



P.O. Box 1749
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Item No. 9.1.2
Special Events Advisory Committee
May 12, 2021

TO: Chair and Members of Special Events Advisory Committee

SUBMITTED BY: *Original Signed*

Denise Schofield, Executive Director Parks & Recreation

Original Signed

Jacques Dubé, Chief Administrative Officer

DATE: March 23, 2021

SUBJECT: **Marketing Levy Special Events Grant Report 2021/2022**

ORIGIN

Applications received pursuant to Administrative Order Number 2014-020-GOV – *Respecting Marketing Levy Special Event Grants.*

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter
Section 79A

(1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality.

Halifax Regional Municipality Marketing Levy Act

(4) The levy collected pursuant to this Section shall be used by the Council to promote the Municipality as a tourist destination.

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

1. pending final approval of the 2021/2022 budget, approve two Distinguished Event Grants for a total of \$31,500 as identified in Table 1 in 2021/22 from the Community and Events Reserve, Q621;

RECOMMENDATION CONTINUED ON PAGE 2

2. pending final approval of the 2021/2022 budget, approve two New (Emerging) Event Grants in the amount of \$20,500 as identified in Table 2 from the Community and Events Reserve, Q621;
3. pending final approval of the 2021/2022 budget, approve eleven Signature Event Grants in the amount of \$440,000 as identified in Table 3 from the Community and Events Reserve, Q621;
4. pending final approval of the 2022/2023 budget, approve one Distinguished Event Grant in the amount of \$45,000 as identified in Table 1 for the 2023 U SPORTS Men's Final 8 Basketball Championships (2023 U SPORTS Final 8) and,
5. pending final approval of the 2022/2023 budget, approve 1 Major Hosting Event grant in the amount of \$200,000 as identified in Table 4 from the Community and Events Reserve, Q621.

BACKGROUND

This report outlines the recommended Marketing Levy Special Events Reserve (MLSER) grant awards for applications submitted to the 2021/2022 intake. Funding is provided from the Community and Events Reserve (Q621) 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 Marketing Levy is deposited in Q621 and withdrawals are approved by Regional Council, in accordance with *Administrative Order 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 SEAC's commitment to accumulate funds to build capacity in the reserve to host 'major' events that require significant hosting fees (e.g. Canoe '22). An annual reservation of \$400,000 is also allocated within the reserve for major events hosting opportunities. As the levy has been reduced due to impacts on the tourism industry from COVID-19 a reservation of \$200,000 has been allocated for 2021/2022. All recommendations respecting the allocations of the MLSER are governed by Administrative Order 2014-020-GOV (AO).

The MLSER AO governs four programs:

- New (Emerging) Events – supports organizations that bring or create a developing event with potential and have a minimum budget of \$50,000;
- Distinguished Events – supports annual or one-time events that have a minimum budget of \$50,000;
- Signature Events – supports large-scale events that have been in existence for 5 years and have a minimum budget of \$500,000;

- 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.

The MLSER AO also outlines the option for HRM to provide multiple year funding to the New (Emerging) and Signature categories to assist with the sustainability of events.

Staff undertakes the grant application process as outlined in the MLSER AO. The MLSER administrative process is explained in Attachment 1. This report outlines the recommended 2021/2022 MLSER grants for SEAC's consideration for recommendation to Regional Council.

COVID-19 Approach to Funding

In 2020/2021 Council approved funding to events in the Signature and New (Emerging) programs at 80% of the 2019 grant amount (year 2 of a 3-year funding cycle). This approach was proposed to retain a balance for this year given the anticipated reduction in the hotel levy from COVID-19 impacts on the tourism industry. There was also consideration that should a return to in-person events begin in 2021/2022, the need for municipal support would be critical to assist with the anticipated lack of sponsorship opportunities and the COVID-19 compliant scenario planning that event organizations would be required to undertake.

For 2021/2022, there is cautious optimism that in-person, live event activity is resuming with some event organizations positioned to deliver in-person experiences while adhering to public health guidelines for performances and gatherings. Several MLSER clients are working to implement safe spaces sanctioned by public health to instill confidence within the community to celebrate the authentic connections that are uniquely experienced through live events. However, it must be acknowledged that non profit and for-profit event organizations are in the early phase of recovery and face revenue losses from 2020, potential reductions in revenue opportunities and operating challenges in 2021. This year, 2021/2022, is year three in the three-year sustainable funding cycle for events in the New (Emerging) and Signature program streams. For events in the Signature program it is recommended the grant amount be awarded at the level of the 2019 grant as per Table 3. Events in the New (Emerging) program are recommended to be funded as per Table 2. Due to ongoing travel restrictions the assessment of applications to the Distinguished program was focussed less upon the number of hotel room nights and more upon the fiscal and organizational health of the organization and its ability to offer in-person events in line with the public health regulations at the time of the event. The 2021/2022 applicants to the Distinguished program have previously held similar events in the municipality and the organizations have a proven track record of successful event delivery. For events in all three categories the first payment will equal 80% of the grant; 20% is held back pending submission of a final report to the municipality.

DISCUSSION

2021 New Applications

Major Hosting Events Application

There is one application submitted for funding via the Major Hosting Events Program: the 2022 U SPORTS Men's Hockey Championships. The Major Hosting category has an open intake period, therefore upon receipt of the application, staff reviewed the event based on the established criteria and has submitted a Major Hosting report to SEAC recommending an award of \$40,000.

2021/2022 Regular Grant Intake Applications

There were three applications submitted for funding to the 2021/2022 grant intake process. There were no applications submitted to the New (Emerging) Events program and three applications submitted to the Distinguished Events program.

Eligibility

Based upon the eligibility criteria, three events are deemed eligible.

Ineligible/Council Discretion

There are no ineligible event applications for the 2021/2022 program.

Evaluation

As per the MLSER AO, all applications are evaluated based on tourism, economic and media/exposure. Other key elements that are considered include the financial stewardship and governance of the event organization, as well the prestige the event offers to enhance Halifax's reputation as a successful event destination. In addition, events applying to the New (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).
- **Economic impacts** are assessed by applying the Destination International's Event Impact Calculator (EIC). Staff worked in partnership with Discover Halifax to use this tool to provide 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.
- **Media impacts** (enhanced visibility of the Municipality) are assessed using information outlined in proposed media plans representing live streaming, television broadcast and social media campaigns.

Distinguished Events Applicants

1. 2023 U SPORTS Men's Final 8 Basketball Championships (2023 U SPORTS Final 8)

S|E|A submitted an application for Major Hosting funding for the 2023 U SPORTS Men's Final 8 Basketball Championships. However, a revised application for this event was resubmitted in February with a budget of \$402,000 which is less than the minimum budget of \$500,000 required for the major hosting program deeming the event ineligible in that category. The applicant was notified that the event submission was redirected to the distinguished program and included in this report for recommendation to Regional Council.

From March 9 to 12, 2023, S|E|A will partner with St. Francis Xavier University and U SPORTS to host the 2023 U SPORTS Final 8 at the Scotiabank Centre. The championship tournament will include twelve games at the Scotiabank Centre played over four days with the top eight national university basketball teams competing for the National Champion title. The funding request is \$50,000. The tournament will partner with Basketball Nova Scotia and Basketball Canada to provide engagement opportunities for NS youth. Basketball Nova Scotia has provided a letter of reference to accompany S|E|A's proposal to partner with St. Francis Xavier University to continue to grow basketball in Nova Scotia (Attachment 3). Halifax also hosted U SPORTS Men's National Basketball Championships 2019, organized by S|E|A held at the Scotiabank Centre. The Municipality funded the 2019 event in the amount of \$45,000 and the Province of Nova Scotia funded the event in the amount of \$30,000.

A summary of the event is as follows:

- The event will attract approximately 25,665 people through the competition;
- The event will take on 150 volunteers who will provide over 4,500 volunteer hours over the course of the event;
- The event guarantees 150 rooms for 7 nights will be booked for the event and estimates that including attendees 1,610 room nights would be generated;
- Ticket prices will be \$18 - \$25 per day for entry;

- The estimated budget for the event is \$402,000, and;
- In addition to the 2023 U SPORTS Men's Final 8 Basketball Championship, St. Francis Xavier University will host their Annual Gala Dinner in Halifax at which the top performing athletes in the sport will receive awards.

Destination International's Event Impact Calculator (EIC)

The EIC report states the direct increase in economic activity within the municipality as a result of the initial expenditures of the event would be \$2,953,238 (Attachment 4). This amount includes the impact of sales on jobs with 716 jobs supported, \$844,615 spent on wages and \$35,838 collected in local taxes.

Media Exposure

Games will be streamed online through U SPORTS channel. Eastlink has been approached to cover the local broadcast. Game highlights are being shown on national sports channels (Sportsnet and TSN).

Growth Potential

Based on the response of ticket sales of \$174,156 from the 2019 U SPORTS Men's National Basketball Championships held three years prior to this proposed event, it is anticipated as a return event coming out of a world pandemic, attendance will be contingent on the public health and venue regulations on social distancing. This event draws attendees from across the region due to the affiliation with the university and its alumni. The event is also held during the low shoulder season (January-March), at a time when there is capacity in hotels.

Destination Recognition

HRM remains a preferred event destination not only based on its reputation for world class hosting capabilities, but now even more so due to the successful public health restrictions that have kept the COVID-19 cases low compared to other Canadian municipalities. The Scotiabank Centre is proactive as it relates to personal safety and the health of attendees and is one venue that has been operational during COVID-19. The opportunity to promote the Municipality as a safe and, accessible destination in the aftermaths of COVID-19 is foundational to major events recovery. The Municipality will be recognized throughout multi-platform and integrated social medial web advertising throughout the U SPORTS network sports teams across Canada, as well as featured in all broadcast scripts and event commercials.

2. Baseball Canada 22U Championships

Baseball Canada awarded the 22U Society the rights to host the elite female and male 2021 Canadian Championships. The 22U Society was created by the Dartmouth 22U and Halifax 22U teams and submitted an application for funding under the Distinguished Events program. The Championships will take place August 5 to 8, 2021 on the Beazley Field, and at the Halifax and Dartmouth Mainland Commons ballfields. Round robin games will begin on Thursday, August 5 and conclude with the gold and bronze medal games on Sunday, August 8. Teams will arrive Tuesday, August 3 and stay until Monday, August 9. *While the championships are open to all provinces that choose to participate, Baseball Canada will decide in the first week of May whether any championships will be held this year due to COVID-19 and the current travel restrictions.* Funding will be contingent on the event going forward and the Society may apply next year should the event be postponed to 2022.

A summary of the event is as follows:

- The event will attract approximately 10,470 people through the competition;
- The event will take on 120 volunteers which will provide over 5,000 volunteer hours over the course of the event;
- The event guarantees 100 rooms for 6 nights will be booked for the event and estimates that including attendees 1,500 room nights would be generated;

- Ticket prices will be \$6 to \$8 per game, or a tournament pass for \$40; and
- The estimated budget for the event is \$118,000.

Destination International's Event Impact Calculator (EIC)

The EIC report states the direct increase in economic activity within the municipality as a result of the initial expenditures of the event would be \$1,254,827 (Attachment 6). This amount includes the impact of sales on jobs with 233 jobs supported \$351,864 spent on wages and \$17,023 collected in local taxes.

Media Exposure

Social media marketing will be the main focus to promote the event and drive participants to the games. 22U Nationals Society will focus on various social media platforms as well as partnering with Baseball Nova Scotia and Sport Nova Scotia to broadcast media messages on the event.

Destination Recognition

Hosting an event of this calibre promotes HRM as an accessible sporting event destination in Canada. Several players have been or will be drafted by major leagues teams from the success in the Canadian Championship. The municipality will be recognized in appropriate places within the venues as well as featured in all social media platforms being utilized.

3. Halifax Urban Folk Festival

The Halifax Urban Folk Festival (HUFF) was awarded \$13,000 from the New (Emerging) program from 2017 to 2019 inclusive and in 2020/2021 received \$10,400 from the Distinguished program. As was the case in 2020/21 HUFF does not currently fit into a funding category as per the MLSER AO criteria. The New (Emerging) Events category supports organizations that have operated for a minimum of one year and provides up to three years of sustainable funding. To be considered a Signature Event, the annual event must have operated for a minimum of five consecutive years. On February 19, 2020, SEAC requested a staff report to amend the Administrative Order on Marketing Levy Special Events Reserve Grants to bridge the funding gap between the New (Emerging) Events program and the Signature Events program. The proposed amendments to the AO are expected to be considered by Regional Council in the coming weeks.

Due to timing of the above-mentioned report and to support the success this event has achieved, HUFF was directed to apply to the Distinguished category. From August 29 to September 5, 2021, the Halifax Urban Folk Festival Society will host an eight-day celebration of song writers and the songs they create at various free and ticketed events at various venues in Halifax. As part of Dalhousie University's orientation day festivities, HUFF will present the concert component on the outdoor campus stage. In partnership with Youth Art Connection, HUFF creates a space for young, diverse artists who are interested in pursuing a career in the arts showcase their talent and perform on stage offering the public an evening of live music. Free concerts are offered to the public over several days in partnership with Develop Nova Scotia. These waterfront concerts are free to the public over the Labour Day weekend.

A summary of the event is as follows:

- The event will attract approximately 2,888 people through the festival;
- The event will take on 25 volunteers which will provide over 150 volunteer hours over the course of the event;
- The event guarantees 45 rooms for 3 nights will be booked for the event and estimates that including attendees 270 room nights would be generated;
- Ticket prices will be \$20 to \$50 per concert; and,
- The estimated budget for the event is \$141,500.

Destination International's Event Impact Calculator (EIC)

The EIC report states the direct increase in economic activity within the municipality as a result of the initial expenditures of the event would be \$510,996 (Attachment 5). This amount includes the impact of sales on jobs with 138 jobs supported \$179,306 spent on wages and \$7,594 collected in local taxes.

Media Exposure

Social media and digital advertising will be the main focus to promote the event and drive participants to the festival. Due to the demand, livestreaming will be offered at reduced ticket prices to view the shows.

Destination Recognition

HRM would be recognized in appropriate places within the venues, as well on digital advertising.

Destination International's EIC's for each application received during the February 2021 intake period provides a full economic impact analysis of each proposed event.

Table 1: Distinguished Events			
	2020/2021 Grant Amount	2021/2022 Grant Request	2021/2022 Proposed Grant Amount
New (Emerging) Events – no applicants to this intake			
2021/2022 Distinguished Events			
Baseball Canada 22U Championships	n/a	\$20,000	\$18,000
Halifax Urban Folk Festival	\$10,400	\$15,000	\$13,500
TOTAL 2021/2022 Distinguished Events	\$10,400	\$35,000	\$31,500
2022/2023 Distinguished Event			
2023 U SPORTS Final 8	n/a	\$50,000	\$45,000
Ineligible/Council Discretion – no applicants to this intake			

Current Multi-Year Funding Events

As noted, the MLSER AO also provides the option for HRM to provide up to three years of funding to the New (Emerging) and Signature categories to assist with the sustainability of events. There are two events in the New (Emerging) Events program and eleven events in the Signature Events program which were awarded three-year funding. The three-year funding schedule for New (Emerging) and the Signature Event

Program can be found below in Table 2 and Table 3 respectively. It should be noted that two events that have been recipients of funding from the New (Emerging) and Distinguished programs in the past, Maritime Race Weekend and the Sole Sisters Women's Race Weekend have declined funding for 2021/2022.

Table 2: New (Emerging) Events				
	Year Within Funding Cycle	2019/2020 Grant Amount	2020/2021 Grant Amount	2021/2022 Proposed Grant Amount
Downtown Dartmouth Ice Festival	3	\$7,500	\$ 6,000	\$ 7,500
Halifax Black Film Festival	2	n/a	\$13,000	\$13,000
TOTAL New (Emerging) Events		\$7,500	\$19,000	\$20,500

Table 3: Signature Events				
	Year within Funding Cycle	2019/2020 Grant Amount	2020/2021 Grant Amount	2021/2022 Proposed Grant Amount
CheerExpo	3	\$35,000	\$0 **	\$35,000
EPIC	3	\$27,000	\$0 **	\$0**
FIN Atlantic Film Festival	3	\$40,000	\$40,000	\$40,000
Hal-Con	3	\$45,000	\$0 ***	\$45,000
Halifax International Busker Festival	3	\$50,000	\$40,000	\$50,000
Halifax Comedy Festival	3	\$25,000	\$20,000	\$25,000
Halifax Jazz Festival	3	\$45,000	\$36,000	\$45,000
Halifax Pop Explosion	3	\$32,000	\$25,600	\$0****
Royal Nova Scotia International Tattoo	3	\$100,000	\$80,000	\$100,000
Scotiabank Bluenose Marathon	3	\$50,000	\$40,000	\$50,000
Shearwater East Dartmouth Minor Hockey Association (SEDMHA)	3	\$50,000	\$0 ***	\$50,000
TOTAL Signature Events		\$499,000	\$281,600	\$440,000
TOTAL 2021/2022 MLSER Funding				\$492,000

** organization declined funding

***organization cancelled event, no funding was released

****no event took place in 2020, will use 2020 funds for 2021

Major Hosting Event Canoe '22 – Deferral of Year 3 payment

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 2019/2020 and the second installment of \$200,000 was released in 2020/2021. The final \$200,000 is deferred to 2022/2023, pending final approval of the 2022/2023 budget. The funding schedule for Canoe '22 can be found below in Table 4.

Table 4: Major Hosting Events				
	2019/2020 Grant Amount	2020/2021 Grant Amount	2021/2022 Grant Amount	2022/2023 Proposed Grant Amount
Canoe 22'	\$400,000	\$200,000	Deferred to 2022/2023	\$200,000
TOTAL Major Hosting	\$400,000	\$200,000	\$0	\$200,000

Post Event Reporting Post Event Reporting

All events that receive event funding from the Municipality are required to submit a final event report as part of the funding process. The final event report provides staff with information on the success and challenges associated with the event. This is a key deliverable for events that receive 3-year sustainable funding to ensure the criteria is being met and no significant changes have occurred. Attachment 2 provides a summary of the 2020/2021 event outcomes.

FINANCIAL IMPLICATIONS

Budget Summary: Community and Events Reserve, Q621

Net Projected Reserve Balance (at January 31/21)-----	\$	682,657
Contribution 2021/22 -----	\$	948,100
Withdrawals 2021/22 -----		<u>(\$ 1,117,000)</u>
Projected Net Available balance -----	\$	513,757

All recommendations are subject to availability of MLSER reserve funds. With the approval of the 2021/22 Reserve budget, the funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required. No applicants have any outstanding monies owed to the Municipality. Any remaining MLSER funds will carry forward to the 2022/23 fiscal year to continue to build capacity to enable HRM to attract and host major events.

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. The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

No environmental implications were identified.

ALTERNATIVES

The Special Events Advisory Committee may choose to recommend that Halifax Regional Council increase or reduce the amount of any event grant in accordance with AO 2014-020-GOV within the budget capacity of Q621.

ATTACHMENTS

Attachment 1 Marketing Levy Special Events Grant Administrative Process and Business Case
Attachment 2 MLSER 2020/2021 Event Program Final Report Summaries
Attachment 3 SEA Letter of Reference – Basketball NS
Attachment 4 EIC - U SPORTS Final 8 Basketball 2023
Attachment 5 EIC - HUFF – Halifax Urban Folk Festival
Attachment 6 EIC - Baseball Canada 22U Championships

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.

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

Marketing Levy Special Event Reserve 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 SEAC's 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
2020/2021 Event Program Final Reports**

The following information is based on a review of the 2020/2021 final reports that are submitted to staff post event. The final 20% of the grant is released upon receipt and review of the final report. 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.

NEW (EMERGING) EVENTS

1. Downtown Dartmouth Ice Festival

Date of the event: March 13 - 20, 2021 – **Cancelled** February 26, 2021 due to Public Health Restrictions

Summary: The event was planned for March 13th, the agreement was signed, and the grant was released. Two weeks before the event, Nova Scotia Public Health cancelled all events for 30 days, therefore cancelling the event. Event expenses had already incurred.

2. Halifax Black Film Festival

Date of the event: February 23 - 28, 2021

Summary: Report will be submitted within 90 days of the event as per the agreement.

3. The Peace Tournament

Cancelled due to COVID-19.

DISTINGUISHED EVENTS

1. Canada vs Italy Senior Men's Rugby Match

Cancelled due to COVID-19.

2. Eastern Canadian Youth Wrestling

Cancelled due to COVID-19.

3. Eastern Elite Soccer Championship

Cancelled due to COVID-19.

4. Halifax Urban Folk Festival (HUFF)

Date of the event: September 3-6, 2020

Summary: Due to COVID-19, HUFF scaled back the event significantly offering 4 shows over Labor Day weekend at The Carleton, and presented 15 artists in 5 songwriter circles, 3 artists each, to maintain social distancing and all other relevant health guidelines both on the stage and in the restaurant. The 2020 event did not require the use of volunteers.

6. Maritime Race Weekend

Cancelled due to COVID-19.

7. Pawn Wise: The Atlantic All-Ages Chess Festival 2020

Cancelled due to COVID-19.

8. Event: Sole Sisters Women's Race Weekend

Date of the event: June 6, 2020

Summary: In its ninth year, Sole Sisters Women's Race changed its 5K scheduled for Saturday, June 6, 2020 to a virtual event in which participants could walk or run 5K virtually anytime from June 6 through December 31, 2020 and participate anywhere that was approved by their local health authority. This

event proved popular enough that an additional Sole Sisters Virtual Challenge was held from December 1-31, 2020 in which Sole Sisters could cycle, walk or run distances from 1 kilometer to 42.2 kilometers. Combining these two virtual events, there were 1,500 Virtual Sole Sisters in 2020.

SIGNATURE EVENTS

1. Event: Scotiabank Blue Nose Marathon

Date of the event: November 6-8, 2020

Summary: Due to COVID-19, it was not possible to stage the Blue Nose Marathon with thousands of people gathering in downtown Halifax over two days. Participants were encouraged to complete their distance over the November 6th - 8th weekend, however participants were permitted to complete their run and upload their results from October 12th to November 22nd. The event totaled 3,492 virtual participants from all ages, abilities, fitness levels and from all over the world, including as far away as New Zealand and South America.

2. Event: CheerExpo National Championships

Date of the event: March 27-28, 2021

Summary: Due to COVID -19 CheerExpo 2020 was cancelled. The 2021 event is scheduled to take place in March as a two-day virtual championship where all teams compete twice. Final reporting expected within 90 days of the event.

3. Event: EPIC Dartmouth

Cancelled due to COVID-19.

4. Event: FIN Atlantic Film Festival

Date of the event: September 17 – 24, 2020

Summary: As the COVID-19 pandemic prevented in-person activities, FIN instead celebrated film, the local industry and community virtually. FIN's first virtual film festival FIN Stream comprised of 53 screenings, featuring 116 films from over 20 countries in over 20 different languages. FIN Stream reported 14,054 in total attendance (film screenings and online events). The Festival also provided FIN Stream access to all four Atlantic Canadian provinces, which resulted in greater participation from outside Nova Scotia than the event has experienced in its 40-year history.

5. Event: Hal-Con

Cancelled due to COVID-19.

6. Event: Halifax International Buskers Festival

Date of the event: July 31 – August 2, 2020

Summary: In April of 2020, it became apparent the Halifax Busker Festival was not going to happen as patrons expect. Event organizers regrouped based on the current available public health information at the time and developed a three-day online event featuring artists from around the world and Nova Scotia. The Festival invited busker performers to submit videos, selected 12 of the top busker performers who submitted and 5 musicians (4 Nova Scotians and 1 International). All artists were required to submit a 30 – 45-minute pre-recorded video made specifically for the Halifax audience which were then edited together to produce 3 days of online entertainment to run July 31 - August 2.

7. Event: Halifax Comedy Festival

Date of the event: October 29 & 30, 2020

Summary: In March of 2020, it became apparent the Halifax ComedyFest could not move forward as planned in April due to COVID-19 regulations. Festival organizers postponed the event to October 2020 and re-envisioned the festival as a virtual comedy event with the possibility of small socially distanced shows. Halifax Comedy Festival hosted three live shows at two small venues in Halifax (Seahorse Tavern and Marquee Club), using 15 comedians all from the Atlantic Canadian 'bubble'. As the audience capacity was greatly reduced, the festival offered the seats through a lottery system to those patrons who had purchased tickets for the original April festival. As the major sponsor of the festival, CBC records 7 of

the festival shows to be aired on CBC TV in a six-part television series and CBC Comedy on-line. Volunteers were not required for 2020 season.

8. Event: Halifax Jazz Festival

Date of the event: Virtual & July 1st, August 22nd, 29th, September 5th live performances

Summary: Despite COVID-19 restrictions cancelling live, in person events, the Halifax Jazz Festival was able to deliver a diverse range of virtual high-quality music and educational initiatives to the community from June to December 2020. Halifax Jazz Festival hosted over 60 free virtual performances, four educational JazzLabs programs, and five live pop-up performances on the Halifax Waterfront. Such program performances included: two Facebook Live concerts, an afternoon of live entertainment in partnership with Garrison Brewery, three nights of free streamed concerts from the Sonic Temple in Halifax, and three in-person concerts at an outdoor venue.

9. Event: Halifax Pop Explosion

Date of the event: No event took place

Summary: The agreement was signed by the organization with plans to host an event. The event grant (\$26,500) was released. With no 2020/21 event presented, the 2020/21 grant will be used in hosting a 2021/22 event.

10. Event: Royal Nova Scotia International Tattoo

Date of the event: Virtual

Summary: On March 19, 2020 the Tattoo was forced to cancel the 2020 production due to the COVID-19 and pivoted into the virtual world. The Tattoo called upon pipers from far and wide to participate in a virtual, socially distanced performance of Amazing Grace. Over 40 pipers from across Canada, the USA, the UK, Germany and other territories around the world submitted performance videos for the project. The performance was streamed on Facebook and YouTube and totaled 94,441 views. The Royal Nova Scotia International Tattoo Massed Pipes and Drums streamed a virtual finale to their dedicated, loyal audience members by playing Scotland the Brave/The Black Bear. Facebook and YouTube performances totaled 10,000 views.

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

Cancelled due to COVID-19.

MAJOR HOSTING EVENTS

1. Event: International Canoe Federation (ICF) Canoe Sprint World Championships (Canoe 22')

Date of the event: August 2022

Summary: The 2022 ICF Canoe Sprint World Championships "Canoe '22" will take place in August 2022 on Lake Banook and features 5 days of formal competition. It will feature the best flatwater canoe and kayak athletes from around the world from up to 90 countries. Able-bodied athletes will compete in kayak and canoe disciplines, and Paracanoe athletes will compete in KL and Va's classes (which resemble kayak and outrigger canoe events). This will be the third time the Senior World Championships will be hosted on Lake Banook with 1997 and 2009 being the previous years. Canoe '22 will offer free access to watch the events for majority of the seating, with one small section reserved for VIP and ticketed seating. The event estimates a total of 800 volunteers delivering 25,000 hours.

2. Event: CFL - Atlantic Touchdown

Cancelled due to COVID-19.



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basketballnovascotia.com
902.425.5450

January 12, 2021

To whom it may concern,

I am writing this letter on behalf of Sports & Entertainment Atlantic (S|E|A) as a reference letter to accompany their proposal to partner with St. Francis Xavier University to host the 2023 U Sports Final 8 tournament, proposed for March 5- 13, 2023 at Scotiabank Centre.

We have had the opportunity to work with S|E|A and their team recently on the U SPORTS Men's Final 8 Championship in 2019. As this was our first introduction to S|E|A, we were happy with the partnership and execution of this event and their willingness to support our organization. From what we saw, they are dedicated, professional partners and their events are well organized and successfully executed regardless of the scale or scope of the project.

Our goal is to work together to grow the sport of basketball in our province and to showcase Nova Scotia and Halifax as a basketball hotbed in Canada. We want to expand the scope of his tournament to include the Men's & Women's Championships and are confident that we can continue on the success of the collaboration that was done in 2020 in Ontario. Growing the Men's & Women's games together is how we see this partnership with S|E|A being successful, and we support their bid to bring this event to life.

Basketball Nova Scotia is looking forward to working with S|E|A to continue to grow basketball in Nova Scotia.

Sincerely,

Katherine Brien

Executive Director
Basketball Nova Scotia

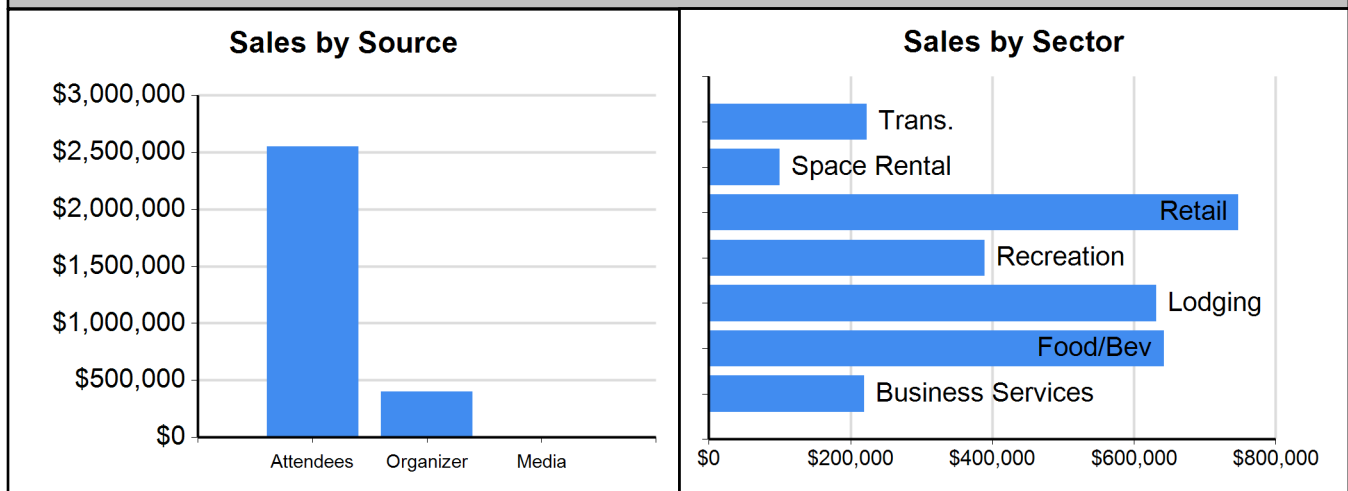
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bnsexecutivedirector@sportnovascotia.ca

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	USPORTS Men's Final 8 Basketball Championships	Business Sales (Direct):	\$2,953,238
Organization:	Sports Entertainment Atlantic	Business Sales (Total):	\$4,613,360
Event Type:	Adult Amateur	Jobs Supported (Direct):	716
Start Date:	3/9/2023	Jobs Supported (Total):	821
End Date:	3/12/2023	Local Taxes (Total):	\$35,838
Overnight Attendees:	3035	Net Direct Tax ROI:	\$27,409
Day Attendees:	22630	Estimated Room Demand:	4,208

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$631,163	\$0	\$0	\$631,163
Transportation	\$173,957	\$47,831	\$1,066	\$222,854
Food & Beverage	\$607,348	\$35,000	\$0	\$642,348
Retail	\$747,659	\$0	\$0	\$747,659
Recreation	\$389,443	\$0	\$0	\$389,443
Space Rental	\$0	\$100,000	\$0	\$100,000
Business Services	\$0	\$219,170	\$601	\$219,771
TOTAL	\$2,549,570	\$402,000	\$1,667	\$2,953,238

Event Impact Details

Destination: Discover Halifax

Event Name: USPORTS Men's Final 8 Basketball Championships 2023

Organization: Sports Entertainment Atlantic

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$2,953,238	\$1,660,122	\$4,613,360
Personal Income	\$844,615	\$501,526	\$1,346,141
Jobs Supported			
Persons	716	106	821
Annual FTEs	24	4	27
Taxes and Assessments			
<u>Federal Total</u>	<u>\$179,707</u>	<u>\$105,080</u>	<u>\$284,786</u>
<u>Provincial/Territorial Total</u>	<u>\$367,486</u>	<u>\$110,744</u>	<u>\$478,230</u>
PST/HST	\$247,720	\$41,503	\$289,224
personal income	\$48,192	\$28,616	\$76,808
corporate income	\$12,339	\$7,327	\$19,665
hotel	\$0	-	\$0
other	\$59,235	\$33,298	\$92,533
<u>Local Total (excl. property)</u>	<u>\$27,409</u>	<u>\$8,429</u>	<u>\$35,838</u>
user fees	\$3,695	\$2,194	\$5,889
hotel	\$12,623	-	\$12,623
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,091	\$6,235	\$17,325
property tax	\$25,584	\$9,941	\$35,526

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$27,409	
DMO Hosting Costs	\$0	
Direct ROI	\$27,409	
Net Present Value	\$26,315	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$35,838	
Total ROI	\$35,838	
Net Present Value	\$34,407	
Total ROI (%)	-	

Estimated Room Demand Metrics

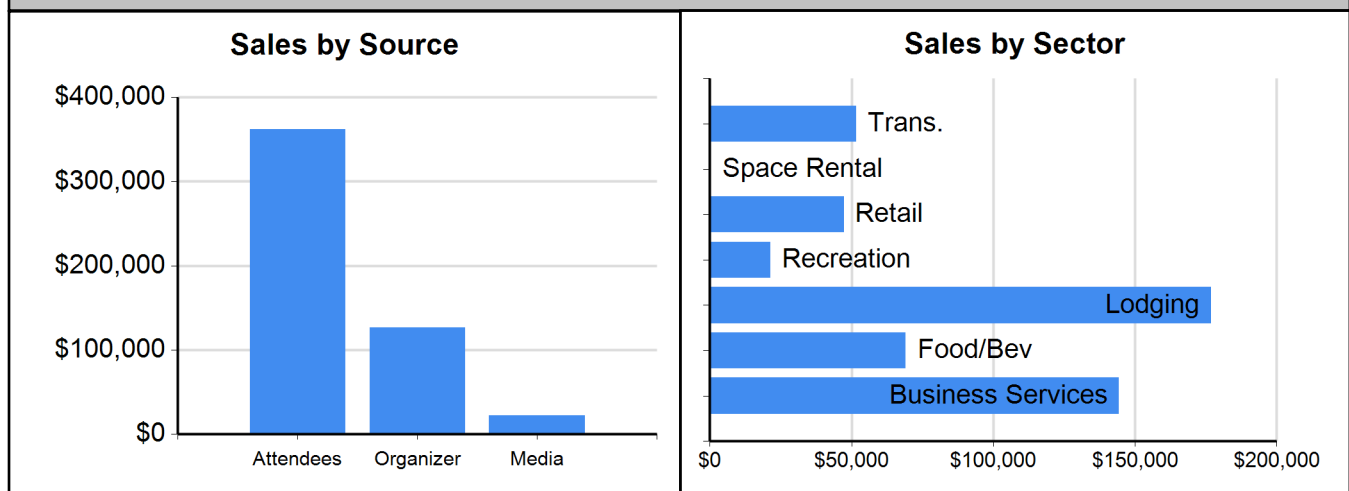
Room Nights (total)	4,208
Room Pickup (block only)	150
Peak Rooms	1,597
Total Visitor Days	10,031

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Halifax Urban Folk Festival	Business Sales (Direct):	\$510,996
Organization:	Halifax Urban Folk Festival Society	Business Sales (Total):	\$788,908
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	138
Start Date:	9/2/2021	Jobs Supported (Total):	163
End Date:	9/5/2021	Local Taxes (Total):	\$7,594
Overnight Attendees:	746	Net Direct Tax ROI:	\$6,178
Day Attendees:	236	Estimated Room Demand:	1,158

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$173,726	\$3,218	\$0	\$176,943
Transportation	\$50,438	\$1,073	\$98	\$51,608
Food & Beverage	\$69,046	\$0	\$0	\$69,046
Retail	\$47,345	\$0	\$0	\$47,345
Recreation	\$21,400	\$0	\$0	\$21,400
Space Rental	\$0	\$0	\$277	\$277
Business Services	\$0	\$122,584	\$21,792	\$144,376
TOTAL	\$361,955	\$126,874	\$22,167	\$510,996

Event Impact Details

Destination: Discover Halifax

Event Name: Halifax Urban Folk Festival 2021

Organization: Halifax Urban Folk Festival Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$510,996	\$277,912	\$788,908
Personal Income	\$179,306	\$85,120	\$264,427
Jobs Supported			
Persons	138	25	163
Annual FTEs	5	1	5
Taxes and Assessments			
<u>Federal Total</u>	<u>\$36,130</u>	<u>\$17,767</u>	<u>\$53,898</u>
<u>Provincial/Territorial Total</u>	<u>\$59,520</u>	<u>\$18,622</u>	<u>\$78,143</u>
PST/HST	\$36,421	\$6,948	\$43,368
personal income	\$10,231	\$4,857	\$15,088
corporate income	\$2,619	\$1,243	\$3,863
hotel	\$0	-	\$0
other	\$10,249	\$5,574	\$15,824
<u>Local Total (excl. property)</u>	<u>\$6,178</u>	<u>\$1,416</u>	<u>\$7,594</u>
user fees	\$784	\$372	\$1,157
hotel	\$3,475	-	\$3,475
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,919	\$1,044	\$2,963
property tax	\$4,427	\$1,648	\$6,075

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$6,178	
DMO Hosting Costs	\$0	
Direct ROI	\$6,178	
Net Present Value	\$6,178	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$7,594	
Total ROI	\$7,594	
Net Present Value	\$7,594	
Total ROI (%)	-	

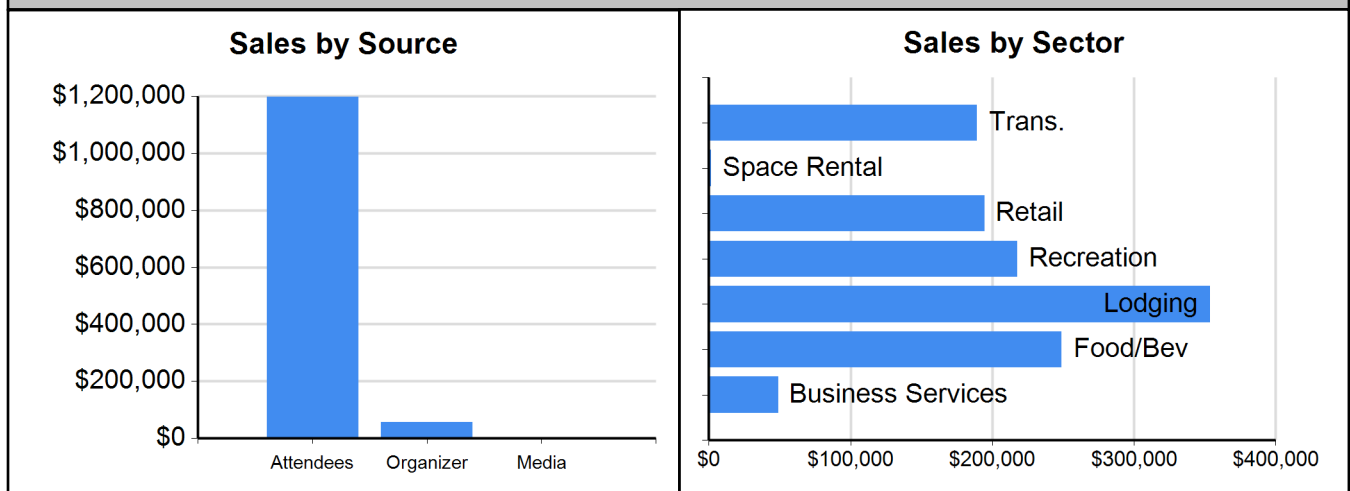
Estimated Room Demand Metrics	
Room Nights (total)	1,158
Room Pickup (block only)	45
Peak Rooms	439
Total Visitor Days	2,146

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Baseball Canada 22U Championships	Business Sales (Direct):	\$1,254,827
Organization:	22U Nationals Society	Business Sales (Total):	\$1,970,599
Event Type:	College	Jobs Supported (Direct):	233
Start Date:	8/3/2021	Jobs Supported (Total):	268
End Date:	8/9/2021	Local Taxes (Total):	\$17,023
Overnight Attendees:	1000	Net Direct Tax ROI:	\$13,327
Day Attendees:	9470	Estimated Room Demand:	2,358

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$353,753	\$0	\$0	\$353,753
Transportation	\$187,766	\$1,116	\$501	\$189,383
Food & Beverage	\$243,973	\$4,900	\$0	\$248,873
Retail	\$194,569	\$0	\$0	\$194,569
Recreation	\$217,754	\$0	\$0	\$217,754
Space Rental	\$0	\$1,600	\$0	\$1,600
Business Services	\$0	\$48,328	\$566	\$48,894
TOTAL	\$1,197,815	\$55,944	\$1,067	\$1,254,827

Event Impact Details

Destination: Discover Halifax

Event Name: Baseball Canada 22U Championships 2021

Organization: 22U Nationals Society

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,254,827	\$715,772	\$1,970,599
Personal Income	\$351,864	\$230,371	\$582,236
Jobs Supported			
Persons	233	35	268
Annual FTEs	11	2	12
Taxes and Assessments			
<u>Federal Total</u>	<u>\$75,292</u>	<u>\$47,452</u>	<u>\$122,745</u>
<u>Provincial/Territorial Total</u>	<u>\$164,957</u>	<u>\$48,761</u>	<u>\$213,718</u>
PST/HST	\$114,571	\$17,894	\$132,465
personal income	\$20,077	\$13,145	\$33,221
corporate income	\$5,140	\$3,365	\$8,506
hotel	\$0	-	\$0
other	\$25,169	\$14,357	\$39,526
<u>Local Total (excl. property)</u>	<u>\$13,327</u>	<u>\$3,696</u>	<u>\$17,023</u>
user fees	\$1,539	\$1,008	\$2,547
hotel	\$7,075	-	\$7,075
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$4,712	\$2,688	\$7,400
property tax	\$10,871	\$4,304	\$15,175

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$13,327	
DMO Hosting Costs	\$0	
Direct ROI	\$13,327	
Net Present Value	\$13,327	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$17,023	
Total ROI	\$17,023	
Net Present Value	\$17,023	
Total ROI (%)	-	

Estimated Room Demand Metrics

Room Nights (total)	2,358
Room Pickup (block only)	100
Peak Rooms	625
Total Visitor Days	3,986