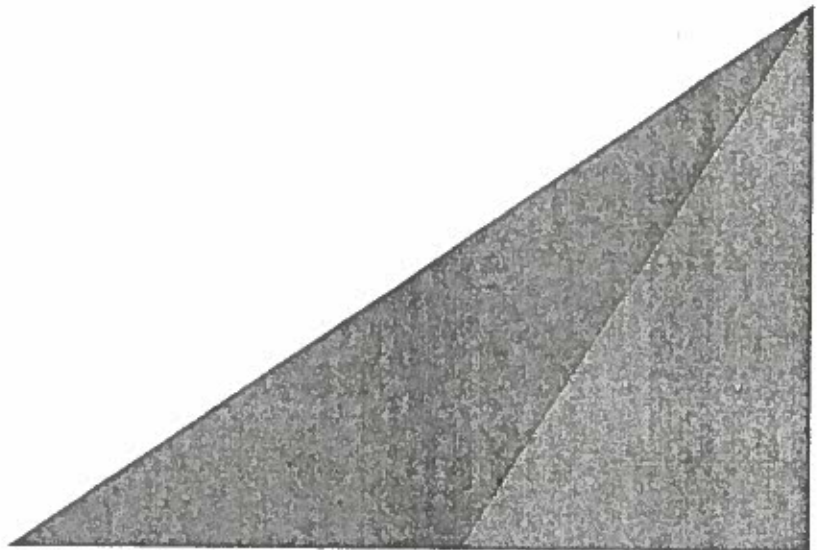


ITEM NO. 10.1

Special Events Advisory Committee Manual

October 2019



HALIFAX

1. History

The Special Events Advisory Committee (SEAC) was created by Halifax Regional Council on March 27, 2007. The Committee was created to review grant applications and make recommendations to Regional Council based upon evaluation criteria provided in the Civic Events Policy Framework that was also approved by Regional Council on March 27, 2007. On November 10, 2015, Halifax Regional Council approved the Administrative Order 2014-020-GOV Respecting Marketing Levy Special Events Reserve (MLSER) Grants which replaced the 2007 Civic Events Policy Framework. On June 5, 2018, the Administrative Order on MLSER Grants was amended to reduce budget minimums, increase application intakes and reorganize annual and non-annual funding programs.

2. Role of the Special Events Advisory Committee (SEAC)

The HRM Special Events Advisory Committee shall review, evaluate and make recommendations to Regional Council regarding the annual Marketing Levy Special Events Reserve (MLSER) with staff support from Parks and Recreation.

The HRM Special Events Advisory Committee are to:

- Advise Regional Council on all matters related to the allocation of the MLSER;

- 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

The duties of the HRM Special Events Advisory Committee shall be reviewed annually by staff and Committee members and may be amended by Regional Council on an on-going basis.

3. Funding Source

Funding for the programs outlined in the Admin Order (AO) on MSLER Grants comes from the Marketing Levy Reserve (MLSER) (Q315)

The total budget for MLSER is approximately \$1,200,000 annually. Any remaining funds per fiscal remain in the reserve and are carried over until the next year.

The funding for the MSLER comes from the 40% portion of the 2.0% Marketing Levy imposed on the purchase price of accommodations within HRM. The remaining 60% of the Marketing Levy is provided to Discover Halifax to plan, coordinate and deliver sales and marketing strategies necessary to drive leisure and business tourism into the Municipality.

4. Admin Order on MLSER Grants

The purpose of the AO is to direct financial support to large scale special events within the Municipality that support and promote tourism and business development. Included in the AO are four funding programs that replaced the previous categories. These four programs are:

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

The AO also outlines the option for HRM to provide up to three years of funding to Signature and Emerging events. As well, the AO allows for varying intakes per program such as 1 intake for Signature every three years, 2 intakes for Distinguished, 2 intakes for Emerging and an open intake for Major Hosting Events. For a full copy of the AO please refer to section 1 of your orientation binder.

MARKETING LEVY SPECIAL EVENTS RESERVE PROGRAM DEADLINES		
PROGRAM	First Intake Deadline for Events that occur after April 1 of each year:	Second Intake Deadline for Events that occur after October 1 of each year:
Distinguished Events	November 30	May 30
Emerging New Events	November 30	May 30
Signature Events	Applications are accepted on a 3-year basis	
Major Hosting Events	Open intake	

5. Grant Application / Review Process

The Application and Review process is as follows:

- Organizations submit an application to HRM.
- Staff review the applications for eligibility and whether the proposal qualifies for a specific grant program as per the AO.
- Applicants will be notified promptly if their application is ineligible for consideration.
- Staff prepares a report for SEAC that recommends or does not recommend a proposed grant award.

- SEAC reviews all material provided by staff. At this stage, the Committee may take one of the following three courses of action:
 - Defer back to staff;
 - Request a presentation by the applicant;
 - Approve the proposed grant award as recommended by staff;
 - Propose an increase to the recommended grant award;
 - Propose a decrease to the recommended grant award.
- SEAC submits their final recommendations to Regional Council for final approval.
- Regional Council reviews report and makes final recommendations.
- Successful applicants are notified, and grant agreements forwarded by staff.
- Applicants complete agreements and then the grant award will be dispersed according to a schedule as outlined in the executed HRM Event Grant Agreement, with up to twenty per cent (20%) being withheld until completion of the event and submission of the final report.

6. Application Scoring Criteria

- Economic Impact
- Guaranteed Rooms - are based on the confirmed hotel block for the event
- Estimated Rooms - are the amount of rooms used outside of the block
- Season
- Event Location
- Media/Marketing/Exposure
- Previous Years Financial Reporting (if applicable)

There is no formulaic approach to the criteria. Scoring is based on the event meeting a combination of the above-mentioned criteria. The scoring is utilized to determine an appropriate level of funding for the event subject to budget availability.

Scoring Legend	
Categories	Weight (Points)
Economic Impact	50
Guaranteed Rooms (Room Block)	25
Estimated Rooms	5
Season	10
Event Location	5
Media/Marketing/Exposure	5
Total	100

7. Presentations to the Special Events Advisory Committee

Under the new AO process there are no requirements for presentations by applicants, however major events presentations may be arranged by the request of SEAC.

8. Supporting Documentation

Section 4 of the Administrative Order: Grants Available

There are hereby established four grant programs:

- a) **Signature Events:** supports annual large-scale special events.
 - (i) Available to Organizations that have operated for a minimum of three consecutive years with strong event management and a track record of success.
 - (ii) The special event must be in existence for a minimum of five consecutive years and have a minimum budget of \$100,000.00.
 - (iii) May provide sustainable funding up to a maximum term of three years.
 - (iv) Provides additional funding up to a maximum of 10% of the previous year's total grant amount to support additional programming for an anniversary of the event.

- b) **Distinguished Events:** supports one-time large-scale events that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality and provide the Municipality with a competitive advantage.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (v) National University Sports Championships may be considered for funding within this category.

- c) **New Events (Emerging):** supports Organizations that bring or create a new event within the Municipality.
 - (i) Available to Organizations that have operated for a minimum of one (1) year with demonstrated experience in event management.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (iii) Preference will be given to applicants that have secured corporate and government funding.
 - (iv) provides up to three (3) years of sustainable funding.

- d) **Major Hosting Events:** supports Organizations bidding on the rights to host major events and supports programs, activities and services specific to the delivery of a major event being hosted in Halifax. Events must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally.
 - (i) The event must have a minimum budget of \$500,000.00.
 - (ii) Funding conditional on receiving event funding from other levels of government.

Scoring Legend:	
Categories	Weight (Points)
EIC: Out of 50	
Below \$600,000	1-15
600,001-1,100,000	16-25
1,100,001-1,600,000	26-35
1,600,001-Plus	36-50
Guaranteed Rooms: Out of 25	
0-100 Rooms	1-4
101-200 Rooms	5-10
201-300 Rooms	11-14
301-400 Rooms	15-19
401-500 Rooms	20-24
501-Plus	25
Estimated Rooms: Out of 5	
0-500	1
501-1000	2
1001-1500	3
1501-2000	4
2001-2500	5
Season: Out of 10	
Spring (March-Early June)	4-6
Summer (Late June-Aug)	1-3
Fall (Sept -Nov)	7-9
Winter (Dec-Feb)	10
Event Location: Out of 5	
Urban	1-2
Suburban	3-5
Media: Out of 5	
None to little	1
Radio/Posters/Social/Livestream or TV	2-3
Radio/poster/social media/TV/LiveStream	4-5