

On May 15, 2019 the Special Events Advisory Committee moved the following motion which was approved in Regional Council on June 4, 2019.

MOTION TO AMEND PUT AND PASSED.

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

- 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;
- 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

Follow – Up:

Royal Nova Scotia International Tattoo

The Royal Nova Scotia International Tattoo submitted their final reporting documents which indicates the following:

Total attendance: 55,000 (29,308 attended the Scotiabank Centre Shows, and 25,692 attended the Tattoo Events, including the Tattoo Canada Day Parade). Of the 55,000 attendees 17,144 travelled to Halifax to attend the event. This information was collected during the ticketing purchase process (Point of Sale) by requiring customers to insert their postal codes.

Hotel Room Nights: Estimated 41,789 room night – this number is based on the 17,144 out of town tourists staying one or two nights in Halifax during the 7-day event (June 29-July 6)

Media Impact: Eastlink dedicated an episode of Eastlink Magazine of the Tattoo on June 23rd. PBS a United States TV station aired the Tattoo which had a viewership of 11 million people. CTV and Global both hosted morning live segments as well.

Economic Impact: Total Halifax economic spending is \$27 mil, of this amount the applicant indicated that \$18.9 mil was spent on local expenditures. Staff prepared an Economic Impact Calculation (EIC) on the event which reflected similar numbers.

The Atlantic FIN Festival

The Atlantic FIN Festival submitted their final reporting documents which indicates the following:

Total attendance: 32,319 total attendance for all film screening, events and activities.

Hotel Room Nights: Estimated 1,101 room night – this number is based on 5,191 tourists traveling to Halifax during the event staying one or two nights in Halifax during the 7-day event (September 12-19)

Media Impact: CTV & CTV2 provided a 15-second PSA airing over 40 times during the event. Advertising also included Bell Media, C100, NSI, Bay Ferries and the Halifax International Airport.

Economic Impact: Total Halifax economic spending is based on a staff prepared Economic Impact Calculation (EIC) on the event. The total direct spending indicates that \$1,083,946 was spent within the Municipality during the event.