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Item No. 12.2.3
Audit & Finance Standing Committee
March 11, 2020

TO: Chairs and Members of Audit & Finance Standing Committee

- Original Signed -

SUBMITTED BY: _____
Stephen Adams, Chair, Special Events Advisory Committee

DATE: March 5, 2020

SUBJECT: New Funding Program Stream

ORIGIN

February 19, 2020 meeting of the Special Events Advisory Committee, Item No. 9.1.3.

LEGISLATIVE AUTHORITY

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

Section 4., Schedule 1 - 1 Advise Regional Council on all matters related to the allocation of the MLSER and

Section 4.2., Schedule 1 - 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 recommends that the Audit and Finance Committee request a staff report to amend the Administrative Order on Marketing Levy Special Events Reserve Grants to include a new Established Events funding program stream to bridge the funding gap between the New Events (Emerging) program and the Signature Events program.

BACKGROUND

At the February 19, 2020 meeting of the Special Events Advisory Committee, the Committee received an overview of staff's proposal to have a new Established Events funding program stream created. Staff advised that the purpose of the stream would be to bridge the gap between the New Events (Emerging) program category and the Signature Events program. Staff noted that there are a number of events that still require funding after having been provided up to three years of funding in the New Events (Emerging) program but that do not qualify for Signature Events status, as they have not consistently received funding for five years. Staff indicated should the Established Events funding program stream be created, events that receive funding under the new stream will, at the five years' stage, either qualify for Signature Event status or be required to become self-sustaining or to seek alternative sponsorship.

DISCUSSION

At its February 19, 2020 meeting, the Special Events Advisory Committee discussed the staff proposal for creation of a new Established Events funding program stream and noted that the new funding program stream should not be perceived to be a pathway to Signature Event status.

The Committee approved a motion recommending that the Audit and Finance Standing Committee request a staff report to amend the Administrative Order on Marketing Levy Special Events Reserve Grants to include a new Established Events funding program stream, as outlined in the Recommendation section of this report.

FINANCIAL IMPLICATIONS

Financial implications of a new Established Events funding program stream would be provided in the recommended staff report.

RISK CONSIDERATION

There are no significant risks associated with this report.

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

None.

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.

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