

# HALIFAX

P.O. Box 1749  
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**Item No. 11.1.5**  
**Halifax Regional Council**  
**July 21, 2020**

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:** Original Signed by   
\_\_\_\_\_  
Jacques Dubé, Chief Administrative Officer

**DATE:** June 10, 2020

**SUBJECT:** Marketing Levy Special Events Grant Report 2020

## **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 Halifax Regional Council:

1. Suspend the rules of procedure under Schedule 2, the Audit and Finance Standing Committee Terms of Reference, of Administrative Order One, the Procedures of the Council Administrative Order;
2. Approve 3 proposed Event grants for a total of \$29,400 in 2020/2021 from the Community and Events Reserve, Q621 as identified in Table 1;
3. Approve 11 proposed Event grants for a total of \$391,600 in 2020/2021 from the Community and Events Reserve, Q621 as identified in Table 2;
4. Approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 2 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships;
5. Approve a \$20,000 grant from the Community and Events Reserve, Q621 (non MLSER portion) in support of a virtual WE Day Atlantic Canada; and
6. Pending final approval of the 2022/2023 budget, approve the release of the third and final payment of the Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

## **BACKGROUND**

On June 9, 2020 Halifax Regional Council approved the 2020/21 Budget Recast for Novel Coronavirus COVID-19 Impacts. This report outlines the revised recommended MLSER grant awards for applications submitted to the November 2019 intake for events that occur between April 1 and September 30, 2020 and the recent May 2020 intake for events that occur after October 1, 2020. Due to issues related to COVID-19, the first intake report has been delayed which has allowed staff to assess the applications received to the second intake and include them in this report. All MLSER event grant recommendations are governed by Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants. Typically, this report would be presented as a recommendation report to the Special Events Advisory Committee. With the ongoing COVID-19 restrictions, most meetings of the standing committees of Council have been suspended. As a result, this report is being presented to Regional Council.

### **COVID-19 Event Cancellations and Postponements and Approach to Funding**

Public health restrictions that have been put in place under COVID-19 have forced widespread cancellations and postponements across all events categories. These include many community-organized and externally-organized events planned for summer and fall 2020 as well as municipally-planned and produced live civic events such as Canada Day, Halifax Dartmouth Natal Day, Clam Harbor Beach Sandcastle Competition, Hopscotch.

In May, an email was sent to all Marketing Levy Special Events clients requesting a status update on event programs and if applicable a revised budget. Many organizers are working to find alternative service delivery models; including the accommodation of programs through online platforms and other contact-free models where possible. Responses from the event organizers included proposed variations on programming, postponements or outright cancellations. In communications with event organizers it was determined programs were still in the early stages of redesign, budgets were being revised and submissions should be considered accordingly. Several events cancelled early in the Spring and no replacement event program was discussed, i.e. The Scotia Festival of Music, The Royal Nova Scotia International Tattoo, Halifax Jazz Festival. After the initial impact of COVID-19 was realised these groups and others have re-emerged to offer small scale virtual programs. Web-based, virtual festival models support Discover Halifax's reopening strategy to promote Halifax to a wider and diverse audience as a leading event destination to visit now and in the future.

#### **Projected Loss of Revenue from Marketing Levy**

As stated in Discover Halifax's presentation to Regional Council in May, in addition to the restriction on gatherings, COVID-19 has negatively impacted the tourism sector, specifically reducing the revenue derived from the local hotel marketing levy, which is the funding source for all events in this program. Discover Halifax anticipates these changes will result in a projected overall loss of 80% in revenue from the average annual levy of \$1.2M designated for event funding. To accommodate an expected, significant shortfall in revenue from the levy for 2021/2022 it is prudent to maintain a balance of funds to ensure fiscal capacity for events when the impacts of COVID-19 have lessened and the environment may be more conducive to permit live events. While staff acknowledge the many challenges facing event organizers, it is recommended that a reduction in funding for all events is necessary in order to retain a level of funds to support an event recovery phase in 2021/2022 and beyond.

Discussions with sector stakeholders and other funders over the past weeks has reflected that local events organizations are experiencing significant challenges as their programming has been effectively suspended during the COVID-19 crisis. Public health directives have effectively eliminated most earned revenue opportunities over the short and medium term and have also severely impacted sponsorship and fundraising levels as well. Many organizations, especially those in the Signature program have applied for relief to Canadian Heritage, for micro-grants from Canada Council and the Province of Nova Scotia to support transitioning their events to a digital format, and assistance is expected to add some relief.

The combination of the uncertainty regarding the programming calendar in the short-and-medium term coupled with the adaptations required of producing and presenting organizations under COVID-19 public

health guidelines makes the current assessment of the evolving virtual programs challenging. Given the uncertainty of the 2020-2021 programming calendar, assessment of applications is focussed less upon the quality of proposed programs, some of which are continually evolving, and more upon the fiscal and organizational health of those organizations and on their record of past performance. To maintain a balance of funds for 2021/2022 the approach to funding is recommended:

1. For the new applicant to the New & Emerging program the proposed grant is paid in full and with no hold back, *see Table 1.*
2. For events in the Signature program, Distinguished program and Major Hosting category who have cancelled and are unable to offer a virtual program or are not permitted to be held due to COVID-19, funding has been reduced or suspended to future, *see Table 1 and Table 2.*
3. For the two (2) events in the Distinguished program that have been funded previously from the New & Emerging program and are offering virtual or modified programs, 80% of the 2019/2020 amount is proposed to be paid in full and with no hold back, *see Table 1.*
4. For the 12 events in the year 2 of funding in the New & Emerging and Signature programs offering a virtual program, of which there are varying levels of complexity, 11 event grants are proposed to be reduced by 20% of the 2019/2020 grant. One event – FIN is recommended to receive the full 2019/2020 award due to the complexity and board reach of the proposed program. These awards are to be released in full, and with no hold back, *see Table 2.*

## **DISCUSSION**

Under standard business operations funding is provided from the Community and Events Reserve (Q621). Administrative details on program allocations and program descriptions can also be found in Attachment 1.

### 2020 Applications First Intake Eligible and Non eligible

For the 2020/2021 first intake, applications were received for the New & Emerging, Distinguished and Major Hosting Events programs. The Signature program maintains 1 intake every 3 years, and the next new intake for the Signature program will take place in 2022/2023. There were 12 applications submitted for funding for year 2 of the 3-year funding cycle in the 2020/2021 first intake of the Signature program. Of the 12 applications submitted, 1 application was withdrawn by the organization. Based upon the eligibility criteria, 11 events are deemed eligible.

### Second Intake Eligible and Non eligible

For the second intake, two applications were received, one (1) to the New & Emerging program - The Halifax Black Film Festival, and one (1) to the Distinguished program - WE Day Virtual Social Entrepreneurship Youth Leadership Conference. The funding request is \$25,000. This event is deemed ineligible as per Section 13 (l) of the AO which states: *The following events are not eligible for funding: (l) conferences*

#### 1. The Halifax Black Film Festival

In 2019, the Halifax Black Film Festival considered applying to the New & Emerging program however after discussion with staff regarding the lack of hotel nights it was suggested that the appropriate funding program for the event is the Cultural Events and Showcases in Regional Special Events program. There are several film festivals that currently receive funding in that program, however that program is oversubscribed and does not open for applications until 2022/2023. The 2019 event took place with no further request for financial support from the municipality. After further discussions with staff on the event, the organizer submitted an application to the New & Emerging program in the November 2019 intake. The event is planned to take place over 3 days, the confirmed room nights are 70 and estimated room nights are 150 with proposed attendance numbers of 4,300. The event will be held in February 2021.

#### 2. WE Day Atlantic

Since 2013 this event has been supported by a number of funding sources and through two event grant programs (MLSER and Regional Special Events) and from the General Contingency Reserve. Challenges to provide multi-year funding from MLSER to support this program lie within its program

ethos, which is to empower youth and promote opportunities to volunteer rather than its economic return and tourism impact. The Regional Special Events, Cultural Showcases and Events program is closed until 2022/2023 and the event has not been funded from the MLSER since 2014 due not fitting within the MLSER business plan. In 2016/2017 Regional Council approved three-year funding from 2 sources, the General Contingency Reserve (Q421) and the Community and Events Reserve (Q621). The funding cycle has now expired. Therefore, WE Charity applied to the second intake of the MLSER program.

Due to COVID-19 in the Fall of 2020, WE Charity will host a one-day virtual Social Entrepreneurship Youth Leadership Conference for young people across Atlantic Canada. The funding request is \$25,000, significantly lower than the past grants awarded in the amount of \$65,000. While the MLSER program does not support “conferences”, this multi-faceted event supports Council’s youth mandate. Therefore, it is recommended that the 2020 event be funded from the general portion of the Community & Events Reserve (Q621) that support initiatives for community and a grant of \$20,000 be approved and released in full and with no hold back in support of a virtual WE Day Atlantic.

Evaluation Under COVID-19

Pre COVID-19, staff evaluated all submissions using the Destination International Economic Impact Calculator with the assistance of Discover Halifax. Applicants were assessed based on a formula applied to factors including tourism impact, media impact, financial stewardship and governance of the event organization, as well the prestige the event offers to enhance Halifax’s reputation as a preferred event destination. In addition to these criteria, overall fiscal challenges caused by COVID-19 on the organizations was also considered.

Staff have reviewed the revised applications to the best of their ability with the information at hand and using updated public health projections to ensure that proposals are viable under existing social distancing conditions. Staff expect events may continue to adjust their programs as public health restrictions change.

2020/2021 Distinguished and New & Emerging Event Programs

In both intakes there are a total of eight (8) events that submitted applications to the non- annual Distinguished Event program stream and two (2) events that applied to the New & Emerging program as shown in Table 1. Three (3) events from the 2019/20 New & Emerging program - the Halifax Urban Folk Festival, Maritime Race Weekend and Sole Sisters Women's Race Weekend have met the criteria to move to the Distinguished program. Seven (7) events have cancelled and therefore no funding is recommended. Two (2) events, Halifax Urban Folk Festival and Sole Sisters Women's Race Weekend plan or have executed virtual programs.

Major Hosting Events Applications

There is one (1) application submitted for funding via the Major Hosting Events Program, the Canadian Football League (CFL) 2020 Touchdown Atlantic. This event has been cancelled due to COVID-19 and therefore no funding is recommended.

<b>Table 1: 2020/2021 Revised Proposed MSLER Grant Awards – Q621</b>				
	<b>2019/20 Grant</b>	<b>2020/21 Request</b>	<b>2020/21 Status</b>	<b>2020/21 Proposed</b>
<b>New &amp; Emerging Events (Year 1 of 3)</b>				
The Peace Tournament	n/a	\$25,000	cancelled	0
The Halifax Black Film Festival	n/a	\$25,000	as planned	\$13,000
<b>Distinguished Events</b>				
Canada vs Italy Senior Men's Rugby Match	n/a	\$25,000	cancelled	0
Eastern Canadian Youth Wrestling	n/a	\$25,875	cancelled	0
Eastern Elite Soccer Championship	n/a	\$50,000	cancelled	0
Halifax Urban Folk Festival	\$13,000	\$25,765	virtual	\$10,400

International Soccer Match	n/a	\$25,000	cancelled	0
Maritime Race Weekend	\$15,000	\$35,000	cancelled	0
Pawn Wise: The Atlantic All-Ages Chess Festival	n/a	\$8,000	cancelled	0
Sole Sisters Women's Race Weekend	\$7,500	\$7,500	virtual	\$6,000
<b>Major Hosting</b>				
CFL 2020 Touchdown Atlantic	n/a	\$200,000	cancelled	0
<b>Total 2020/21 proposed New &amp; Emerging and Distinguished funding</b>				<b>\$29,400</b>

Multi-Year Funding Status

There are eleven (11) events in the Signature program and one (1) event in the New & Emerging category in year 2 of a 3 -year funding cycle. Of the 12 events, 11 grants are proposed to be reduced by 20% of the 2019/2020 grant. One event – FIN is recommended to receive the full award as they are offering a virtual program with extensive access for the audience and complexity in the overall programming. While there are significant reductions in revenue from reduced hotel levy due to COVID-19, reduced number applications and recommended funding can be accommodated. In addition, SEAC has requested that \$400,000 of the annual budget be reserved for major hosting opportunities. As it is not anticipated that applications to the major hosting program will be forthcoming for some time, some of those funds may need to be re-allocated to support year 3 of a 3-year funding cycle for Signature and New & Emerging events for 2021/2022 pending final budget approval as well as to provide capacity to support events once health restriction are lifted completely and event activity can resume.

Major Hosting Event Canoe '22 - Year 2 and 3 of a 3-year funding cycle

For significant awards the AO permits payment to be released over several budget cycles. In 2019 the 2022 ICF Canoe Sprint World Championships "Canoe '22" was awarded a grant in the amount of \$800,000 over three budget cycles. The first installment in the amount of \$400,000 was released in 2019/20; the second installment of \$200,000 was pending approval of the 2020/2021 budget, and the final \$200,000 will be released pending final approval of the 2021/2022 budget.

Due to anticipated reduction in the levy for 2021/2022 the third and final installment of \$200,000 is recommended to be postponed from 2021/2022 to 2022/2023 and released pending final approval of the 2022/2023 budget.

	<b>2019/20 Grant</b>	<b>2020/21 Status</b>	<b>2020/21 Proposed</b>
<b>Emerging Events (Year 2 of 3)</b>			
Downtown Dartmouth Ice Festival	\$7,500	<b>TBC</b>	\$ 6,000
<b>Signature Events Program (Year 2 of 3)</b>			
Scotiabank Bluenose Marathon	\$50,000	<b>postponed</b>	\$40,000
Cheer Expo National Championships *	\$35,000	<b>TBC</b>	\$28,000
EPIC Dartmouth **	\$27,000	<b>cancelled</b>	0
FIN Atlantic Film Festival	\$40,000	<b>virtual</b>	\$40,000
Hal-Con	\$45,000	<b>TBC</b>	\$36,000
Halifax International Busker Festival	\$50,000	<b>virtual</b>	\$40,000
Halifax Comedy Festival	\$25,000	<b>postponed</b>	\$20,000
Halifax Jazz Festival	\$45,000	<b>cancelled</b>	\$36,000
Halifax Pop Explosion	\$32,000	<b>virtual</b>	\$25,600
Royal Nova Scotia International Tattoo	\$100,000	<b>cancelled</b>	\$80,000
SEDMHA	\$50,000	<b>TBC</b>	\$40,000

<b>Total 2020/21 New &amp; Emerging &amp; Signature Year 2 of 3 Year Funding</b>			<b>\$391,600</b>
<b>Total 2020/21 New &amp; Emerging &amp; Distinguished</b>			<b>\$29,400</b>
<b>Major Hosting Events Program (Year 2 of 3)</b>			
2022 ICF Canoe Sprint World Championships – Canoe '22	\$200,000	as planned	<b>\$200,000</b>
<b>Total proposed 2020/2021 Funding</b>			<b>\$621,000</b>

\* Due to COVID-19, the 2020 Cheer Expo was cancelled, after payment of the grant was issued in full. Therefore, it is recommended that the organizers apply the 2019/2020 grant to cover cancellation fees and the 2020/2021 event is recommended to be funded at 80% for a total grant amount of \$28,000.

\*\* Epic Dartmouth is cancelled, and no virtual program is possible, therefore no funding is recommended. It is recommended that their funding cycle be suspended for this year and year 2 funding is proposed for 2021/2022 and years 3 is proposed for 2022/2023. To align with reductions projected for 2021/2022 funding is proposed at a level of 80% (\$21,600), pending final approval of the 2021/2022 and 2022/2023 budgets.

Post Event Reporting

All events that receive MLSER event funding are required to submit a final event report as part of the funding process. The final event report provides information on the success and challenges associated with the event. This is a key deliverable for Signature and New and Emerging events that receive 3-year sustainable funding to ensure the criteria is met and no significant changes have occurred. Attachment 2 provides a summary of each of the 2019/2020 event outcomes. Several events have discrepancies between the proposed figures submitted in the application for funding and the post event information. Staff continue to assist the organizers to accurately report projections in future.

**FINANCIAL IMPLICATIONS**

**Budget Summary: Community and Events Reserve, Q621**

Net Projected Reserve Balance, at April 1, 2020	\$ 1,269,647
Contribution 2020/21	449,422
Withdrawals 2020/21	\$(1,230,000)
Projected Net Available balance, June 2020	<b>\$ 489,069</b>

Withdrawals of \$1,230,000 includes the \$621,000 recommended in this report.

Community and Event 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, sectorial and economic impacts. Funding to the reserve is 40% of Marketing Levy from Hotel Sales, and transfers from 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 2020/21 approved withdrawals from 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**

Information regarding program eligibility, application timelines, and applicant timelines are posted on the HRM website. Communication is ongoing with event clients on the status of events.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

Alternative 1: Regional Council may choose to amend the amount of any event grant in accordance with AO 2014-020-GOV within the budget capacity of Q621.

### **ATTACHMENTS**

Attachment 1: MLSER Grant Administrative Process  
Attachment 2: 2019/20 MLSER Event Program Final Reports

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 902.229.7622

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## Marketing Levy Special Events Grant Administrative Process and Business Case

### Business Case

Funding is provided from the Community and Events Reserve (Q621) under the opportunity's category in which 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, sectoral 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 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 a particular 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 Special Events Advisory Committee's (SEAC) commitment to accumulate funds to build capacity in the reserve to host "Major" events that require significant hosting fees (i.e., North American Indigenous Games, Canoe 22). An annual reservation of \$400,000 is also allocated within the reserve for major events hosting opportunities.

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).
- Media impacts are assessed using information outlined in proposed media plans representing live streaming, television broadcast and social media campaigns.

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.



Program Allocations & Descriptions

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.

Destination International's Event Impact Calculator (EIC)

As of 2019, staff work in partnership with Discover Halifax (DH) to apply the economic assessment tool the 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.

**Marketing Levy Special Events Reserve  
2019/2020 Event Program Final Reports**

The following information is based on a review of the 2019 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 organization list.

## EMERGING EVENTS

### 1. Halifax Urban Folk Festival (HUFF)

**Date of the event: August 25 - September 2, 2019**

**Summary:** The HUFF event was held at various live music venues and outdoor spaces in Halifax. The event presented and celebrated outstanding songwriters from across Canada and provided an opportunity for unique musical experiences. The event had approximately 30 volunteers.

	Proposed	Actual
<b>Attendance</b>	8,500	2,873
<b>Room Nights</b>	200	52
<b>Budget</b>	\$309,300	\$175,000

### 2. Event: Mackenzie Tour Celebrity Pro-Am Golf Tournament

**Date of the event: July 15 – 21, 2019**

**Summary:** The Mackenzie Tour Pro-Am Golf Tournament brought a high-level golf tournament to Halifax. The event took place at the Oakfield Golf and Country Club that included a qualifier at Penn Hills Golf Course, clinics for the golf community and the 4-day Pro-Am golf tournament. The event had approximately 200 volunteers delivering 4,000 volunteer hours. **Pre COVID 19, organizers confirmed the event will not be held in Halifax in 2020.**

	Proposed	Actual
<b>Attendance</b>	1,963	790
<b>Room Nights</b>	580	520
<b>Budget</b>	\$450,000	\$318,010

## DISTINGUISHED EVENTS

### 1. Event: Atlantic Indigenous Games

**Date of the event: June 5, 2019**

**Summary:** Staff are working with Nova Scotia Mi'kmaw Sport Council to complete final reporting.

	Proposed	Actual
<b>Attendance</b>	1,000	N/A
<b>Room Nights</b>	150	N/A
<b>Budget</b>	\$106,639	N/A

### 2. Event: B1 Fishing

**Date of the event: June 15, 2019**

**Summary:** B1 Fishing hosted one of their 5 largest Bass Fishing Tournaments on the Shubenacadie Grand Lake. The event brought fishing teams to Halifax to experience Live Broadcasted Bass fishing for the first time. This was the largest of the 5 events hosted in the Maritime region with 53 teams taking part (106 anglers), 17 of those teams were from New Brunswick and spent an average of 3.5 days in the area practicing for the event.

Live broadcast of the weigh-in brought exposure of that nature to bass fishing in the HRM for the first time. The event had approximately 12 volunteers. **Pre COVID 19, although the event was a success for the area, the fishing was minimal and the event is relocating for 2020.**

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	300	106
<b>Room Nights</b>	100	51
<b>Budget</b>	\$35,000	\$50,000

### 3. Event: Baseball Canada 16U Female Nationals

**Date of the event: August 22 – 25, 2019**

**Summary:** The Baseball Canada 16U Female Nationals hosted by Hammonds Plains Minor Baseball took place over a 4-day weekend at Joan and Robert Lenihan Fields in Bedford. The tournament determined the top 16U female baseball team in the country. Teams participated from all 10 provinces across Canada. The event had approximately 88 volunteers delivering 2,800 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	15,000	12,750
<b>Room Nights</b>	1,969	1,340
<b>Budget</b>	\$98,000	\$94,010

### 4. Event: Canada Cup 2019

**Date of the event: July 14 – 20, 2019**

**Summary:** The Canada Cup volleyball event was hosted by both Volleyball Canada and Volleyball Nova Scotia and took place at Dalplex, TUNS, and Homburg Gymnasiums in Halifax. The event brought together Canada's next generation of high-performance athletes to compete in a National Championship. The event had approximately 24 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	2,065	4,725
<b>Room Nights</b>	3,000	4,325
<b>Budget</b>	\$569,050	\$569,050

### 5. Event: Men's U19 World Floorball

**Date of the event: May 8 – 12, 2019**

**Summary:** The Men's U19 World Floorball Championship event was held the Zatzman Sportsplex and Dalhousie University comprising of 16 countries with 400+ athletes/coaches in attendance. This was the first time the Men's U19 World Floorball was held in North America. The event had approximately 102 volunteers delivering 700 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	16,000	8,252
<b>Room Nights</b>	5,540	2,976
<b>Budget</b>	\$222,000	\$254,584

### 6. Event: Maritime Race Weekend

**Date of the event: September 13 – 14, 2019**

**Summary:** The Maritime Race Weekend took place in Fisherman's Cove in Eastern Passage with a two-day pirate theme consisting of two 5k races, one 10k race and a Half-Marathon. The event had approximately 480 volunteers delivering 10,000 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	8,366	2,400
<b>Room Nights</b>	1,210	1,200

<b>Budget</b>	\$341,543	\$377,400
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### 7. Event: Rugby Festival & International Men's Rugby Match

**Date of the event: June 28 – 30, 2019**

**Summary:** The Rugby Festival & International Men's Rugby Match was held at both the Wanderers Grounds and the St. Francis Fields in Halifax. The matches consisted of a Bronze and Gold rugby match, as well as an Alumni game and Rookie Rugby jamboree. The event had approximately 65 volunteers delivering 530 volunteer hours. **The disparity in room nights has been discussed with event organizers.**

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	7,500	1,200
<b>Room Nights</b>	2,055	750
<b>Budget</b>	\$259,785	\$63,224

### 8. Event: Sole Sisters Women's Race Weekend

**Date of the event: June 1 – 2, 2019**

**Summary:** The Sole Sisters Women's Race event occurred on the first weekend in June. The event consisted of a Tutu Challenge, Sole Sisters 5K, a Quarter & Half Marathon and a Little Miss Sole Sisters Races which were held at the Grahams Grove Park, Dartmouth. The event had approximately 350 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	5,000	2,500
<b>Room Nights</b>	1,200	500
<b>Budget</b>	\$185,274	\$107,835

### 9. Event: Slo-Pitch National CoEd National Championships

**Date of the event: August 1 – 5, 2019**

**Summary:** The Slo-Pitch Nationals CoEd National Championships took place at the Springfield Lane, Mount Edward, Conrad and Greenough fields consisting of 3 divisions of adult slo-pitch levels with 28 teams in total. The event had approximately 25 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	1,695	750
<b>Room Nights</b>	20	1,000
<b>Budget</b>	\$50,850	\$27,308

## SIGNATURE EVENTS

### 1. Event: Scotiabank Blue Nose Marathon

**Date of the event: June 6 – 9, 2019**

**Summary:** The 2019 Scotiabank Blue Nose Marathon took place over the weekend of June 6 – 9 and consisted of three key events; walking/running, active living expo, and the Scotiabank Charity Challenge. The event had approximately 1,000 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	11,235	10,117
<b>Room Nights</b>	2,030	3,000
<b>Budget</b>	\$1,004,952	\$1,004,952

### 2. Event: CheerExpo National Championships

**Date of the event: March 30 – 31, 2019**

**Summary:** The CheerExpo National Championships took place in March 2019, at the Halifax Forum. The event consisted of Cheerleading and dance groups who competed for the top spot in competitive cheerleading. Teams traveled to Halifax from Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick, Quebec and Ontario to compete. The event had approximately 30 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	4,769	6,369
<b>Room Nights</b>	2,270	4,072
<b>Budget</b>	\$376,000	\$372,825

**3. Event: EPIC Dartmouth****Date of the event: July 1, 2019**

**Summary:** The EPIC Canadian Run for Canada event took place over the Canada Day Weekend in Dartmouth at Lake Banook. This was the 8<sup>th</sup> year for the event which involved EPIC @ Night, a community hosted party with live music and fireworks, 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. The event had approximately 250 volunteers. **This is the second year that there has been a significant disparity between the proposed attendance to the actual number reported. This event has been placed on “concerned status” and staff will continue to assist the organizers to accurately report projections.**

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	8,350	1,275
<b>Room Nights</b>	600	300
<b>Budget</b>	\$430,000	\$435,185

**4. Event: FIN Atlantic Film Festival****Date of the event: September 12 – 19, 2019**

**Summary:** The FIN Atlantic Film Festival event took place in multiple locations throughout Halifax during the summer of 2019, continuing into September. The event celebrated film and media by featuring over 200 independent films. FIN Outdoor provided free events to increase access to underserved audiences. The event had approximately 186 volunteers to make this event a success. **The disparity in room nights has been discussed with FIN staff and in future will more accurately represent the room night calculations.**

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	31,137	32,319
<b>Room Nights</b>	14,504	1,101
<b>Budget</b>	\$1,888,196	\$1,900,609

**5. Event: Hal-Con****Date of the event: October 24 – 27, 2019**

**Summary:** Hal-Con, a fan-run, comic-con style event took place in October 2019 at various locations throughout HRM offering over 300 single events during the three days, totaling 500 hours of programming. The event had approximately 425 volunteers with an increase in participants from the previous years.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	10,773	14,439
<b>Room Nights</b>	750	830
<b>Budget</b>	\$810,000	\$671,632

**6. Event: Halifax International Buskers Festival****Date of the event: July 31 – August 5, 2019**

**Summary:** The Halifax Buskers Festival was held during the week of July 31 to August 5, 2019, alongside the Natal Day weekend that featured free entertainment to the public by street performers. Performances included music, comedy, fire acts, sword swallowing, dance, acrobatics and feats of strength. The event had approximately 120 volunteers delivering 1,800 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	250,000	112,723
<b>Room Nights</b>	3,052	3,819
<b>Budget</b>	\$431,000	\$411,053

**7. Event: Halifax Comedy Festival****Date of the event: April 24 – 28, 2019**

**Summary:** The festival took place in April with 7 shows taped and aired on CBC over six half hour episodes. The festival provides Halifax with national coverage and an un-paralleled access to public awareness for many Canadian performers. The event consisted of an opening night Gala, as well as shows throughout Halifax including the Spaz Theatre and Casino Nova Scotia. The event had approximately 30 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	4,667	4,837
<b>Room Nights</b>	280	200
<b>Budget</b>	\$587,833	\$608,076

**8. Event: Halifax Jazz Festival****Date of the event: July 9 – 14, 2019**

**Summary:** For 6 days and 6 nights in July, the Halifax Jazz Festival presented a musical lineup of entertainers. The Festival offered live music, including free shows and educational programming at 16 various venues throughout HRM. The event had approximately 450 volunteers delivering 9,000 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	60,000	60,000
<b>Room Nights</b>	5,434	4,326
<b>Budget</b>	\$1,297,500	\$1,231,730

**9. Event: Halifax Pop Explosion****Date of the event: October 21 – 24, 2019**

**Summary:** The Halifax Pop Explosion event was held throughout several venues within Halifax. The festival is dedicated to highlighting Atlantic Canada by presenting a festival of new and innovative music and culture attracting an audience of young people between the ages of 18 and 35. The event had approximately 200 volunteers.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	20,000	20,000
<b>Room Nights</b>	700	700
<b>Budget</b>	\$625,650	\$447,334

**10. Event: Royal Nova Scotia International Tattoo****Date of the event: June 29 – July 6, 2019**

**Summary:** The Royal Nova Scotia International Tattoo hosted the POWER OF PEACE: 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 was held at the Scotiabank Centre with both matinees and evening shows. The event had approximately 1,184 volunteers delivering 74,844 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	45,912	55,000
<b>Room Nights</b>	55,343	41,789
<b>Budget</b>	\$2,293,022	\$2,541,868

**11. Event: Shearwater East Dartmouth Minor Hockey Association (SEDMHA) Minor Hockey Tournaments**

**Date of the event: November 2018, December 2018, March 21 – 26, 2019, March 28 – 31, 2019**

**Summary:** In 2019, SEDMHA celebrated its 42<sup>nd</sup> Anniversary and added an additional tournament which attracted an additional 14 teams. The four SEDMHA events included a Female tournament, a Novice tournament, a Novice Jamboree and a Minor tournament that were played throughout several arenas within the municipality. The event had approximately 1,184 volunteers delivering 74,844 volunteer hours.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	42,150	50,000
<b>Room Nights</b>	6,100	5,568
<b>Budget</b>	\$501,651	\$447,425