



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 9.1.1
Special Events Advisory Committee
November 3, 2021

TO: Chair and Members of Special Events Advisory Committee

Original Signed

SUBMITTED BY:

Denise Schofield, Executive Director, Parks & Recreation

Original Signed

Jacques Dubé, Chief Administrative Officer

DATE: October 5, 2021

SUBJECT: Major Hosting Funding Request - 2022 Archery Youth and Masters Pan American Championships

ORIGIN

Application received pursuant to Administrative Order 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
- (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;
 - (b) the expenditure is in respect of an emergency under the *Emergency Management Act*; or
 - (c) the expenditure is legally required to be paid.

Section 7A

The purposes of the Municipality are to

- (a) provide good government;
- (b) provide services, facilities and other things that, in the opinion of the Council, are necessary or desirable for all or part of the Municipality; and
- (c) develop and maintain safe and viable communities.

Halifax Regional Municipality Marketing Levy Act

Section 3(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 ON PAGE 2

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend Halifax Regional Council approve an event grant in the amount of \$45,000 from the 2022/2023 Community and Events Reserve, Q621 to fund the 2022 Archery Youth and Masters Pan American Championships contingent on the in-person event taking place.

BACKGROUND

In early August 2021, Archery Nova Scotia (the Host Society) applied for funding to the Marketing Levy Special Event Reserve (MLSER) Major Hosting grant program for the Archery Youth and Masters Pan American Championships, to be held in May and June 2022. After staff reviewed the application and clarified the sections pertaining to attendance and room nights with the Host Society, a revised Major Hosting grant program application was submitted in late August 2021. Further discussion was required, and details were confirmed in early October 2021.

The Major Hosting program application process is open with no intake deadline. All recommendations respecting the allocations of the MLSER are governed by Administrative Order 2014-020-GOV, Marketing Levy Special Events Reserve Grants (AO), and the Community and Events Business Case. The purpose of the AO is to direct financial support to large scale special events in the municipality that support and promote tourism and business development. The Major Hosting Event program supports national or international events that do not recur annually locally and are awarded to a host destination.

Staff undertake the grant application and evaluation process as outlined in the AO. This report outlines the recommendation for funding for the 2022 Archery Youth and Masters Pan American Championships.

Eligibility

The definition of this program states:

Events must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally.

The 2022 Pan American Archery Championships is eligible for consideration under the Major Hosting Event program of the Marketing Levy Special Events Grant program within the Community and Events Reserve.

DISCUSSION

The 2022 Archery Youth and Masters Pan American Championships (2022 Pan American Archery Championships)

Archery, historically used for hunting and combat has grown into a competitive sport that is accessible to a wide range of people of any age, gender or ability and is played both in developed and developing countries throughout the world. Archery is one of the few sports that can be practiced by able-bodied and impaired athletes on a level playing field, both indoors and outdoors¹.

World Archery is the international governing body for the Olympic and Paralympic sport of archery founded in 1931 and is responsible for regulating and promoting archery around the world. World Archery has five continental federations: Africa, Americas, Asia, Europe and Oceania that are dedicated to grow the sport of archery in their respective regions. Within the five continental federations, there are more than 160 national member associations that regulate, promote and develop the sport in their respective regions.

¹ <https://worldarchery.sport/sport>

Archery Canada is one of the 33 active member federations under the umbrella of World Archery of Americas². Archery Canada's mission is to lead and empower its members to develop excellence, participation and enjoyment of archery in Canada through strong collaborative partnerships, sound professional management, and creation of an organization-wide culture of excellence. Canada is a nation of archers and consistent podium contenders.

The Pan American Archery Championships is generally held every two years in a different federation member country venue. The 2020 Championships were postponed due to the global pandemic. Monterrey, Mexico hosted the event in 2021, the 2018 Pan American Archery Championships were held in Medellin, Columbia and the 2016 championships were held in San José, Costa Rica³.

For the first time, the Pan American Archery Championships will be held in Atlantic Canada from May 30 through June 5, 2022. The last time the Pan American Archery Championships was hosted in Canada was in 1982 in Joliette, Quebec. World Archery Americas is anticipating the Canadian 2022 event to be one of the largest attended events as the majority of the active member federations voted for Halifax, Nova Scotia as the 2022 championship location. The event will take place at the Mainland Commons, in Halifax. This municipal location is equipped with the space to provide the competition area, as well as the practice area; the all-weather turf field is equipped with lights if required; there is plenty of seating capacity and parking and the indoor facility is an added bonus for the organizers to utilize for officials during the event. The venue is also convenient to local hotels for ease of travel for the athletes.

The 2022 Pan American Archery Championships will include three different classes of athletes: Cadet Class for archers under 17 years of age, Junior Class for athletes under the age of 21 and a Masters Class for those 50+ years. Archers will be competing in "Target Archery" where archers aim for a target from a set distance. Senior Archers, those 22 to 49 years of age will not be competing in the 2022 Pan American Archery Championships. World Archery, the governing body decided to only include Youth (Cadet and Junior) and Masters for the Halifax event, as the Seniors class was already held at the March 2021 Pan American Championships in Monterrey, Mexico.

The competition will be held over seven days and will host over eight hundred of the world's elite archers from over 30 different countries from the Americas. Participating countries select their teams for competition, therefore are not open for local athletes to compete. The International athletes will arrive in Nova Scotia for a minimum of three days before the competition to climatize to the Atlantic Canadian weather and time zone change. Athletes are staying in Halifax hotels near the Mainland Commons and are being bused to the competition grounds.

The funding request from HRM is \$50,000. The Province of Nova Scotia has not received an official request for event funding as yet from the Host Society. The Host Society has advised they plan to apply to the Events Nova Scotia for a grant of \$25,000 request, as well as to Archery Canada for \$75,000. No update on those funding decisions was available at the time of writing this report.

A summary of the 2022 Pan American Archery Championships is as follows:

- The event will attract approximately 1,700 people through the competition;
- The event will require 50 volunteers who will provide over 2,600 volunteer hours over the course of the event;
- The event guarantees that 470 hotel rooms located in HRM will be booked for nine nights and estimates that including attendees 4,230 room nights would be generated;
- The event is free and open to the public to attend based on spectator rules of engagement;
- The estimated budget for the event is \$602,550; and,
- The estimated revenue for the event is \$604,175.

² <https://www.worldarcheryamericas.com/en/member-associations/>

³ https://www.mdwiki.org/wiki/Pan_American_Archery_Championships

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 \$1,752,739 (Attachment 1). This amount includes the impact of sales on jobs with 321 jobs supported, \$553,019 spent on wages and \$16,698 collected in local taxes.

Based on the room nights and economic activity submitted, the event score equates to a grant award in the range of \$40,000-\$45,000, similar to the grant amount awarded to the 2022 U SPORTS Men's Hockey Championships, However, the recommended amount of \$45,000 considers the international destination and venue recognition for the municipality.

Media Exposure

In the months leading up to event, marketing will be done primarily through Archery Canada's social media and fundraising. During the event radio and social media will be used as promotion to acknowledge supporting agencies and funding partners. E-blasts are planned to reach the archery community and community partners to encourage volunteers and spectator interest.

The Quarterfinals and Finals will be live streamed with the feed shared nationally by Archery Canada and internationally by World Archery Americas through social media platforms. Archery Canada currently has 5,330 followers, with an average post reach (over 28 days) of 13,066.

Growth Potential

This event is an opportunity to show local archers of all age's examples of elite performance in the sport; and encourage interest in the sport in the lead up to the North American Indigenous Games which will include archery in its program.

Destination Recognition

It is expected through the national and international broadcasting component the municipality and Nova Scotia overall will be featured both in the archery media and social media during the event. The results of the EIC show that this event scores lower in attendance due to the nature of the sport as there is little opportunity for spectators to view the competition in person due to safety protocols and professional athletes travelling from the various countries travel with their coaching staff only. However, it scores very high in showcasing the region as the host of high caliber archers in the sport that is has been growing in popularity locally in recent years.

Post COVID-19, funding events of international significance responds to the objective of the COVID-19 Economic Response and Recovery Plan of being "open for business" and more specifically meets the goals of the Events Recovery strategy developed by Events East Group and Discover Halifax to position Halifax nationally and internationally as "open for business".

For all of the above noted reasons, it is recommended that the 2022 Pan American Archery Championships be provided an event grant in the amount of \$45,000.

FINANCIAL IMPLICATIONS

Reserve budget, the funding available in Community and Events Reserve (Q621) with no additional increased withdrawal required.

Budget Summary: Community and Events Reserve, Q621

Net Projected Reserve Balance, as of Q1	\$ 642,077
Contribution 2022/23	\$1,992,000

Projected interest 2022/23	\$15,300
Operating Withdrawals 2022/23	\$1,430,900
Capital Withdrawals 2022/23	<u>\$250,000</u>
Projected Net Available Balance 2022/23	\$ 968,477

Operating Withdrawals of \$1,430,900 includes the \$45,000 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 2022/23 approved withdrawals from reserve.**

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low. To reach this conclusion, consideration was given to financial and reputational risks.

A contribution agreement, using HRM's standard form of contribution agreement, will be negotiated between 2022 Pan American Archery Championships Host Society and the municipality prior to the release of funding. The agreement will include details regarding the rights and benefits outlined including media coverage and advertising opportunities.

COMMUNITY ENGAGEMENT

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 decrease the amount of the event grant.

ATTACHMENTS

Attachment 1: 2022 Pan American Archery Championships Economic Impact Calculation (EIC)

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.

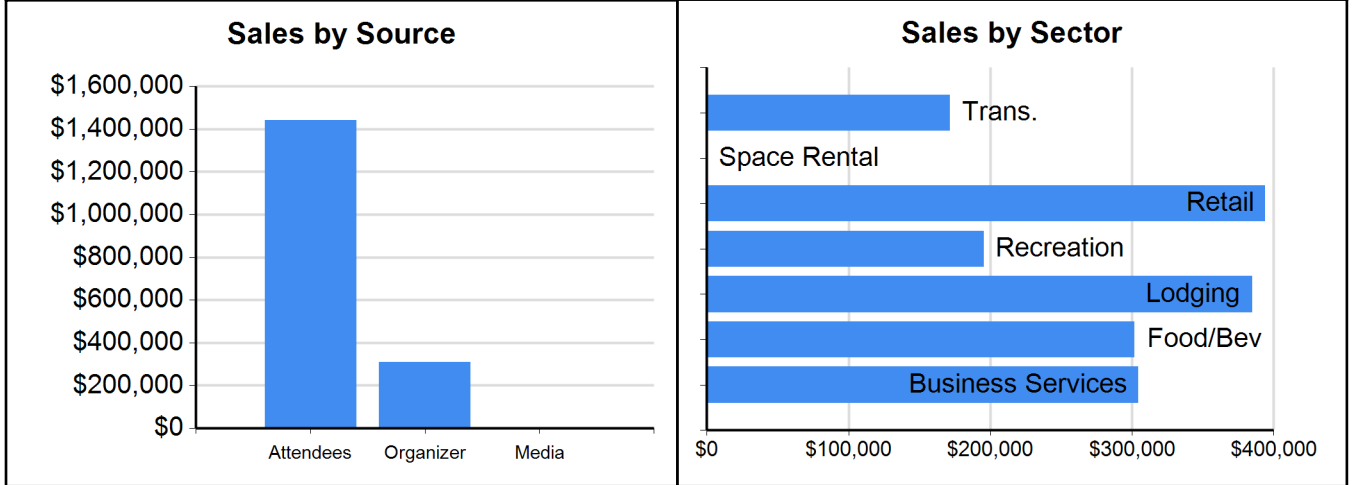
Report Prepared by: Shari Dillman, Civic Event Coordinator (Event Grant Administrator), 902.497.3729

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	2022 Archery Youth and Masters Pan American Championships	Business Sales (Direct):	\$1,752,739
Organization:	Archery Nova Scotia	Business Sales (Total):	\$2,707,692
Event Type:	Adult Amateur	Jobs Supported (Direct):	321
Start Date:	5/30/2022	Jobs Supported (Total):	372
End Date:	6/5/2022	Local Taxes (Total):	\$21,495
Overnight Attendees:	1433	Net Direct Tax ROI:	\$16,698
Day Attendees:	280	Estimated Room Demand:	2,565

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$384,790	\$0	\$0	\$384,790
Transportation	\$165,960	\$5,475	\$320	\$171,756
Food & Beverage	\$301,985	\$0	\$0	\$301,985
Retail	\$394,127	\$0	\$0	\$394,127
Recreation	\$195,576	\$0	\$0	\$195,576
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$304,324	\$181	\$304,505
TOTAL	\$1,442,438	\$309,800	\$501	\$1,752,739

Event Impact Details

Destination: Discover Halifax

Event Name: 2022 Archery Youth and Masters Pan American Championships 2022

Organization: Archery Nova Scotia

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,752,739	\$954,953	\$2,707,692
Personal Income	\$553,019	\$276,904	\$829,924
Jobs Supported			
Persons	321	50	372
Annual FTEs	15	2	17
Taxes and Assessments			
<u>Federal Total</u>	<u>\$114,513</u>	<u>\$58,685</u>	<u>\$173,198</u>
<u>Provincial/Territorial Total</u>	<u>\$216,057</u>	<u>\$62,873</u>	<u>\$278,930</u>
PST/HST	\$141,268	\$23,874	\$165,142
personal income	\$31,554	\$15,800	\$47,354
corporate income	\$8,079	\$4,045	\$12,124
hotel	\$0	-	\$0
other	\$35,156	\$19,154	\$54,310
<u>Local Total (excl. property)</u>	<u>\$16,698</u>	<u>\$4,798</u>	<u>\$21,495</u>
user fees	\$2,420	\$1,211	\$3,631
hotel	\$7,696	-	\$7,696
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$6,582	\$3,586	\$10,169
property tax	\$15,184	\$5,667	\$20,851

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$16,698	
DMO Hosting Costs	\$0	
Direct ROI	\$16,698	
Net Present Value	\$16,358	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$21,495	
Total ROI	\$21,495	
Net Present Value	\$21,058	
Total ROI (%)	-	

Estimated Room Demand Metrics

Room Nights (total)	2,565
Room Pickup (block only)	470
Peak Rooms	754
Total Visitor Days	4,916