074	600	\$2,177,866

The proposed EPIC Canadian Run for Canada event is held over the Canada Day Weekend in Dartmouth at Lake Banook. The event opens with EPIC @ Night, a community hosted party with live music and fireworks. On Saturday, the event continues with an EPIC family picnic, a swim which consists of novice and experienced swimmers, an EPIC Kids Triathlon, and an EPIC Dartmouth Triathlon for both beginner and advanced participants. EPIC is free to spectators and community members to attend; however, a registration fee is applicable for competitor registration. This is a fully volunteer based event. Currently there are 375 volunteers with 8,500 volunteer hours required to make this event a success.

Media Impact: This event is not televised, it is publicized using large message boards located around the event location.

An annual grant of \$27,000 is recommended for 3 years (19/20; 20/21; 21/22), towards Epic Dartmouth pending budget approval for 2020/21 and 2021/22.

4. **Event:** FIN Atlantic Film Festival
Organization: Atlantic Film Festival Association
Grant requested: \$ 60,000
Past Grant: \$ 40,000
Grant Proposed: \$ 40,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$1,888,196	31,137	4,315	14,504	\$6,829,525

The proposed FIN Atlantic Film Festival event takes place in multiple locations throughout Halifax during the summer of 2019, continuing into September. The event's purpose is to highlight the work of emerging talent alongside that of established movie makers. FIN event activities will take place at the Lord Nelson Hotel & Suites, Rebecca Cohn, Cineplex Cinemas, Casino Nova Scotia, The Marquee, and Halifax Public Gardens, with additional venues to be announced later. While the events are a combination of ticketed and free, FIN is designed to increase access, equity and reduce economic barriers to cultural activities. In the past five years, FIN Outdoor offers free events to increase access to underserved audiences. This event requires the help of 297 volunteers delivering 2,000 volunteer hours.

Media Impact: Promotional items will be broadcasted on TV and radio, social media, bus signs, and Cineplex Cinemas. Various social media forms: Facebook, Instagram and Twitter will also be utilized to promote the event.

An annual grant of \$40,000 is recommended for 3 years 19/20; 20/21 and 21/22 towards the FIN Atlantic Film Festival pending budget approval for 2020/21 and 2021/22.

5. **Event:** Hal-Con
Organization: Hal-Con Sci-Fi Fantasy Association
Grant requested: \$80,000
Past Grant: \$45,000
Grant Proposed: \$45,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$810,000	10,773	2,533	750	\$2,070,740

The proposed Hal-Con is a 3-day event to take place on October 25 - 27, 2019 and offers local comic-cons the opportunity to experience the same amenities found in larger cities such as Toronto, New York and San Diego. The event also offers additional activities to benefit the local community. Hal-Con started out as a group of 1,500 attendees, and has since grown to 10,500 over the past 5 years. The event takes place in the Halifax Convention Centre and Scotiabank Center. Hal-Con builds themes like diversity, inclusion, acceptance, celebration, happiness, and friendship through games, talks, workshops, and educational sessions. Hal-Con is a ticketed event with prices ranging from \$5-\$85 and children ages 5 and under attend for free. This event requires the help of 450 volunteers delivering 34,000 volunteer hours.

Media Impact: The event is promoted through Cineplex commercials, TV & radio, print ads, and various levels of social media platforms: Facebook, Instagram, and Twitter.

An annual grant of \$45,000 is recommended for 3 years (19/20; 20/21; 21/22), to Hal-Con pending budget approval for 2020/21 and 2021/22.

6. **Event:** Halifax International Buskers Festival
Organization: Atlantic Busker Festival Society
Grant requested: \$65,000
Past Grant: \$50,000
Grant Proposed: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$431,000	250,000	207,030	3,052	\$6,348,378

The festival is a free event held during the week of July 31 to August 5, 2019, alongside Natal Day weekend celebrations. It attracts a diverse cross section of visitors, regardless of their economic status, age and cultural background. Throughout the festival, stages are set up along the Halifax waterfront that host hourly shows from noon until 10pm daily. This event requires the help of 180 volunteers delivering 3,000 volunteer hours.

Media Impact: The Halifax Buskers Festival does not have any internet or television broadcast. The event is promoted through the Discover Halifax TV commercials and on-line tourism promotion.

An annual grant of \$50,000 is recommended for 3 years (19/20; 20/21;21/22), to the Halifax International Buskers Festival pending budget approval for 2020/21 and 2021/22.

7. **Event:** Halifax Comedy Festival
Organization: Halifax Comedy Festival Society
Grant requested: \$ 30,000
Past Grant: \$ 23,000
Grant Proposed: \$ 25,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$587,833	4,667	1,133	280	\$208,165

The proposed festival took place in April and was one of 3 comedy festivals that was broadcasted nationally on CBC TV hosting 16 shows in 4 days. The promotional footprint for Halifax ComedyFest also grew with a national CBC contest bringing the winner to Halifax. CBC chose the Halifax Comedy Festival to unveil the newest, Canadian talent. Halifax beat out Just for Laughs and Winnipeg Comedy Festival for this valuable position. The festival occurred at several venues, including Casino Nova Scotia, Seahorse Tavern, Yuk Yuks, Lower Deck, Atlantica Hotel, Brewsters Bar & Grill, Montes Showbar Grill and the Halifax Central Library. The 2019 festival included Laugh @Lunch (free lunch time series at the Halifax Central Library). This year, the festival had over 30 comedians take the stage and included the LGBTQ/LMAFO Show which was the first show which focused on culture and comedy in the LGBTQ community. The event will require 30 volunteers delivering 550 volunteer hours.

Media Impact: The Halifax ComedyFest had 7 of the 16 shows aired on CBC TV.

An annual grant of \$25,000 is recommended for 3 years (19/20; 20/21; 21/22), to Halifax Comedy Festival pending budget approval for 2020/21 and 2021/22.

8. **Event:** Halifax Jazz Festival
Organization: Jazz East Rising Association
Grant requested: \$ 60,000
Past Grant: \$ 45,000
Grant Proposed: \$ 45,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$1,297,500	60,000	15,181	5,434	\$2,182,521

The proposed event will take place at 10 sites with the Festival Main Stage located at the Salter Street event space with additional festival shows taking place at the Hydrostone Park, Halifax Central Library, Alderney Gate Public Library and the Dartmouth World Peace Pavilion. The event sites are scheduled to have a mix of free and paid programming, engaging over 458 volunteers delivering 9,200 plus volunteer hours.

Media Impact: The Halifax Jazz Festival will be promoted through CTV TV, radio ads, TV ads, live streaming of the finish line of the event. Various social media platforms: Facebook, Instagram, and Twitter.

An annual grant of \$45,000 is recommended for 3 years (19/20; 20/21; 21/22), to Halifax Jazz Festival East Rising Festival pending budget approval for 2020/21 and 2021/22.

9. **Event:** Halifax Pop Explosion
Organization: Halifax Pop Explosion Association
Grant requested: \$ 60,000
Past Grant: \$ 32,000
Grant Proposed: \$ 32,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$625,650	20,000	11,375	700	\$492,023

The proposed Halifax Pop Explosion event is scheduled to take place in October 2019 throughout several venues within Halifax. The purpose of the event is to present a world-class festival of new and innovative music and culture attracting an audience of young people between the ages of 18 and 35. The festival has grown to become one of the largest festivals for young people on the East Coast attracting young people from US cities such as Portland, Maine, and Boston, Massachusetts. The event sites are scheduled to have a mix of free and paid programming, engaging over 300 volunteers delivering 3,000 plus volunteer hours.

Media Impact: The Halifax Pop Explosion is currently working with MTV to produce a series that highlights the festival and its importance in the Canadian music industry. The event will also be promoted through various social media platforms: Facebook, Instagram and Twitter.

An annual grant of \$32,000 is recommended for 3 years (19/20; 20/21;21/22), to Halifax Pop Explosion event pending budget approval for 2020/21 and 2021/22.

10. **Event:** Royal Nova Scotia International Tattoo
Organization: Royal Nova Scotia International Tattoo Society
Grant requested: \$ 270,000
Past Grant: \$ 94,000
Grant Proposed: \$ 94,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$2,293,022	45,912	33,576	55,343	\$11,056,510

The proposed Royal Nova Scotia International Tattoo will host the POWER OF PEACE and recognize its many forms, including how the resolutions of conflict bring about peace, how humanitarians endeavor to create change, and how the bonds of friendships between participating countries have strengthened over 40 years. The event will be held at the Scotiabank Centre with both matinees and evening shows. This year the Tattoo will offer the audience the opportunity to purchase a special "hash tag camera" to engage the audience during the post show meet and greet, where they can take pictures with the performers, use the special hash tag on Instagram and receive a print of that photo. The Tattoo will require 1,600 volunteers delivering 99,664 volunteer hours.

Media Impact: The Tattoo DVD is currently in production with a plan to air on PBS and Eastlink.

An annual grant of \$94,000 for 3 years (19/20; 20/21; 21/22), is recommended to Royal Nova Scotia International Tattoo event pending budget approval for 2020/21 and 2021/22.

11. Event: SEDMHA Minor Hockey Tournaments
Organization: Shearwater East Dartmouth Minor Hockey Association (SEDMHA)
Grant requested: \$50,000
Past Grant: \$50,000
Grant Proposed: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	EIC
Estimate	\$501,651	42,150	15,300	6,100	\$18,696,192

The proposed SEDMHA Hockey Tournament consists of 5 separate individual divisional Hockey tournaments held over several 4-day periods beginning in November 2019 and carrying on through March 2020. Each tournament will host a major section of the SEDMHA Minor Hockey league which includes the SEDMHA Female division (Nov 28-Dec,2019), the SEDMHA PeeWee division (Dec 5-8,2019), the SEDMHA Novice division (Mar 26-29,2020), the C Championship (March 25, 2020 and the SEDMHA Minor Jamborree (March 26-29,2020). The tournaments will utilize 14-18 arenas across the Municipality with a purpose to celebrate Minor Hockey on the east coast. Each tournament will attract approximately between 8-250 teams depending on the tournament capacity with the final SEDMHA Minor tournament attracting teams across North America and occasionally from Europe. SEDMHA requires 50 volunteers delivering 225 volunteer hours.

Media Impact: Promoting through various social media platforms: Facebook, Instagram, Twitter, as well as Team App which will publicize scores and information during all five events.

An annual grant of \$50,000 is recommended for 3 years (19/20; 20/21; 21/22), to SEDMHA Hockey Tournament pending budget approval for 2020/21 and 2021/22.

MAJOR HOSTING EVENT

2022 International Canoe Federation Canoe Sprint World Championships

Organization: Atlantic Division Canoe Kayak Canada
Grant requested: \$ 968,999
Past Grant: N/A
Grant Proposed: \$ 800,000

	Budget	Attendance	Outside HRM	Room Nights	2019 STEAM	EIC
Estimate	\$10,097,689	107,494	15,000	14,000	\$8,647,023	\$8,503,792

The proposed event will take place in August 2022 on Lake Banook and features 5 days of formal competition. It will feature the best flatwater canoe and kayak athletes from around the world from up to 90 countries. Able-bodied athletes will compete in kayak and canoe disciplines, and Paracanoe athletes will compete in KL and Va's classes (which resemble kayak and outrigger canoe events). This will be the third time the Senior World Championships will be hosted on Lake Banook with 1997 and 2009 being the previous years. Canoe '22 will offer free access to watch the events for majority of the seating, with one small section reserved for VIP and ticketed seating. The event estimates a total of 800 volunteers delivering 25,000 hours.

Media Impact: Promotion through international newspaper, radio, event website, signage, broadcast through live stream to international and local markets. E-blast newsletters to National teams, and various social media platforms: Facebook, Instagram, and Twitter. Media partners include Saltwire Network, Eurosport and CBC Sports.

A total grant of \$800,000 is recommended towards the 2022 ICF Canoe Sprint Senior World Championships & Wold Championships. Release of the grant is recommended to be paid over 3 budget cycles. The first payment of \$400,000 is recommended to be approved from the current

2019/20 budget, the second payment of \$200,000 is recommended pending approval of the 2020/21 budget and the final payment of \$200,000 is recommended pending approval of the 2021/22 budget.

Attachment 2

2018/19 Tourism Event Program Final Report Information

Final Reporting Requirements

The following information is based on a review of the 2018 final reports that are submitted to staff post event. As per Section 34 of the AO it states that “Failure to submit a final report within 120 days of the conclusion of the event or at the end of the approved extension period will result in

- (a) The forfeiture of any remaining grant; and;
- (b) Placement on the Municipality’s delinquent organizations list.”

The following organizations did not request an extension and did not submit a final report until in some cases 11 months post event. Should this occur in future these events may be placed under “Concerned Status” which may result in a lower event grant; additional conditions on the current grant and any future grant; and discontinuation of the grant term if applicable where issues go unresolved.

Hal-Con Sci-Fi Fantasy Association – Hal-Con
Halifax International Marathon Society – Scotiabank Blue Nose Marathon
Sports & Entertainment Atlantic – Women’s Rugby
Sports & Entertainment Atlantic – International Senior Men’s Rugby – Canada vs USA
Sports & Entertainment Atlantic – Soccer Friendly

2018 **TOURISM EVENTS**

1. EPIC Dartmouth

Date of event: June 29–July 3, 2018

Summary: This event was held around Lake Banook, Grahams Grove, and Shubie Park in Dartmouth. The event consisted of a three day Canadian-themed running race weekend which included a kid’s triathlon, a live concert and Canada Day Fireworks. The event had approximately 300 volunteers helping with the event.

Goals/Changes: EPIC Dartmouth is considering two potential avenues for 2019; one is to continue focusing on locally multiday running events, and the other is to focus on expanding across the country.

	Proposed	Actual
Attendance	16,000	800
Room Nights	600	1600
Budget	\$488,375	\$428,375

2. Hal-Con

Date of event: October 26–28, 2018

Summary: This event took place at the Scotiabank Centre, Grand Parade Square and the Halifax Convention Centre. The event was a fan-run, comic-con style event combining traditional science fiction and fantasy with the modern comic-con style event. The event had approximately 400 volunteers helping with the event.

Goals/Changes: Hal-Con is looking into Halifax as being an annual central gathering location for the Maritimes to celebrate every genre of sci-fi, as well as to increase their presence on a global scale.

	Proposed	Actual
Attendance	11,000	15,000
Room Nights	1,000	1360
Budget	\$513,080	\$861,664

3. International Senior Men's Rugby Canada vs USA

Date of event: June 23, 2018

Summary: This event was held at the Wanderers Grounds. The event brought a high caliber International Rugby to Halifax, which was broadcasted nationally and internationally through Rugby Canada channels. The event ran contests through local restaurants and various social media channels to win tickets for the event to help promote the event and increase downtown engagement.

	Proposed	Actual
Attendance	5,000	6,200
Room Nights	750	None Received
Budget	\$515,000	None Received

4. International U20 Women's Rugby – Canada vs England

Date of event: August 14, 2018

Summary: This event was held on the Wanderers Grounds.

	Proposed	Actual
Attendance	5,000	None Received
Room Nights	600	None Received
Budget	\$515,000	None Received

5. Sole Sisters Women's 5K

Date of event: June 9, 2018

Summary: The event took place at the Grahams Grove Park, Dartmouth, in its seventh year. The event attracted women of all ages and included a women's only run to celebrate fitness and friendship. The course included music on course, a hug station, a high-five station, themed water stops, cheer stations, a roller derby course marshal and a chocolate stop. Participation was lower due to concerns over a new race course, but they are confident that numbers will return to 3000+participants in 2019. The event had approximately 300 volunteers helping with the event.

Goals/Changes: Sole Sisters plans to take the two popular race events that previously occurred in June and October and move them to a race weekend.

	Proposed	Actual
Attendance	3,000	1,500
Room Nights	904	None Received
Budget	\$315,500	\$317,407

MAJOR HOSTING

1. 2018 Pan American Canoe Sprint Championships

Date of event: September 13 –16, 2018

Summary: The event was held at Lake Banook in Dartmouth and featured races (including Para) with athletes from 17 different nations. The overall event consisted of activities both in advance and post-regatta including training opportunities, educational opportunities for coaches and officials, highlighting the Mi'kmaq culture and building sports capacity and positive legacy through the sport.

	Proposed	Actual
Attendance	2,010	10,000
Room Nights	2,575	2,700
Budget	\$1,235,520	\$821,289

2019 EVENTS

The following events were either cancelled, have recently taken place, or are upcoming; therefore, no data is available. Information will be included in the 2020/21 MLSE grant report.

1. 2019 Nations Volleyball League

Date of event: N/A

Summary: This event was scheduled to take place in June 2019. The event was cancelled; therefore, no funding was awarded.

2. CheerExpo National Championships

Date of event: March 29–31, 2019

Summary: This event was recently held on March 30–31, 2019 at the Halifax Forum. The purpose of the event is to determine the best in all levels of competitive cheerleading.

3. 2019 Mastercard Memorial Cup Organization

Date of event: May 17–26, 2019

Summary: The event is scheduled to take place at the Scotiabank Centre and Halifax Convention Centre. The competition will be between the three League Champions (QMJHL, OHL, WHL) and the host team, the Mooseheads, and will determine the winner of the Mastercard Memorial Cup.

4. Shearwater East Dartmouth Minor Hockey Association (SEDMHA)

Date of event: November 22–25, 2018 & March 21–April 1, 2019

Summary: The SEDHMA hockey events concluded on April 1, 2019. The events consisted of both female and male hockey players competing in 14 arenas across the Municipality. The purpose of the event was to celebrate Minor Hockey on the east coast.

5. U Sports Final 8 Men's National Basketball Championship

Date of event: March 7–10, 2019

Summary: The event was held on March 7–10, 2019, at the Scotiabank Centre. The purpose of the event is to determine the U Sports National Basketball Champion after four days of high-quality university basketball showcasing up and coming talent from the region.



**2022 ICF Canoe Sprint World Championships
(Dartmouth, Nova Scotia)**

**Estimated Economic Impact Analysis
February 2019**

The Sport Tourism Economic Assessment Model – version 2.0 (STEAM 2.0) is a tool that has been designed to develop economic impact projections of sport events and festivals throughout Canada. Economic impact projections quantify the impact that special events have on the larger economy through a variety of measures such as GDP, Jobs, Wages & Salaries, Taxes, and Industry Output.

Used judiciously, these indicators can be used to garner support from public and private sector partners, provide a framework for comparing the relative size of impacts of events, or for communicating to the general public the importance of sport events and festivals to the community as a whole.

The combined total of visitor, capital and operational spending as a result of hosting the **2022 ICF Canoe Sprint World Championships** is expected to total **\$11,474,249**. These expenditures will support a total of **\$14,680,597** dollars of economic activity in the province, of which **\$13,227,015** is expected to occur in **Dartmouth**.

The **2022 ICF Canoe Sprint World Championships** is expected to support wages and salaries of **\$5,480,683** dollars and **87.3** jobs for Nova Scotia, of which **70.8** jobs and **\$4,365,946** dollars in wages and salaries will be supported in **Dartmouth**.

The total net economic activity (GDP) supported by the event is expected to reach **\$10,502,925** for Canada as a whole, **\$8,647,023** for Nova Scotia and **\$6,587,087** for **Dartmouth**.

Considerable tax revenues are also expected to be supported by **2022 ICF Canoe Sprint World Championships**, totaling **\$3,500,849**. The event will support federal taxes revenues of **\$1,364,435**, with an additional **\$1,645,421** of taxes supported in Nova Scotia. Additionally, the **2022 ICF Canoe Sprint World Championships** will support municipal taxes totaling **\$241,801** across Nova Scotia including **\$226,634** in **Dartmouth**.

Disclaimer: The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results. Additionally, these forecasts only recognize the economic benefits of the event, and do not consider any displacement or substitution costs that may occur as a result of hosting the event. STEAM 2.0⁰⁰ is the federally recognized economic impact assessment model used for sport tourism in Canada.



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

MEMORANDUM

TO: Chair and Members of the Special Events Advisory Committee
CC: Liam MacSween
FROM: Christine Buckley – Culture & Civic Events
DATE: May 14, 2019
SUBJECT: **Addition to Marketing Levy Special Events Grant Report 2019**

Please include this proposed recommendation to the Distinguished Program listed under the 2019/20 Proposed MLSER Grant Awards.

The application for B1 Fishing applied to HRM for funding through the MLSER Program in October 2018, however the application was overlooked due to staff transition.

Attached please find the 2019 Applicants Event Information, and revised Table 1 that includes the proposed funding for B1 Fishing | Shop. Fish. Win.,.

Department Name

Tel: 902.490.6979 Fax: 902.490.0000
Email: bucklec@halifax.ca halifax.ca

Distinguished Events

Event: B1 Fishing
Organization: B1 Fishing | Shop. Fish. Win.
Grant requested: \$ 2,500
Past Grant: \$ 0
Grant Proposed: \$ 1,500

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$ 340,810	150	80	40	\$363,129

The proposed B1 Fishing smallmouth bass fishing tournament will take place over 2 days at Grand Lake within Halifax Regional Municipality. The event will bring the overall B1Fishing experience to Halifax through top notch fish handling, focusing on conservation, including professional HD live Streaming broadcast of all weigh ins.

Media Impact: Promoting through various social media platforms: HD Livestreaming, YouTube, and Facebook.

A one-time grant of \$1,500 is recommended for the B1 Fishing | Shop. Fish. Win.

2019/2020 Proposed MLSER Grant Awards – Q621			
	18/19 Grant	2019/20 Request	2019/20 Proposed
New/Emerging Program – Maximum program funding \$100,000			
Halifax Urban Folk Festival (year 3)	\$ 13,000	\$ 13,000	\$ 13,000
Mackenzie Tour Celebrity Pro-Am Golf Tournament	N/A	\$ 50,000	\$ 15,000
Total New/ Emerging	\$ 13,000	\$ 63,000	\$ 28,000
Distinguished Program – Maximum program funding \$250,000			
Atlantic Indigenous Games	N/A	\$ 7,500	\$ 7,500
B1 Fishing	N/A	\$ 2,500	\$ 1,500
Baseball Canada 16U Female Nationals	N/A	\$ 10,000	\$ 10,000
Canada Cup – Volleyball	N/A	\$ 8,000	\$ 8,000
Field Lacrosse Festival & International Professional Field Lacrosse	\$ 10,000	\$ 50,000	\$ 10,000
Men's U19 World Floorball	N/A	\$ 50,000	\$ 20,000
Maritime Race Week	\$ 15,000	\$ 34,000	\$ 15,000
Rugby Festival & International Men's Rugby Match	\$ 50,000	\$ 50,000	\$ 25,000
Soccer Festival & Professional Soccer Friendly	(2017/18) \$ 50,000	\$ 50,000	\$ 25,000
Sole Sister's Women's 5K Run	\$ 7,500	\$ 15,000	\$ 7,500
Slo-Pitch National CoEd National Championships	N/A	\$ 11,856	\$ 5,000
Total Distinguished	\$ 132, 500	\$ 288,850	\$ 134,500
Signature Program – Maximum program funding \$500,000			
Scotiabank Bluenose Marathon	\$ 43,500	\$ 100,000	\$ 50,000
Cheer Expo	\$ 35,000	\$ 85,000	\$ 35,000
EPIC Dartmouth	\$ 27,000	\$ 60,000	\$ 27,000
FIN Atlantic Film Festival	\$ 40,000	\$ 60,000	\$ 40,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 45,000
Halifax International Buskers Festival	\$ 50,000	\$ 65,000	\$ 50,000
Halifax Comedy Festival	\$ 23,000	\$ 30,000	\$ 25,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 45,000
Halifax Pop Explosion	\$ 32,000	\$ 60,000	\$ 32,000
Royal Nova Scotia International Tattoo	\$ 94,000	\$ 270,000	\$ 94,000
Shearwater East Dartmouth Minor Hockey Association	\$ 50,000	\$ 50,000	\$ 50,000
Total Signature	\$ 484,500	\$ 920,000	\$ 493,000
Major Hosting Program – No program Maximum			
2022 ICF Canoe Sprint World Championships - Canoe 22	N/A	\$ 968,999	\$400,000*
Total Major Hosting		\$ 968,999	\$ 400,000
TOTAL	\$ 630,000	\$2,240,855	\$ 1,055,500