

Request for Council's Consideration		
<input checked="" type="checkbox"/> <b>Included on Agenda</b> (Submitted to Municipal Clerk's Office by Noon Thursday)	<input type="checkbox"/> <b>Added Item</b> (Submitted to Municipal Clerk's Office by Noon Monday)	<input type="checkbox"/> <b>Request from the Floor</b>
<b>Date of Council Meeting:</b> November 26, 2019		
<b>Subject:</b> Downtown Dartmouth Ice Festival		
<b>Motion for Council to Consider:</b> That Halifax Regional Council request a staff report to the Special Events Advisory Committee to consider funding options to the Downtown Dartmouth Ice Festival on February 7- 9, 2020.		
<b>Reason:</b> In 2018, Destination Halifax challenged the Business Improvement Districts in HRM to come up with some sort of event that draws people to HRM during what is traditionally the slowest time of the year for our tourism sector (January-March). The Downtown Dartmouth Business Commission (DDBC) responded to the challenge by launching the Downtown Dartmouth Ice Festival.  The Ice Festival brought ice carvers to Dartmouth to carve ice sculptures on Portland Street in the dead of winter in February 2019 and included a street closure, live music, and food. The Festival's first season was a success that wildly exceeded the DDBC's expectations with thousands of spectators visiting Portland Street on a bitterly cold winter's day. Based on 2019's success, the DDBC feels there is great potential to grow this event and attract visitors, particularly regional visitors from within Atlantic Canada.  For 2020, the DDBC is planning for a \$65,000 two-day event. The DDBC applied for funding to HRM and ACOA. There was confusion about how the Ice Festival might fit into HRM's program and whether the Festival qualifies as an emerging event. Although there was confusion about HRM funding, the DDBC recently learned that they were successful in receiving funding from ACOA in the amount of \$25,000. Given the ACOA award, HRM should take a second look at providing funding for the Ice Festival.		
<b>Outcome Sought:</b> Staff recommendation report		
<i>Councillor</i> Sam Austin	<i>District</i> 05	

