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Item No. 9.1.1
Special Events Advisory Committee
May 11, 2022

TO: Chair and Members of Special Events Advisory Committee

SUBMITTED BY: - Original Signed -
Denise Schofield, Acting Chief Administrative Officer

DATE: March 18, 2022

SUBJECT: Marketing Levy Special Events Reserve Grant Report 2022

ORIGIN

Applications 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 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

Section (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 recommend Halifax Regional Council:

1. Approve total funding in the amount of \$1,134,500 from the Community and Events Reserve, Q621 as proposed in the following categories:
 - 3 Distinguished, 12 Signature and 1 Major Hosting Event Grants for a total of \$731,500 as identified in Table 1;
 - 1 New (Emerging) Event Grants (previously approved) for a total of \$13,000 as identified in Table 2;
 - 1 Distinguished and 3 Major Hosting Events (previously approved) for a total of \$390,000 as identified Table 3;
2. Pending final approval of the 2023/2024 budget, approve \$766,500 as identified in Table 4 of this report; and,
3. Pending final approval of the 2024/2025 budget, approve \$616,500 as identified in Table 5 of this report.

BACKGROUND

This report outlines the recommended Marketing Levy Special Events Reserve (MLSER) grant awards for applications submitted to the 2022/2023 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.

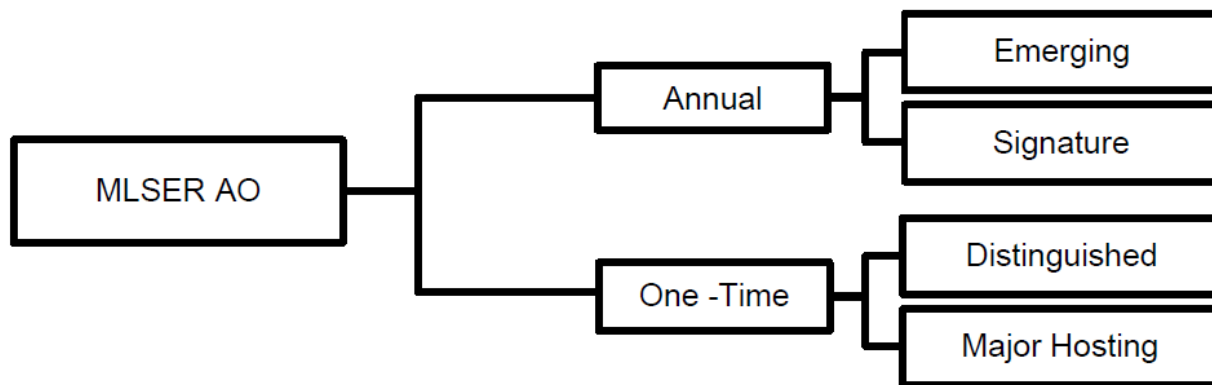
The funding from the Marketing Levy is deposited in Q621 and withdrawals are approved by Regional Council, in accordance with Administrative Order 2014-020-GOV Respecting Marketing Levy Special Events Grants. Approved withdrawals that are not allocated to a particular event in the approval year are allocated to the hosting commitment and funds are carried forward for the major hosting program. This supports Special Events Advisory Committee's (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 generally allocated within the reserve for major hosting opportunities.

However, due to the impact the pandemic has had on tourism and travel, the allocation for 2021/2022 was reduced to \$200,000. As impacts from the pandemic continue to affect the capacity of the marketing levy staff recommend that for 2022/2023 \$100,000 be allocated for investment in future Major Hosting event opportunities. 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 \$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.

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. The below chart summarizes the MLSER categories:



With Regional Council's review and approval, large international Major Hosting Events have received multiple year funding, due to the significant size of the event grant and sustainability of the reserve. An example, Canoe '22 was awarded \$800,000 to be released in three fiscal years.

Intake(s)

Both New (Emerging) and Distinguished Events programs offer two intakes per year. The Signature program offers one intake every three years. There is an open intake for events applying to the Major Hosting program. The second intake for New (Emerging) and Distinguished Events will open in the spring of 2022 to fund events taking place October 1, 2022 through to March 31, 2023.

Program Allocations

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:

- New (Emerging) Events: \$25,000
- Signature Events: \$100,000
- Distinguished Events: \$55,000

The total allocation for each program is as follows:

- New (Emerging) Events: \$100,000
- Signature Events: \$500,000 *** *See below this number is recommended to be increased to \$650,000*
- Distinguished Events: \$250,000
- The Major Hosting Event program does not have a maximum grant award or program budget.

Approach to MLSER Funding During and Post COVID-19

2020/2021

In 2020/2021 Council approved funding to events in the New (Emerging), Signature and Distinguished programs at 80% of the 2019 grant amount (year 2 of a 3-year funding cycle). This approach was proposed given the anticipated reduction in the hotel levy from COVID-19 impacts on the tourism industry. The rationale, shared with program clients was that if it was possible to return to in-person events in 2021/2022, the need for capacity in the MLSER 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.

2021/2022

In 2021/2022, staff recommended the grant amount for live, in-person events be set at the level of the 2019 grant level (pre-COVID-19 level). For planned virtual events, funding was approved at 80% of the 2019 grant. When planned in-person events had to be held virtually due to a change in public health guidelines, funding was provided at the full 2019 amount.

In addition to the annual grant program in 2021/2022 Council approved \$150,000 to develop a dedicated grant program - The COVID-19 Events Recovery Program. This program supported non-profit community and cultural event organizations to maintain or restart in-person events under the public health guidelines. The temporary grant program was to assist with COVID-19 adaptation expenses incurred directly related to deliver in-person events. At this time a total of \$72,300 has been awarded to 13 clients in both the MLSER and the Regional Special Events Grant programs; which includes funding to five MLSER clients for a total of \$27,028. The 21/22 program was extended to March 31, 2022, with one new application receiving approval.

2022/2023 - 2024/2025

Staff undertakes the grant application process as outlined in the MLSER AO. This report outlines the recommended 2022/2023 MLSER grants for SEAC's consideration for recommendation to Regional Council. The MLSER program allocations were set as guidelines and not included in the AO purposely so there is flexibility should circumstances warrant a change in levels. For the 2022/2023, 2023/2024 and 2024/2025 three-year funding cycle staff recommend an increase to the allocation amount for the Signature program from \$500,000 to \$650,000 with the following rationale:

- events are entering a new 3-year funding cycle facing increasing delivery costs, supply chain challenges and reduced numbers of volunteers;
- events have submitted applications containing new Event Impact Calculator (EIC) data that supports an increase for many of the Signature Events after 3 years at past levels; and,
- effectively resourcing annual events is key to re-animating the urban core post COVID-19.

A review of the allocation amounts for the Signature program will be conducted in advance of the 2024/2025 three-year cycle and will be adjusted as required. It is recommended that funding be awarded to organizations that deliver events under the following scenarios:

- 100% of the grant to organizations that deliver live, in-person events and meet current public health guidelines;
- 100% of the grant to organizations that deliver hybrid events in which the main event is delivered to live, in-person audiences and meets current public health guidelines but there is an opportunity to attend an online, virtual, or digital component which broadens audience engagement;
- 50% of the grant to organizations where there is the intent to return to a live event format but due to public health restrictions no in-person live events are permitted, but an online, virtual, or digital event is delivered; and,
- 25% of the grant to organizations where there is the ability to return to a live, in-person event format, but the preference of the event organization is to remain digital/virtual.

For events in all four categories the first payment equals 80% of the grant; and 20% is held back pending submission of a final report to the municipality.

DISCUSSION

There were 16 applications in total submitted to the 2022/2023 program. Information on the current applications can be found in Attachment 1.

Eligibility

Based upon the eligibility criteria, all 16 events are deemed eligible.

Ineligible

There are no ineligible event applications for the 2022/2023 program.

Evaluation

As per the AO, all applications are evaluated based on tourism impact, economic impact 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 an industry recognized economic assessment tool.
- 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.

In addition to the 16 new applications to the current fiscal for review (Table 1), five organizations have previously applied and have been approved for funding in 2022/2023 (Tables 2 & 3), pending approval of the 2022/2023 budget:

- New (Emerging) Event - Halifax Black Film Festival
- Distinguished Event - U SPORTS Men's Final 8 Basketball Championships
- Major Hosting Event - 2022 Archery Youth and Masters Pan American Championships
- Major Hosting Event - 2022 49er, 49erFX, Nacra 17 World Sailing Championships
- Major Hosting Event - Canoe '22 (third allotment)

The New (Emerging) Event for the 2022/2023 fiscal and the funding amount can be found in Table 2. The funding amounts for the Distinguished Event and three Major Hosting Events for the 2022/2023 are found in Table 3.

In total, the 2022/2023 Marketing Levy has applications to fund 21 events this year, with 1 New (Emerging), 4 Distinguished Events, 12 Signature Events and 4 Major Hosting Events.

Destination International's Event Impact Calculator (EIC)

Staff work in partnership with Discover Halifax to use an online economic assessment tool - 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. Applicants' EIC's are found in Attachment 2.

Table 1: 2022/2023 Proposed MSLER Grant Awards			
	2021/2022 Grant	2022/2023 Request	2022/2023 Proposed
Distinguished Events			
Baseball Canada 22U Championship	n/a	\$ 20,000	\$ 15,000
Canadian Blind Hockey Summer Camp	n/a	\$ 15,000	\$ 5,000
Pawn Wise: The Atlantic All-Ages Chess Festival	n/a	\$ 8,000	\$ 8,000
TOTAL Distinguished Events		\$ 43,000	\$ 28,000
Signature Events			
Blue Nose Marathon	\$ 50,000	\$100,000	\$ 75,000
CheerExpo	\$ 35,000	\$ 90,000	\$ 35,000
EPIC Dartmouth	\$ 0*	\$ 60,000	\$ 30,000
FIN Atlantic Film Festival	\$ 40,000	\$ 50,000	\$ 50,000
Hal-Con	\$ 45,000	\$ 80,000	\$ 60,000
Halifax Comedy Festival	\$ 25,000	\$ 35,000	\$ 35,000
Halifax International Busker Festival	\$ 50,000	\$ 60,000	\$ 60,000
Halifax Jazz Festival	\$ 45,000	\$ 60,000	\$ 60,000
Halifax Urban Folk Festival	\$13,500**	\$ 13,500	\$ 13,500
Maritime Race Weekend	\$15,000**	\$ 37,500	\$ 35,000
Royal Nova Scotia International Tattoo	\$ 80,000	\$250,000	\$100,000
SEDMHA	\$ 50,000	\$ 50,000	\$ 50,000
TOTAL Signature Events	\$448,500	\$886,000	\$603,500
Major Hosting Events			
ECMA's 2023	\$150,000***	\$300,000	\$100,000****
TOTAL Major Hosting Events	\$150,000	\$300,000	\$100,000
Total 2022/2023 Intake Proposed Distinguished, Signature and Major Hosting MSLER Grant Awards	\$598,500	\$1,229,000	\$731,500

*Organization declined funding

**Previously funded through New (Emerging)

***2018 ECMA's grant award

****Additional funding of \$150,000 recommended in 2023/2024.

New (Emerging) Events

Towards the end of the 2019/2020 funding intake, events that had received funding in the New (Emerging) Events category were about to complete the three-year funding cycle. Under Section 4 (a) of the AO for Signature Events it states: "(ii) The special event must be in existence for a minimum of five (5) consecutive

years and have a minimum budget of \$100,000.” Since the majority of the newly established have not operated consistently for a five-year term, they would not qualify as Signature Events.

After further review, staff determined the most efficient way to bridge this program gap is to extend the maximum length of consistent operation in the New (Emerging) Events program to state “up to five (5) years” from the current “up to three (3) years.”

On March 25, 2021, Audit and Finance Standing Committee reviewed and approved the revisions to the AO, to bridge the program gap to extend the maximum length of consistent operation in the New Events (Emerging) program to state “up to five (5) years” from the current “up to three (3) years.” One New (Emerging) event already receiving funding in this category is shown below in Table 2. The previously Regional Council approved funding allotments have been extended to 5 years. The Downtown Dartmouth Ice Festival has received New (Emerging) funding for the past three years and has been re-directed into the Regional Special Events funding program under the Established Community Festivals category.

Table 2: 2022/2023 Previously Approved New (Emerging) Events			
Event Name	Year within Funding Cycle	2021/2022 Grant	2022/2023 Grant
Halifax Black Film Festival	3 rd	\$13,000	\$13,000
TOTAL New (Emerging) Events		\$13,000	\$13,000

Table 3: 2022/2023 Previously Approved Distinguished and Major Hosting Events		
Event Name	Date of Approval	Approved Grant Amount
Distinguished Events		
U SPORTS Men's Final 8 Basketball Championships	12-May-2021	\$ 45,000
TOTAL Approved Distinguished Events		\$ 45,000
Major Hosting Events		
2022 Archery Youth and Masters Pan American Championships	17-Aug-2021	\$ 45,000
2022 49er, 49erFX, Nacra 17 World Sailing Championships	23-Nov-2021	\$100,000
2022 ICF Canoe Sprint and Paracanoe World Championships	21-July-2019	\$200,000
TOTAL Approved Major Hosting Events		\$345,000
TOTAL 2022/2023 Approved Distinguished and Major Hosting Events		\$390,000

Table 4: 2023/2024 Proposed MLSER Event Grants		
	Year of Funding	2023/2024 Proposed Grant
New (Emerging) Events		
Halifax Black Film Festival	4 th	\$ 13,000
Total New (Emerging) Events		\$ 13,000
Signature Events		
Blue Nose Marathon	2 nd	\$ 75,000
CheerExpo	2 nd	\$ 35,000
EPIC Dartmouth	2 nd	\$ 30,000
FIN Atlantic Film Festival	2 nd	\$ 50,000

Hal-Con	2 nd	\$ 60,000
Halifax Comedy Festival	2 nd	\$ 35,000
Halifax International Busker Festival	2 nd	\$ 60,000
Halifax Jazz Festival	2 nd	\$ 60,000
Halifax Urban Folk Festival	2 nd	\$ 13,500
Maritime Race Weekend	2 nd	\$ 35,000
Royal Nova Scotia International Tattoo	2 nd	\$100,000
SEDMHA	2 nd	\$ 50,000
TOTAL Signature Events		\$603,500
Major Hosting Events		
2023 ECMA's	2 nd	\$150,000
Total Major Hosting Events		\$150,000
TOTAL 2023/2024 Proposed MLSER Event Grants		\$766,500

Table 5: 2024/2025 Proposed MLSER Event Grants		
	Year of Funding	2024/2025 Proposed Grant
New (Emerging) Events		
Halifax Black Film Festival	5 th	\$ 13,000
Total New (Emerging) Events		\$ 13,000
Signature Events		
Blue Nose Marathon	3 rd	\$ 75,000
CheerExpo	3 rd	\$ 35,000
EPIC Dartmouth	3 rd	\$ 30,000
FIN Atlantic Film Festival	3 rd	\$ 50,000
Hal-Con	3 rd	\$ 60,000
Halifax Comedy Festival	3 rd	\$ 35,000
Halifax International Busker Festival	3 rd	\$ 60,000
Halifax Jazz Festival	3 rd	\$ 60,000
Halifax Urban Folk Festival	3 rd	\$ 13,500
Maritime Race Weekend	3 rd	\$ 35,000
Royal Nova Scotia International Tattoo	3 rd	\$100,000
SEDMHA	3 rd	\$ 50,000
TOTAL Signature Events		\$603,500
TOTAL 2024/2025 Proposed New (Emerging) and Signature Events		\$616,500

2020 International Ice Hockey Federation (IIHF) Women's World Championship

In 2018/2019 Regional Council approved \$300,000 to the 2020 International Ice Hockey Federation (IIHF) Women's World Championship. A grant of \$240,000 (80%) was released to the Society, however the event was canceled due to COVID-19. Recently, the Society returned the grant in full to the municipality. The \$240,000 will be visible in the next quarter of the Community and Events Reserve, Q621, but was considered and included in the 2022/2023 staff recommendations.

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 Dec. 31, 2021	\$ 632,059
Contribution 2022/23	\$ 2,282,335
Projected interest 2022/23.....	\$ 15,300
Operating Withdrawals 2022/23	\$ (1,708,000)
Capital Withdrawals 2022/23.....	\$ (250,000)
Projected Net Available Balance 2022/23	\$ 971,694

Operating Withdrawals of \$1,708,000 included in 2022/23 budget.

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 the event organizers and the municipality prior to the release of funding. The agreements 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 Halifax Regional Council increase or reduce the amount of the event grant.

ATTACHMENTS

- Attachment 1: 2022/2023 MLSER Applicants Event Information
- Attachment 2: 2022/2023 MLSER Applicants Economic Impact Calculations

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

2022 MLSE Applicants Event Information**NEW (EMERGING) EVENTS**

No applications received during this intake.

DISTINGUISHED EVENTS

Event: Baseball Canada 22U Championship
Organization: 22U Nationals Society
Grant requested: \$20,000
Past Grant: \$18,000 to fund Baseball Atlantic 22U Championship

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$135,000	9,000	1,279	1,500	\$1,001,377

Baseball Canada sponsors championships at various male and female levels each year. The 22U Nationals Society was created by the Dartmouth 22U baseball team after Baseball Canada awarded the 2021 and 2022 championships to Dartmouth. The championships are open to any province who wish to enter a team. Due to COVID-19, the final confirmation of teams will not be confirmed until May 2022. Based on previous championships, it is anticipated at least 8 provinces will be in attendance with a total of ten teams competing. Round robin games will begin on Thursday and conclude on Saturday with the Gold and Bronze medal games on Sunday. The event requires 120 volunteers delivering 5000 volunteer hours.

Media Impact: Promoting through various social media platforms: Facebook, Instagram, Twitter. All games will be streamed on-line, as well as promotion through a championship website.

Event: Canadian Blind Hockey Summer Camp
Organization: Canadian Blind Hockey
Grant requested: \$15,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$138,000	705	110	525	\$201,308

Canadian Blind Hockey is the national sports organization for the parasport of Blind Hockey in Canada. Their programming spans the country from coast to coast while supporting Canadian hockey players of all ages who are blind or partially sighted. Canadian Blind Hockey is bringing their 2022 Summer Camp to Halifax. This event combines the National Team Selection Camp, Summer Development Camp, and the brand-new Multi-Sport Children and Youth Camp. The camps take place at Saint Mary's University from July 27 to August 1, 2022. The highlight of the camps is the showcase game highlighting the athletes who earned their spot on the 2022/2023 Canadian National Blind Hockey team. The event requires 70 volunteers, delivering 1,500 volunteer hours.

Media Impact: Promoting through various social media platforms: Facebook, Instagram, TikTok, Twitter. All showcase events will be streamed online via YouTube, as well as promotion through their website.

Event: Pawn Wise: The Atlantic All-Ages Chess Festival
Organization: Chess Nova Scotia Society
Grant requested: \$8,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$77,707	773	222	860	\$321,722

Pawn Wise: The Atlantic All-Ages Chess Festival is a four-event festival which includes the 11th Canadian Seniors Chess Championship, 1st Nova Scotia Mayflower Open, Nova Scotia Scholastic Chess Exhibition, and International Panel: Chess Considered - Four Questions. Chess Nova Scotia is working to establish Halifax as a hub of national and international activity with major events yearly. The long-term goal is to enable Halifax to make a successful bid for the World Chess Olympics. The event requires 30 volunteers, delivering 240 volunteer hours.

Media Impact: Promoting through various social media platforms with a particular focus on Facebook ads combined with driving people to the event's official website.

SIGNATURE EVENTS

Event: Blue Nose Marathon
Organization: Halifax International Marathon Society
Grant requested: \$100,000
Past Grant: 2021: \$50,000, 2020: \$40,000 (virtual), 2019: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$787,844	36,344	6,937	4,060	\$4,605,392

The Blue Nose Marathon known as 'the people's marathon', is the signature event which traditionally occurs annually on the Victoria Day weekend. Blue Nose Marathon is a community based and volunteer-driven organization welcoming more than 10,000 participants of all ages, abilities and fitness levels to the start line annually. Since its inception, more than 150,000 people have participated in the Blue Nose Marathon; approximately 75% of who live in Municipality. The event requires 1200 volunteers, delivering 7,200 volunteer hours.

Media Impact: Marketing efforts will target running enthusiasts, newbies, locals and tourists by using digital marketing (including social media), radio, TV, print advertising, email newsletter and race website.

Event: CheerExpo
Organization: CheerExpo Cheerleading and Dance Events, Inc.
Grant requested: \$90,000
Past Grant: 2021: TBD at time of report, 2020: declined virtual event, 2019: \$35,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$392,525	6,369	4,521	2,772	\$3,131,217

CheerExpo is a competitive cheerleading competition. The event is a qualifier for other events including 'The Open Cheer and Dance Finals' and the 'Cheerleading World Championships'. Throughout the event there are classes taught by experts to educate participants and help them develop and fine tune their skills in a safe space. The event also has a vendor area to connect teams to suppliers. CheerExpo requires 30-40 volunteers, delivering 400-500 volunteer hours.

Media Impact: Promoting through various social media platforms: Facebook, Instagram and Twitter. Information regarding registration, sponsorship, scoring system and events will be sent via email blasts. CheerExpo plans on hiring a PR company to promote the event through various other channels (ie: radio and television).

Event: EPIC Dartmouth

Organization: EPIC Multisports
Grant requested: \$60,000
Past Grant: 2021 and 2020 declined due to virtual, 2019: \$27,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$373,925	6,331	500	500	\$642,661

EPIC Dartmouth is a Canadian themed run and walk event with multiple distance options: 5 races over 4 events, with the option to complete a 3-day, 42.2K EPIC Marathon. Signature events include EPIC Kids, EPIC Community Walk, EPIC Living Flag, the EPIC Swim, and the EPIC Ride. The event enlists the help of 375 volunteers, who complete a total of 8500 volunteer hours.

Media Impact: EPIC Dartmouth’s marketing plan is specific to each of the underlying events, and targeted to potential competitors through direct eblasts, and social media posts directed to specific target groups. The event’s most effective method of communication with the public is using large message boards located around their event site in the weeks prior to the event, as well as banners along Lake Banook, and on the MacDonald bridge.

Event: FIN Atlantic Film Festival
Organization: Atlantic Film Festival Association
Grant requested: \$50,000
Past Grant: 2021: \$40,000, 2020: \$40,000, 2019: \$40,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,180,702	32,000	4,669	1,101	\$4,286,616

FIN: Since 1981 the Atlantic International Film Festival (FIN AIFF) has held an eight-day celebration of film and media from around the world. FIN PARTNERS is one of the world’s preeminent co-production/co-financing markets, bringing together local, national and international producers, financiers, sales agents, and distributors all while showcasing the vibrant, historic coastal city of Halifax. FIN held FIN Partners as a special online initiative, but plan to return to an in-person conference held during FIN AIFF with 1-2-1 meetings, buzz sessions, keynotes, and panels. FIN OUTDOOR transforms outdoor public spaces in HRM into a unique cinematic experience for friends and families, providing movie nights under the stars on summer nights. The event requires 160 volunteers, delivering 2,300 volunteer hours.

Media Impact: FIN have created a marketing plan which will focus on PSAs on radio and tv, targeted media releases, and e-blasts to subscribers directing them to the festival website. FIN will also be running digital ad campaigns via social media channels and will use on screen displays at Cineplex Cinema Park Lane and select FIN events.

Event: Hal-Con
Organization: Hal-Con Sci-Fri & Fantasy Association
Grant requested: \$80,000
Past Grant: 2021: \$45,000, 2020: \$0 (event cancelled), 2019: \$45,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$763,492	10,773	2,533	750	\$1,537,622

Hal-Con offers a 3-day event with over 500 programmed hours of pop culture including games (video games, arcade, board games, card games, miniatures and more), talks (guest Q&A's, fan-run panels), workshops and educational sessions, demonstrations, shopping with local area small businesses, and more. Since Hal-Con started in 2010, event attendance has grown dramatically from 1,500 people to 10,500+ in 10 years. The event requires 450 volunteers, delivering 34,000 volunteer hours.

Media Impact: Hal-Con use an integrated marketing approach to achieve their goal of increasing awareness for the convention. They will promote the event on radio, television, in the newspaper, at the movies and in social media.

Event: Halifax Comedy Festival
Organization: Halifax Comedy Festival Society
Grant requested: \$35,000
Past Grant: 2021: \$25,000, 2020: \$25,000, 2019: \$25,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$669,863	4,611	27	300	\$519,059

Halifax ComedyFest is held over 4 days, showcasing over 30 comedians with multiple shows across the city. The Halifax ComedyFest is shot by Pilot Light Productions and aired on CBC TV each year in a six-part series. It is one of only three comedy festivals in Canada broadcast nationally on TV. The festival enlists the help of 75 volunteers, delivering a total of 500+ volunteer hours.

Media Impact: Halifax Comedy Festival will be using traditional and digital marketing to promote the festival nationally and internationally. Efforts will be focused on radio ads, tv ads, email newsletters, newspaper ads, and social media.

Event: Halifax International Busker Festival
Organization: Atlantic Buskers Festival Society
Grant requested: \$60,000
Past Grant: 2021: \$50,000, 2020: \$40,000 (virtual), 2019: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$608,535	250,220	207,025	9,089	\$4,331,861

The Halifax Buskers Festival is an annual, six-day, ungated public event held each year over the Natal Day long weekend. The stages are outdoors and easily accessible. After 35 years, the festival attracts attendance numbers over 200,000 annually. In 2022, the festival will expand to the Dartmouth waterfront. The event requires 180 volunteers, delivering 3000 volunteer hours.

Media Impact: The organizers will engage a professional communications company to develop a robust, aggressive marketing strategy focused on digital marketing, social media marketing, radio, television (incl. livestreaming), email and website.

Event: Halifax Jazz Festival
Organization: Jazz East Rising Association
Grant requested: \$60,000
Past Grant: 2021: \$45,000, 2020: \$36,000 (virtual), 2019: \$45,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,198,500	39,000	7,280	360	\$6,269,055

Halifax Jazz Festival is the oldest jazz festival in Atlantic Canada. Over the past 35 years, Halifax Jazz Festival has widened its horizons to become involved year-round in a diverse range of musical and educational activities. In 2022, HJF intend to focus on post-pandemic recovery, returning to in-person performances, while still incorporating some virtual programming. Halifax Jazz Festival will return to the presentation of approximately 80+ performances on 14+ stages attracting over 35,000 attendees & visitors. The festival requires six full-time staff, 40 contract staff, and 450 volunteers contributing over 9,020 volunteer hours.

Media Impact: Halifax Jazz Festival will be focusing their efforts on prints ads, radio ads, digital ads, television, email blasts, social media and website.

Event: Halifax Urban Folk Festival
Organization: Halifax Urban Folk Festival Society
Grant requested: \$13,500
Past Grant: 2021: \$13,500, 2020: \$10,400 (virtual), 2019: \$13,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$135,000	2,630	560	75	\$550,220

Halifax Urban Folk Festival (HUFF) is an 8-day live music festival that takes place in various indoor and outdoor venues in Halifax. The festival culminates over Labour Day weekend and focuses on celebrating songwriters and the songs they create. In 2021, HUFF hosted more than 20 bands and artists, and 18 different shows (both free and ticketed) at 4 different venues. HUFF boasts several styles of performances: solo singer/songwriter, songwriters' circles, and band performances. This year is the festivals 13th year and will require 15 volunteers, contributing to 100 volunteer hours.

Media Impact: Festival marketing will be focused on email newsletters and social media as the festival has an older demographic audience who are better reached through these channels.

Event: Maritime Race Weekend
Organization: Maritime Race Weekend Association
Grant requested: \$37,500
Past Grant: 2021 and 2020: \$0, 2019: \$15,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$377,400	8,375	4,266	3,000	\$2,309,584

Maritime Race Weekend is a two-day destination road race with a pirate theme along coast 5K and 10K routes. In 2019, Maritime Race Weekend won the Golden Shoe Award and was named "Best Race in Canada" by Canadian Running Magazine. They offer visitors to Halifax a spectacular scenery for runners and walkers and a unique East Coast after-party experience. The event is made possible with the support of 480 volunteers contributing over 10,600 volunteer hours.

Media Impact: Maritime Race Weekend will be focusing their marketing efforts on radio, television, email newsletters, newspaper ads, and social media ads.

Event: Royal Nova Scotia International Tattoo
Organization: Royal Nova Scotia International Tattoo Society
Grant requested: \$250,000
Past Grant: 2021: \$80,000 (virtual), 2020: \$80,000 (virtual), 2019: \$100,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$2,405,905	58,955	30,040	24,600	\$14,322,638

The Royal Nova Scotia International Tattoo is a show inspired by Military Tattoos featuring civilian entertainment, military music and display teams. It has taken place annually in Halifax since 1979. The 2022 Royal Nova Scotia International Tattoo will mark their first live, in-person performance since 2019. Plans are well underway for the show, which will commemorate the No. 2 Construction Battalion and the federal apology to its members for the segregation they faced. The Tattoo is working with the federal government and the Canadian Armed Forces on this important commemoration. The Queen's Platinum Jubilee - 70 years on the throne as Queen of Canada will also be celebrated. The production team is currently putting together the cast for the 2022 Tattoo, and performers from Canada, Germany, Norway,

Ethiopia, and the UK are being lined up for the show. The event requires 1600 volunteers, delivering 64,000 volunteer hours.

Media Impact: The Royal Nova Scotia International Tattoo will be focusing their marketing efforts on radio, tv, email, newspaper, livestreaming, and social media. They will also be using tools like Google AdWords for specific event targeting and will be cross promoting via Scotiabank Centre's email newsletter.

Event: SEDMHA
Organization: SEDMHA Minor Hockey Tournament
Grant requested: \$50,000
Past Grant: 2021: TBD at time of report, 2020: \$0 canceled, 2019: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$461,000	51,050	20,080	5,520	\$13,887,582

The Shearwater East Dartmouth Minor Hockey Association (SEDMHA) had its beginnings during the hockey season of 1977. SEDMHA was the top competitive level for several minor hockey associations throughout HRM. The event has three major sections including the SEDMHA Minor Hockey Tournament and SEDMHA Novice Jamboree held in the spring and a fall SEDMHA Female Hockey Tournament. The SEDMHA Minor Hockey Tournament is a four-day weekend event that attracts teams from across North America and occasionally from Europe featuring approximately 250 teams, 600 game, across 14 arena venues. The team mix over the past ten years has been 90% Atlantic Canada and the remaining 10% from Quebec, Ontario, USA and occasionally a European team. This event enlists the help of 50 volunteers who cover 225 volunteer hours.

Media Impact: The SEDMHA Tournament will be focusing their marketing and promotional efforts on social media marketing and email blasts, along with directing people to their website. The marketing program for the tournaments includes a tournament brochure which was sent to all teams who had participated in previous tournaments. The brochures were also sent to minor hockey associations in the Maritime provinces and selected associations across Canada and the Eastern United States.

MAJOR HOSTING EVENTS

Event: 2023 East Coast Music Awards
Organization: East Coast Music Association
Grant requested: \$300,000
Past Grant: \$150,000 in 2018

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,646,000*	276,000	11,060	2,750	\$6,601,561

*Event Expenses \$1,646,000 + General Expenses \$385,000 = \$2,031,000

The East Coast Music Awards: Festival and Conference is now a five-day, non-stop musical celebration showcasing and recognizing the best of East Coast music and artists. The goal of this internationally recognized event is to position and promote it as the premiere music event for the public and the music industry in Canada and the conference of choice for artists and industry professionals. The event will include both live and virtual components. The week kicks off with a free public concert in the downtown core of Halifax that will be the first event to commence their 35th Anniversary. The event requires 300 volunteers, delivering 2,500 volunteer hours.

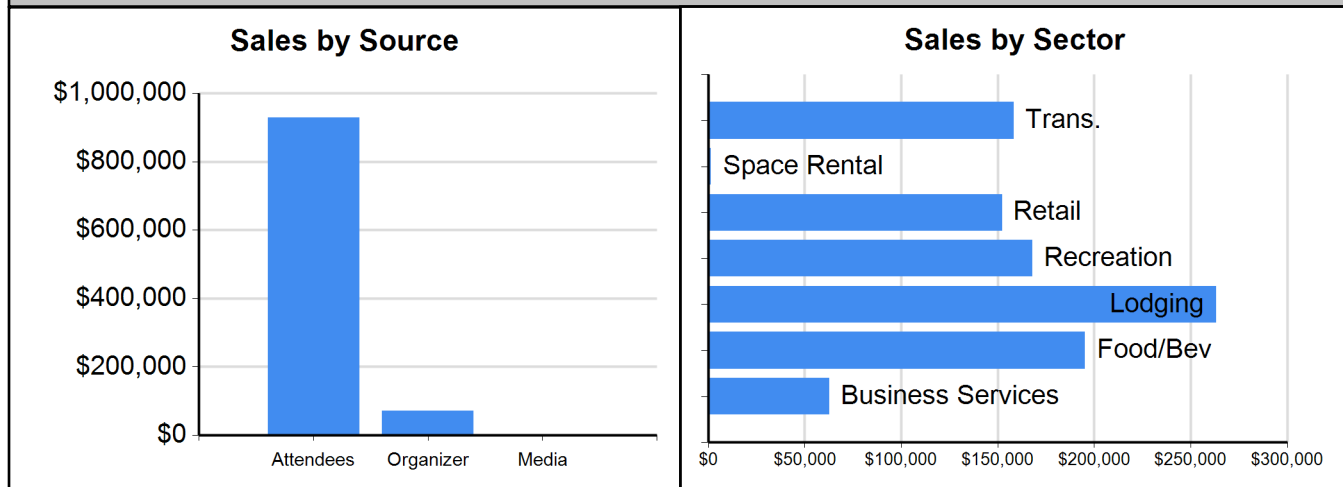
Media Impact: The East Coast Music Association will be focusing their efforts on traditional and digital marketing. Promotion will be done via radio, tv, blogs, e-blasts, newspaper, livestreaming, and social media.

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	2022 Baseball Canada 22U Championships	Business Sales (Direct):	\$1,001,377
Organization:	22U Nationals Society	Business Sales (Total):	\$1,564,444
Event Type:	College	Jobs Supported (Direct):	249
Start Date:	8/4/2022	Jobs Supported (Total):	287
End Date:	8/7/2022	Local Taxes (Total):	\$13,172
Overnight Attendees:	1009	Net Direct Tax ROI:	\$10,278
Day Attendees:	8000	Estimated Room Demand:	1,755

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$263,216	\$0	\$0	\$263,216
Transportation	\$157,474	\$560	\$374	\$158,408
Food & Beverage	\$188,595	\$6,500	\$0	\$195,095
Retail	\$152,389	\$0	\$0	\$152,389
Recreation	\$167,987	\$0	\$0	\$167,987
Space Rental	\$0	\$1,500	\$0	\$1,500
Business Services	\$0	\$62,360	\$422	\$62,782
TOTAL	\$929,661	\$70,920	\$796	\$1,001,377

Event Impact Details

Destination: Discover Halifax

Event Name: 2022 Baseball Canada 22U Championships 2022

Organization: 22U Nationals Society

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,001,377	\$563,067	\$1,564,444
Personal Income	\$286,520	\$178,133	\$464,654
Jobs Supported			
Persons	249	38	287
Annual FTEs	8	1	10
Taxes and Assessments			
<u>Federal Total</u>	<u>\$60,954</u>	<u>\$36,859</u>	<u>\$97,814</u>
<u>Provincial/Territorial Total</u>	<u>\$129,916</u>	<u>\$38,137</u>	<u>\$168,053</u>
PST/HST	\$89,297	\$14,077	\$103,374
personal income	\$16,348	\$10,164	\$26,512
corporate income	\$4,186	\$2,602	\$6,788
hotel	\$0	-	\$0
other	\$20,085	\$11,294	\$31,379
<u>Local Total (excl. property)</u>	<u>\$10,278</u>	<u>\$2,894</u>	<u>\$13,172</u>
user fees	\$1,254	\$779	\$2,033
hotel	\$5,264	-	\$5,264
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$3,761	\$2,115	\$5,875
property tax	\$8,675	\$3,372	\$12,047

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$10,278	
DMO Hosting Costs	\$0	
Direct ROI	\$10,278	
Net Present Value	\$10,278	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$13,172	
Total ROI	\$13,172	
Net Present Value	\$13,172	
Total ROI (%)	-	

Estimated Room Demand Metrics

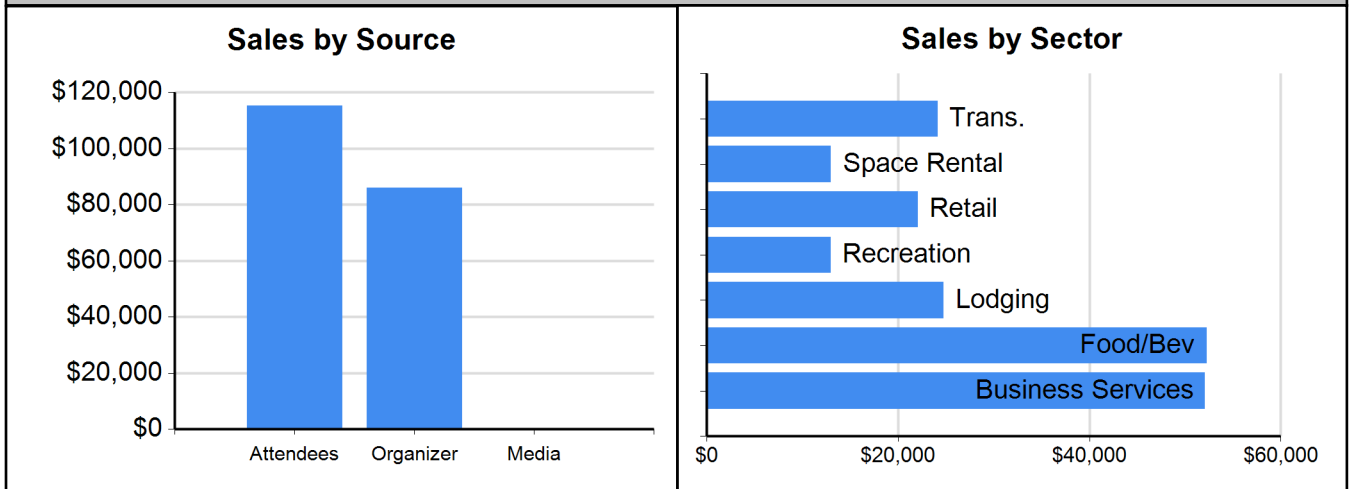
Room Nights (total)	1,755
Room Pickup (block only)	100
Peak Rooms	631
Total Visitor Days	3,048

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Canadian Blind Hockey Summer Camp	Business Sales (Direct):	\$201,308
Organization:	Canadian Blind Hockey	Business Sales (Total):	\$311,407
Event Type:	Youth Amateur	Jobs Supported (Direct):	39
Start Date:	7/27/2022	Jobs Supported (Total):	48
End Date:	8/1/2022	Local Taxes (Total):	\$2,086
Overnight Attendees:	108	Net Direct Tax ROI:	\$1,529
Day Attendees:	597	Estimated Room Demand:	165

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$24,771	\$0	\$0	\$24,771
Transportation	\$23,158	\$936	\$39	\$24,133
Food & Beverage	\$32,266	\$20,000	\$0	\$52,266
Retail	\$22,108	\$0	\$0	\$22,108
Recreation	\$12,945	\$0	\$0	\$12,945
Space Rental	\$0	\$13,000	\$0	\$13,000
Business Services	\$0	\$52,064	\$22	\$52,086
TOTAL	\$115,247	\$86,000	\$61	\$201,308

Event Impact Details

Destination: Discover Halifax

Event Name: Canadian Blind Hockey Summer Camp 2022

Organization: Canadian Blind Hockey

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$201,308	\$110,099	\$311,407
Personal Income	\$63,413	\$32,728	\$96,140
Jobs Supported			
Persons	39	8	48
Annual FTEs	2	0	2
Taxes and Assessments			
<u>Federal Total</u>	<u>\$13,136</u>	<u>\$6,888</u>	<u>\$20,024</u>
<u>Provincial/Territorial Total</u>	<u>\$20,706</u>	<u>\$7,306</u>	<u>\$28,012</u>
PST/HST	\$12,123	\$2,752	\$14,876
personal income	\$3,618	\$1,867	\$5,486
corporate income	\$926	\$478	\$1,404
hotel	\$0	-	\$0
other	\$4,038	\$2,208	\$6,246
<u>Local Total (excl. property)</u>	<u>\$1,529</u>	<u>\$557</u>	<u>\$2,086</u>
user fees	\$277	\$143	\$421
hotel	\$495	-	\$495
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$756	\$413	\$1,169
property tax	\$1,744	\$654	\$2,398

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$1,529	
DMO Hosting Costs	\$0	
Direct ROI	\$1,529	
Net Present Value	\$1,529	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$2,086	
Total ROI	\$2,086	
Net Present Value	\$2,086	
Total ROI (%)	-	

Estimated Room Demand Metrics

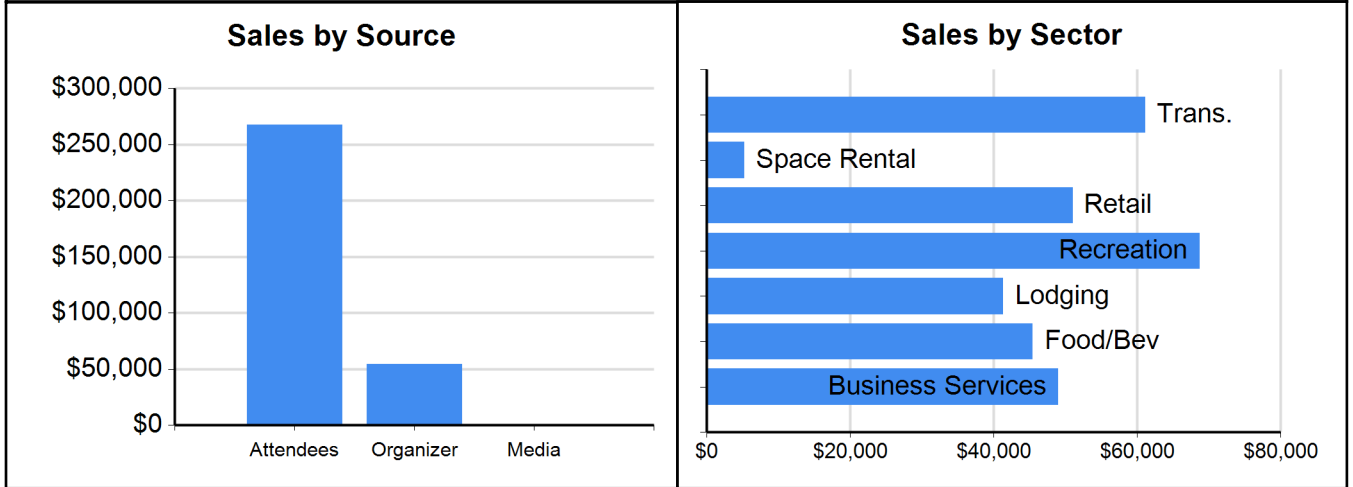
Room Nights (total)	165
Room Pickup (block only)	100
Peak Rooms	40
Total Visitor Days	450

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Pawn Wise: The Atlantic All-Ages Chess Festival 2022	Business Sales (Direct):	\$321,722
Organization:	Chess Nova Scotia Society	Business Sales (Total):	\$496,034
Event Type:	Professional	Jobs Supported (Direct):	66
Start Date:	7/29/2022	Jobs Supported (Total):	79
End Date:	8/2/2022	Local Taxes (Total):	\$3,324
Overnight Attendees:	171	Net Direct Tax ROI:	\$2,440
Day Attendees:	602	Estimated Room Demand:	275

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$41,305	\$0	\$0	\$41,305
Transportation	\$60,995	\$91	\$45	\$61,131
Food & Beverage	\$45,403	\$0	\$0	\$45,403
Retail	\$51,028	\$0	\$0	\$51,028
Recreation	\$68,689	\$0	\$0	\$68,689
Space Rental	\$0	\$5,221	\$0	\$5,221
Business Services	\$0	\$48,842	\$102	\$48,944
TOTAL	\$267,420	\$54,154	\$147	\$321,722

Event Impact Details

Destination: Discover Halifax

Event Name: Pawn Wise: The Atlantic All-Ages Chess Festival 2022 2022

Organization: Chess Nova Scotia Society

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$321,722	\$174,312	\$496,034
Personal Income	\$92,724	\$52,384	\$145,107
Jobs Supported			
Persons	66	13	79
Annual FTEs	2	0	3
Taxes and Assessments			
<u>Federal Total</u>	<u>\$19,685</u>	<u>\$10,991</u>	<u>\$30,677</u>
<u>Provincial/Territorial Total</u>	<u>\$39,244</u>	<u>\$11,608</u>	<u>\$50,853</u>
PST/HST	\$26,146	\$4,358	\$30,504
personal income	\$5,291	\$2,989	\$8,280
corporate income	\$1,355	\$765	\$2,120
hotel	\$0	-	\$0
other	\$6,453	\$3,496	\$9,949
<u>Local Total (excl. property)</u>	<u>\$2,440</u>	<u>\$884</u>	<u>\$3,324</u>
user fees	\$406	\$229	\$635
hotel	\$826	-	\$826
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,208	\$655	\$1,863
property tax	\$2,787	\$1,033	\$3,820

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		<p>Local Taxes</p> <p>Costs</p> <p>\$0 \$1,000 \$2,000 \$3,000 \$500 \$1,500 \$2,500 \$3,500</p>
Direct Tax Receipts	\$2,440	
DMO Hosting Costs	\$0	
Direct ROI	\$2,440	
Net Present Value	\$2,440	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$3,324	
Total ROI	\$3,324	
Net Present Value	\$3,324	
Total ROI (%)	-	

Estimated Room Demand Metrics

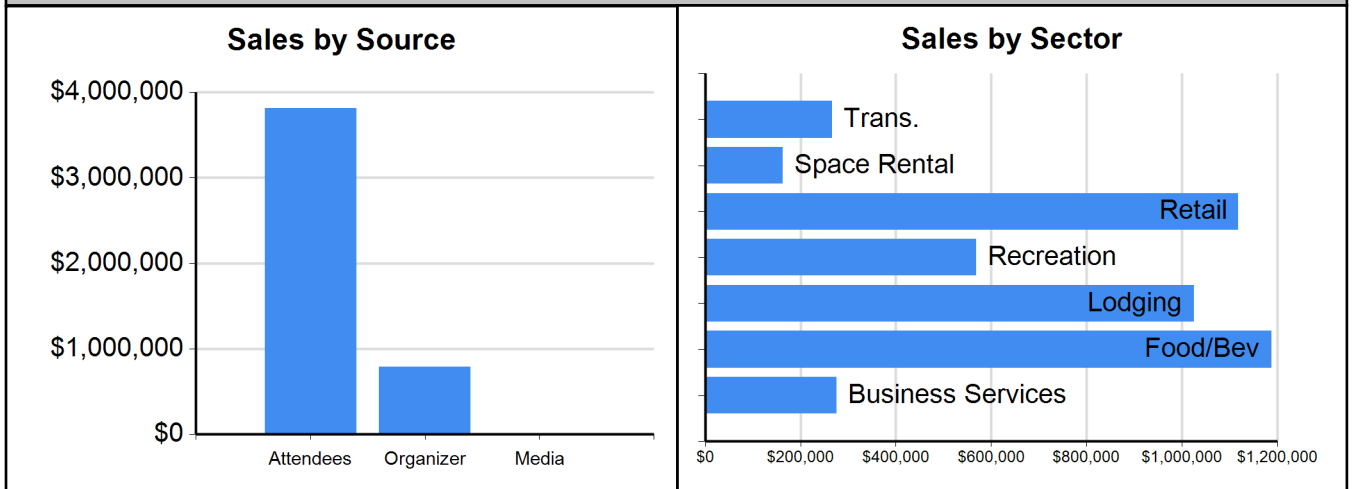
Room Nights (total)	275
Room Pickup (block only)	130
Peak Rooms	78
Total Visitor Days	646

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Blue Nose Marathon 2022	Business Sales (Direct):	\$4,605,392
Organization:	Halifax International Marathon Society	Business Sales (Total):	\$7,218,529
Event Type:	Adult Amateur	Jobs Supported (Direct):	1,869
Start Date:	5/20/2022	Jobs Supported (Total):	2,152
End Date:	5/22/2022	Local Taxes (Total):	\$56,991
Overnight Attendees:	4536	Net Direct Tax ROI:	\$43,604
Day Attendees:	27808	Estimated Room Demand:	6,833

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$1,024,912	\$0	\$0	\$1,024,912
Transportation	\$220,933	\$44,306	\$1,287	\$266,526
Food & Beverage	\$882,607	\$304,978	\$0	\$1,187,585
Retail	\$1,118,008	\$0	\$0	\$1,118,008
Recreation	\$569,075	\$0	\$0	\$569,075
Space Rental	\$0	\$163,015	\$0	\$163,015
Business Services	\$0	\$275,545	\$726	\$276,272
TOTAL	\$3,815,534	\$787,844	\$2,013	\$4,605,392

Event Impact Details

Destination: Discover Halifax

Event Name: Blue Nose Marathon 2022 2022

Organization: Halifax International Marathon Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$4,605,392	\$2,613,138	\$7,218,529
Personal Income	\$1,327,977	\$816,785	\$2,144,762
Jobs Supported			
Persons	1,869	283	2,152
Annual FTEs	39	6	45
Taxes and Assessments			
<u>Federal Total</u>	<u>\$281,889</u>	<u>\$169,555</u>	<u>\$451,445</u>
<u>Provincial/Territorial Total</u>	<u>\$560,805</u>	<u>\$176,278</u>	<u>\$737,083</u>
PST/HST	\$373,260	\$65,328	\$438,588
personal income	\$75,772	\$46,604	\$122,376
corporate income	\$19,400	\$11,932	\$31,332
hotel	\$0	-	\$0
other	\$92,373	\$52,413	\$144,787
<u>Local Total (excl. property)</u>	<u>\$43,604</u>	<u>\$13,387</u>	<u>\$56,991</u>
user fees	\$5,810	\$3,573	\$9,383
hotel	\$20,498	-	\$20,498
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$17,295	\$9,814	\$27,109
property tax	\$39,897	\$15,690	\$55,587

Event Return on Investment (ROI)			
Direct local tax ROI (net property taxes)			
Direct Tax Receipts	\$43,604		
DMO Hosting Costs	\$0		
Direct ROI	\$43,604		
Net Present Value	\$43,604		
Direct ROI (%)	-		
Total local tax ROI (net property taxes)			
Total Local Tax Receipts	\$56,991		
Total ROI	\$56,991		
Net Present Value	\$56,991		
Total ROI (%)	-		

Local Taxes

Costs

\$0 \$20,000 \$40,000 \$60,000

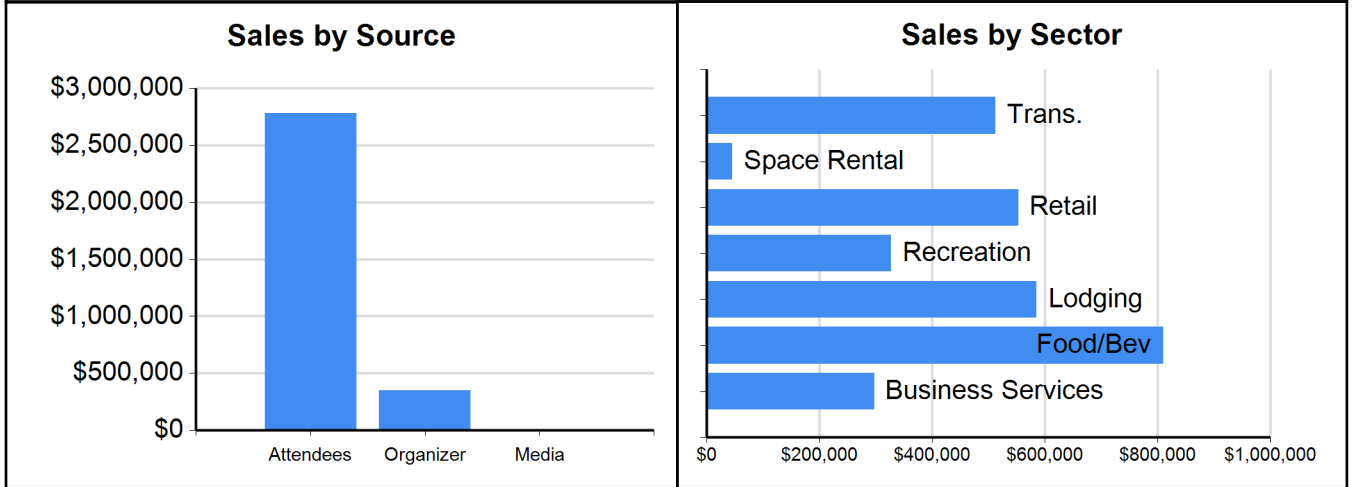
Estimated Room Demand Metrics	
Room Nights (total)	6,833
Room Pickup (block only)	30
Peak Rooms	2,387
Total Visitor Days	14,651

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	CheerExpo 2023	Business Sales (Direct):	\$3,131,217
Organization:	CheerExpo Cheerleading and Dance Events, Inc.	Business Sales (Total):	\$4,891,272
Event Type:	Youth Amateur	Jobs Supported (Direct):	1,185
Start Date:	3/24/2023	Jobs Supported (Total):	1,349
End Date:	3/26/2023	Local Taxes (Total):	\$36,233
Overnight Attendees:	3674	Net Direct Tax ROI:	\$27,399
Day Attendees:	2695	Estimated Room Demand:	3,905

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$585,706	\$0	\$0	\$585,706
Transportation	\$507,213	\$4,316	\$435	\$511,964
Food & Beverage	\$810,819	\$0	\$0	\$810,819
Retail	\$552,997	\$0	\$0	\$552,997
Recreation	\$327,478	\$0	\$0	\$327,478
Space Rental	\$0	\$45,000	\$0	\$45,000
Business Services	\$0	\$297,009	\$245	\$297,254
TOTAL	\$2,784,212	\$346,325	\$680	\$3,131,217

Event Impact Details

Destination: Discover Halifax

Event Name: CheerExpo 2023

Organization: CheerExpo Cheerleading and Dance Events, Inc.

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$3,131,217	\$1,760,054	\$4,891,272
Personal Income	\$897,192	\$508,570	\$1,405,762
Jobs Supported			
Persons	1,185	165	1,349
Annual FTEs	25	3	28
Taxes and Assessments			
<u>Federal Total</u>	<u>\$190,791</u>	<u>\$107,890</u>	<u>\$298,681</u>
<u>Provincial/Territorial Total</u>	<u>\$396,342</u>	<u>\$115,751</u>	<u>\$512,093</u>
PST/HST	\$269,238	\$44,001	\$313,239
personal income	\$51,192	\$29,018	\$80,210
corporate income	\$13,107	\$7,429	\$20,536
hotel	\$0	-	\$0
other	\$62,805	\$35,303	\$98,108
<u>Local Total (excl. property)</u>	<u>\$27,399</u>	<u>\$8,835</u>	<u>\$36,233</u>
user fees	\$3,925	\$2,225	\$6,150
hotel	\$11,714	-	\$11,714
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$11,759	\$6,610	\$18,369
property tax	\$27,126	\$10,539	\$37,666

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$27,399	
DMO Hosting Costs	\$0	
Direct ROI	\$27,399	
Net Present Value	\$26,851	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$36,233	
Total ROI	\$36,233	
Net Present Value	\$35,510	
Total ROI (%)	-	

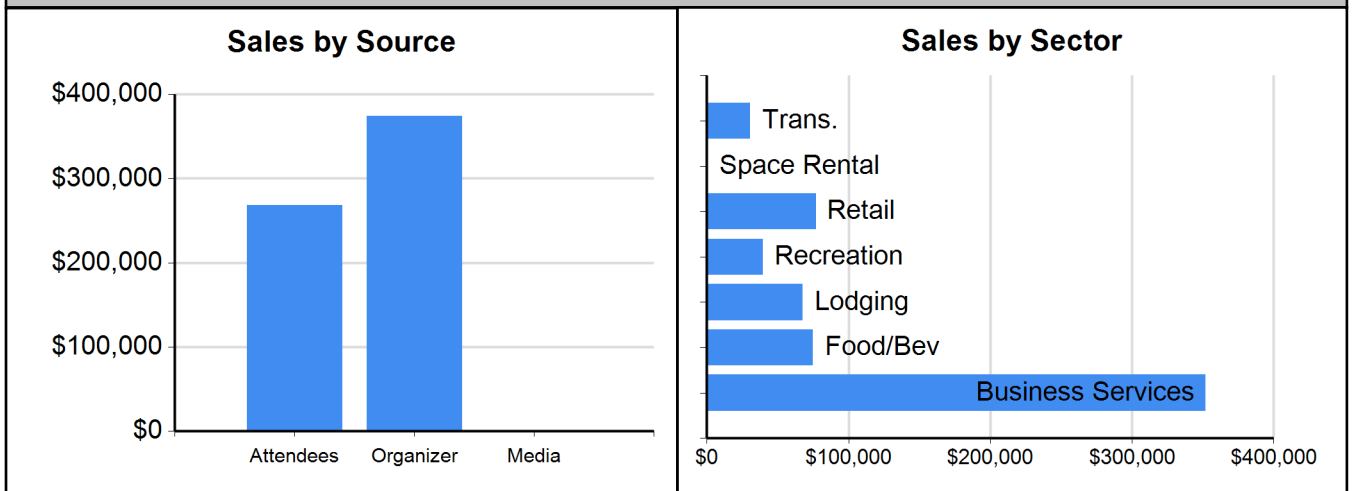
Estimated Room Demand Metrics	
Room Nights (total)	3,905
Room Pickup (block only)	336
Peak Rooms	1,361
Total Visitor Days	11,190

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	EPIC Dartmouth 2022	Business Sales (Direct):	\$642,661
Organization:	EPIC Multisports	Business Sales (Total):	\$950,904
Event Type:	Adult Amateur	Jobs Supported (Direct):	276
Start Date:	7/1/2022	Jobs Supported (Total):	339
End Date:	7/3/2022	Local Taxes (Total):	\$6,475
Overnight Attendees:	300	Net Direct Tax ROI:	\$4,926
Day Attendees:	6031	Estimated Room Demand:	452

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$67,785	\$0	\$0	\$67,785
Transportation	\$21,837	\$8,672	\$215	\$30,724
Food & Beverage	\$61,922	\$12,900	\$0	\$74,822
Retail	\$77,036	\$0	\$0	\$77,036
Recreation	\$39,820	\$0	\$0	\$39,820
Space Rental	\$0	\$600	\$0	\$600
Business Services	\$0	\$351,752	\$122	\$351,874
TOTAL	\$268,399	\$373,925	\$337	\$642,661

Event Impact Details

Destination: Discover Halifax

Event Name: EPIC Dartmouth 2022 2022

Organization: EPIC Multisports

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$642,661	\$308,243	\$950,904
Personal Income	\$264,473	\$89,484	\$353,957
Jobs Supported			
Persons	276	63	339
Annual FTEs	6	1	7
Taxes and Assessments			
<u>Federal Total</u>	<u>\$51,357</u>	<u>\$18,958</u>	<u>\$70,315</u>
<u>Provincial/Territorial Total</u>	<u>\$62,452</u>	<u>\$20,302</u>	<u>\$82,754</u>
PST/HST	\$30,608	\$7,706	\$38,314
personal income	\$15,090	\$5,106	\$20,196
corporate income	\$3,864	\$1,307	\$5,171
hotel	\$0	-	\$0
other	\$12,890	\$6,183	\$19,073
<u>Local Total (excl. property)</u>	<u>\$4,926</u>	<u>\$1,549</u>	<u>\$6,475</u>
user fees	\$1,157	\$392	\$1,549
hotel	\$1,356	-	\$1,356
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,413	\$1,158	\$3,571
property tax	\$5,567	\$1,755	\$7,323

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$4,926	
DMO Hosting Costs	\$0	
Direct ROI	\$4,926	
Net Present Value	\$4,926	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$6,475	
Total ROI	\$6,475	
Net Present Value	\$6,475	
Total ROI (%)	-	

Estimated Room Demand Metrics

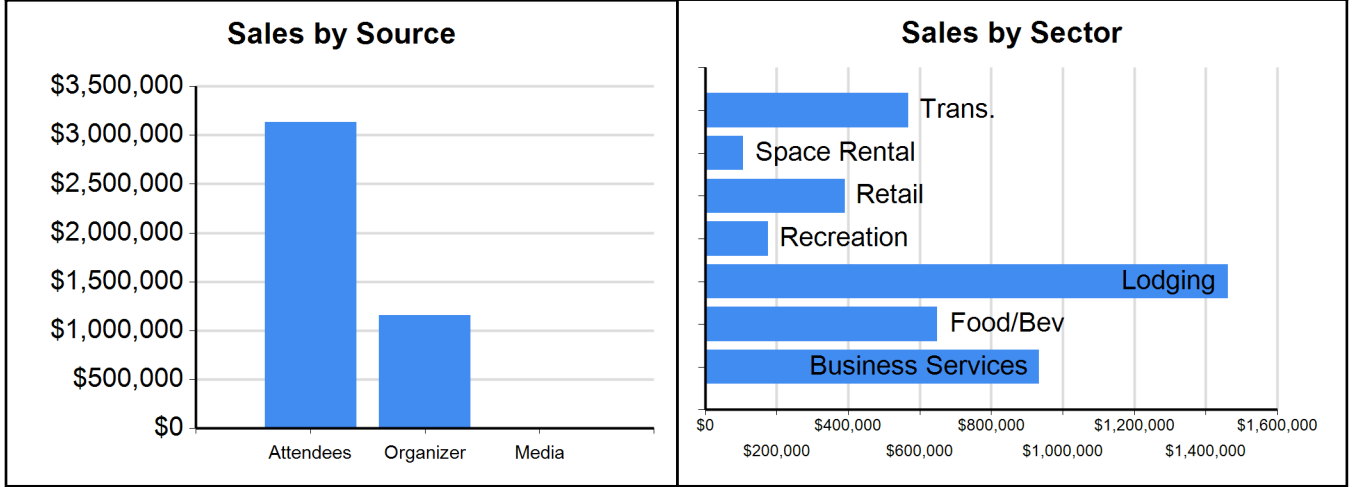
Room Nights (total)	452
Room Pickup (block only)	0
Peak Rooms	158
Total Visitor Days	1,040

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	FIN Atlantic Film Festival 2022	Business Sales (Direct):	\$4,286,616
Organization:	Atlantic Film Festival Association	Business Sales (Total):	\$6,625,540
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	719
Start Date:	9/15/2022	Jobs Supported (Total):	846
End Date:	9/22/2022	Local Taxes (Total):	\$62,808
Overnight Attendees:	3312	Net Direct Tax ROI:	\$50,957
Day Attendees:	1488	Estimated Room Demand:	9,567

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$1,435,090	\$26,548	\$1,461,638
Transportation	\$559,361	\$8,849	\$568,210
Food & Beverage	\$570,402	\$79,200	\$649,602
Retail	\$390,371	\$0	\$390,371
Recreation	\$175,963	\$0	\$175,963
Space Rental	\$0	\$106,500	\$106,500
Business Services	\$0	\$934,331	\$934,331
TOTAL	\$3,131,187	\$1,155,429	\$4,286,616

Event Impact Details

Destination: Discover Halifax

Event Name: FIN Atlantic Film Festival 2022 2022

Organization: Atlantic Film Festival Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$4,286,616	\$2,338,924	\$6,625,540
Personal Income	\$1,407,211	\$701,127	\$2,108,338
Jobs Supported			
Persons	719	127	846
Annual FTEs	36	6	42
Taxes and Assessments			
<u>Federal Total</u>	<u>\$288,367</u>	<u>\$147,215</u>	<u>\$435,583</u>
<u>Provincial/Territorial Total</u>	<u>\$500,067</u>	<u>\$155,634</u>	<u>\$655,701</u>
PST/HST	\$313,238	\$58,473	\$371,711
personal income	\$80,293	\$40,005	\$120,298
corporate income	\$20,557	\$10,242	\$30,800
hotel	\$0	-	\$0
other	\$85,980	\$46,913	\$132,893
<u>Local Total (excl. property)</u>	<u>\$50,957</u>	<u>\$11,851</u>	<u>\$62,808</u>
user fees	\$6,157	\$3,067	\$9,224
hotel	\$28,702	-	\$28,702
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$16,098	\$8,784	\$24,882
property tax	\$37,136	\$13,885	\$51,021

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$50,957	
DMO Hosting Costs	\$0	
Direct ROI	\$50,957	
Net Present Value	\$50,957	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$62,808	
Total ROI	\$62,808	
Net Present Value	\$62,808	
Total ROI (%)	-	

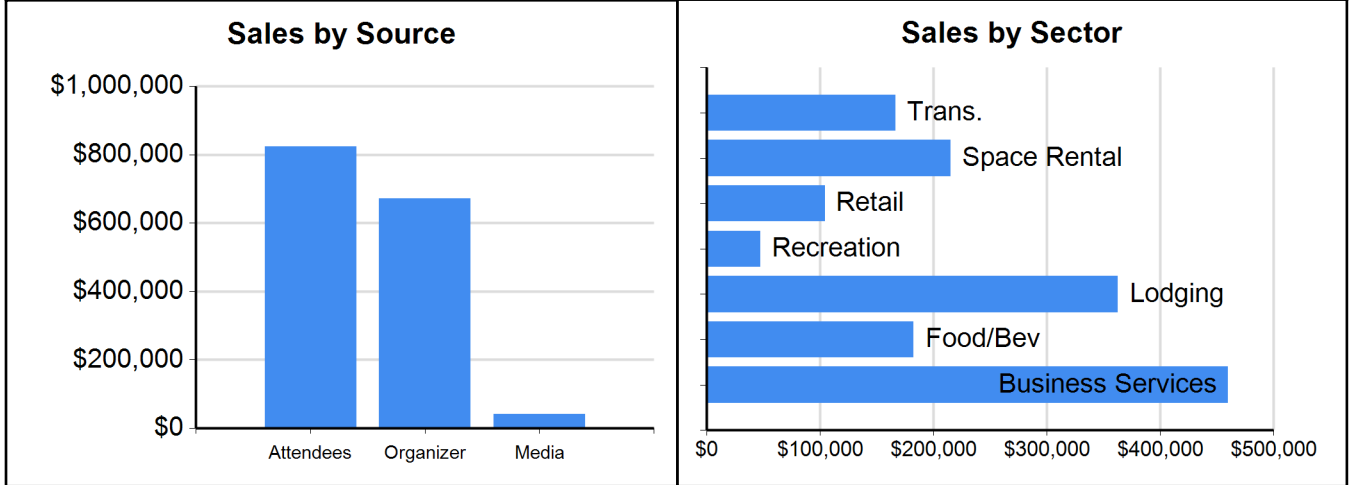
Estimated Room Demand Metrics	
Room Nights (total)	9,567
Room Pickup (block only)	150
Peak Rooms	1,948
Total Visitor Days	17,380

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Hal-Con 2022	Business Sales (Direct):	\$1,537,622
Organization:	Hal-Con Sci-Fi Fantasy Association	Business Sales (Total):	\$2,386,301
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	546
Start Date:	10/28/2022	Jobs Supported (Total):	693
End Date:	10/30/2022	Local Taxes (Total):	\$19,238
Overnight Attendees:	1703	Net Direct Tax ROI:	\$14,941
Day Attendees:	765	Estimated Room Demand:	2,373

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$355,955	\$6,682	\$0	\$362,637
Transportation	\$163,905	\$2,227	\$183	\$166,315
Food & Beverage	\$152,098	\$30,000	\$0	\$182,098
Retail	\$104,423	\$0	\$0	\$104,423
Recreation	\$47,493	\$0	\$0	\$47,493
Space Rental	\$0	\$214,508	\$515	\$215,023
Business Services	\$0	\$419,054	\$40,579	\$459,633
TOTAL	\$823,874	\$672,472	\$41,277	\$1,537,622

Event Impact Details

Destination: Discover Halifax

Event Name: Hal-Con 2022 2022

Organization: Hal-Con Sci-Fi Fantasy Association

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$1,537,622	\$848,679	\$2,386,301
Personal Income	\$468,023	\$253,577	\$721,600
Jobs Supported			
Persons	546	147	693
Annual FTEs	11	3	14
Taxes and Assessments			
<u>Federal Total</u>	<u>\$97,858</u>	<u>\$53,291</u>	<u>\$151,149</u>
<u>Provincial/Territorial Total</u>	<u>\$152,396</u>	<u>\$56,413</u>	<u>\$208,808</u>
PST/HST	\$88,013	\$21,217	\$109,230
personal income	\$26,704	\$14,469	\$41,173
corporate income	\$6,837	\$3,704	\$10,542
hotel	\$0	-	\$0
other	\$30,841	\$17,023	\$47,864
<u>Local Total (excl. property)</u>	<u>\$14,941</u>	<u>\$4,297</u>	<u>\$19,238</u>
user fees	\$2,048	\$1,109	\$3,157
hotel	\$7,119	-	\$7,119
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$5,774	\$3,187	\$8,962
property tax	\$13,321	\$5,055	\$18,376

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$14,941	
DMO Hosting Costs	\$0	
Direct ROI	\$14,941	
Net Present Value	\$14,941	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$19,238	
Total ROI	\$19,238	
Net Present Value	\$19,238	
Total ROI (%)	-	

Estimated Room Demand Metrics

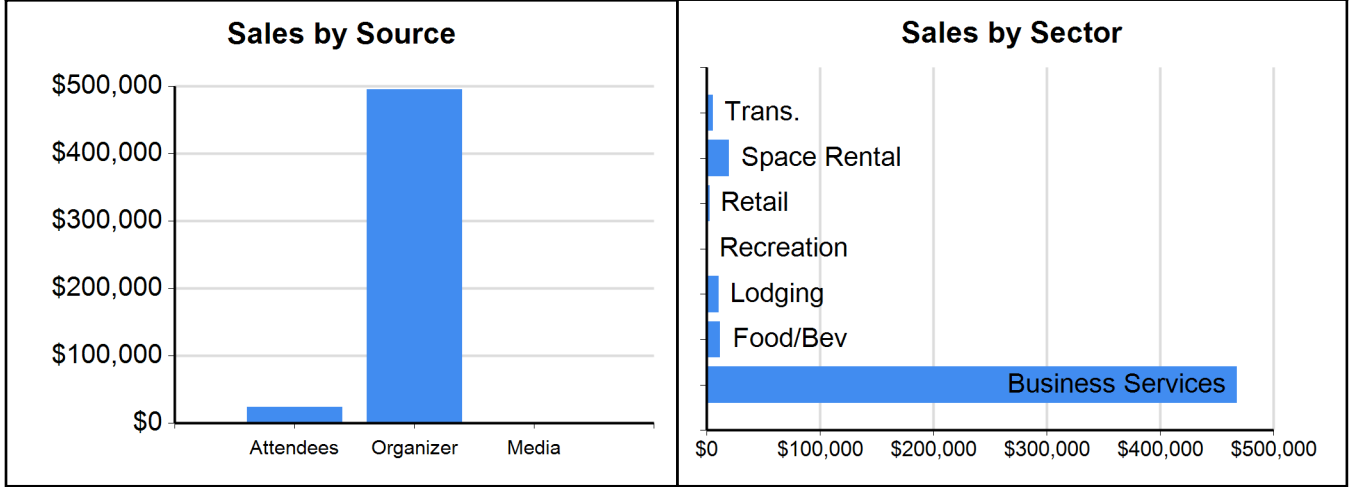
Room Nights (total)	2,373
Room Pickup (block only)	50
Peak Rooms	1,002
Total Visitor Days	4,608

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Halifax Comedy Festival 2022	Business Sales (Direct):	\$519,059
Organization:	Halifax Comedy Festival Society	Business Sales (Total):	\$857,676
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	133
Start Date:	4/27/2022	Jobs Supported (Total):	195
End Date:	4/30/2022	Local Taxes (Total):	\$4,760
Overnight Attendees:	44	Net Direct Tax ROI:	\$3,035
Day Attendees:	2	Estimated Room Demand:	68

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$10,247	\$59	\$10,305
Transportation	\$5,546	\$20	\$5,565
Food & Beverage	\$3,841	\$8,000	\$11,841
Retail	\$2,622	\$0	\$2,622
Recreation	\$1,173	\$0	\$1,173
Space Rental	\$0	\$19,848	\$19,848
Business Services	\$0	\$467,704	\$467,704
TOTAL	\$23,428	\$495,631	\$519,059

Event Impact Details

Destination: Discover Halifax

Event Name: Halifax Comedy Festival 2022 2022

Organization: Halifax Comedy Festival Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$519,059	\$338,617	\$857,676
Personal Income	\$201,301	\$103,650	\$304,951
Jobs Supported			
Persons	133	62	195
Annual FTEs	4	2	7
Taxes and Assessments			
<u>Federal Total</u>	<u>\$39,611</u>	<u>\$21,639</u>	<u>\$61,249</u>
<u>Provincial/Territorial Total</u>	<u>\$33,830</u>	<u>\$22,686</u>	<u>\$56,516</u>
PST/HST	\$8,993	\$8,465	\$17,458
personal income	\$11,486	\$5,914	\$17,400
corporate income	\$2,941	\$1,514	\$4,455
hotel	\$0	-	\$0
other	\$10,411	\$6,792	\$17,203
<u>Local Total (excl. property)</u>	<u>\$3,035</u>	<u>\$1,725</u>	<u>\$4,760</u>
user fees	\$881	\$453	\$1,334
hotel	\$205	-	\$205
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$1,949	\$1,272	\$3,221
property tax	\$4,497	\$2,108	\$6,605

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$3,035	
DMO Hosting Costs	\$0	
Direct ROI	\$3,035	
Net Present Value	\$3,035	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$4,760	
Total ROI	\$4,760	
Net Present Value	\$4,760	
Total ROI (%)	-	

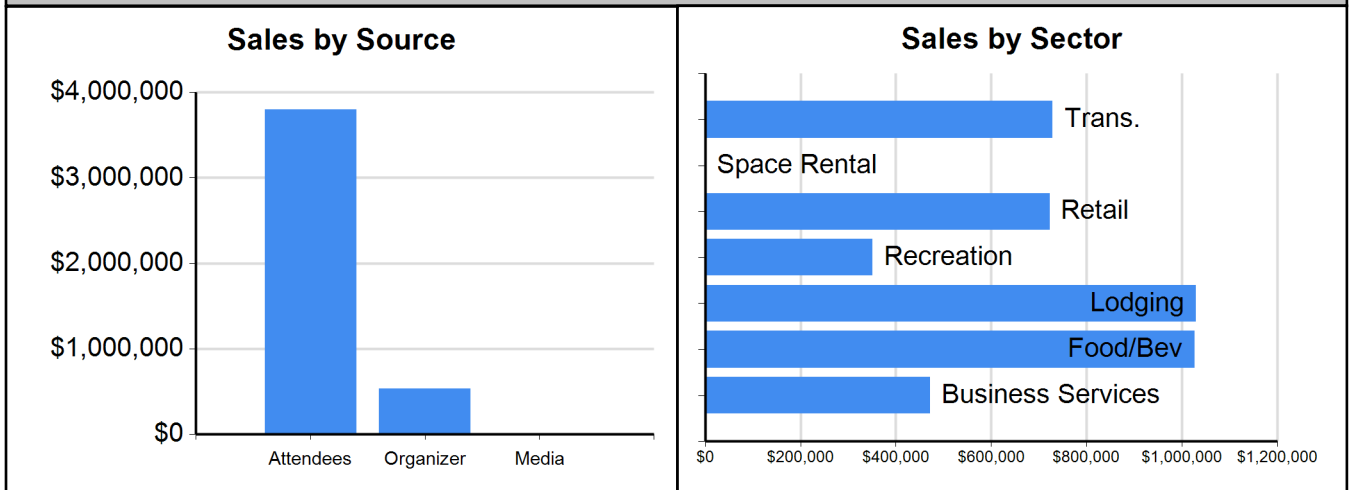
Estimated Room Demand Metrics	
Room Nights (total)	68
Room Pickup (block only)	0
Peak Rooms	26
Total Visitor Days	118

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Halifax International Busker Festival 2022	Business Sales (Direct):	\$4,331,861
Organization:	Atlantic Busker Festival Society	Business Sales (Total):	\$6,781,943
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	839
Start Date:	7/27/2022	Jobs Supported (Total):	953
End Date:	8/1/2022	Local Taxes (Total):	\$53,769
Overnight Attendees:	2750	Net Direct Tax ROI:	\$41,537
Day Attendees:	24750	Estimated Room Demand:	6,549

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$982,403	\$47,736	\$1,030,139
Transportation	\$713,122	\$15,912	\$729,034
Food & Beverage	\$1,026,877	\$0	\$1,026,877
Retail	\$722,551	\$0	\$722,551
Recreation	\$351,072	\$0	\$351,072
Space Rental	\$0	\$0	\$0
Business Services	\$0	\$472,187	\$472,187
TOTAL	\$3,796,027	\$535,835	\$4,331,861

Event Impact Details

Destination: Discover Halifax

Event Name: Halifax International Busker Festival 2022 2022

Organization: Atlantic Busker Festival Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$4,331,861	\$2,450,082	\$6,781,943
Personal Income	\$1,284,817	\$692,774	\$1,977,592
Jobs Supported			
Persons	839	114	953
Annual FTEs	35	5	40
Taxes and Assessments			
<u>Federal Total</u>	<u>\$270,570</u>	<u>\$147,883</u>	<u>\$418,453</u>
<u>Provincial/Territorial Total</u>	<u>\$546,904</u>	<u>\$160,044</u>	<u>\$706,948</u>
PST/HST	\$367,938	\$61,252	\$429,190
personal income	\$73,309	\$39,528	\$112,838
corporate income	\$18,769	\$10,120	\$28,890
hotel	\$0	-	\$0
other	\$86,887	\$49,143	\$136,030
<u>Local Total (excl. property)</u>	<u>\$41,537</u>	<u>\$12,232</u>	<u>\$53,769</u>
user fees	\$5,621	\$3,031	\$8,652
hotel	\$19,648	-	\$19,648
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$16,268	\$9,201	\$25,469
property tax	\$37,528	\$14,697	\$52,225

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$41,537	
DMO Hosting Costs	\$0	
Direct ROI	\$41,537	
Net Present Value	\$41,537	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$53,769	
Total ROI	\$53,769	
Net Present Value	\$53,769	
Total ROI (%)	-	

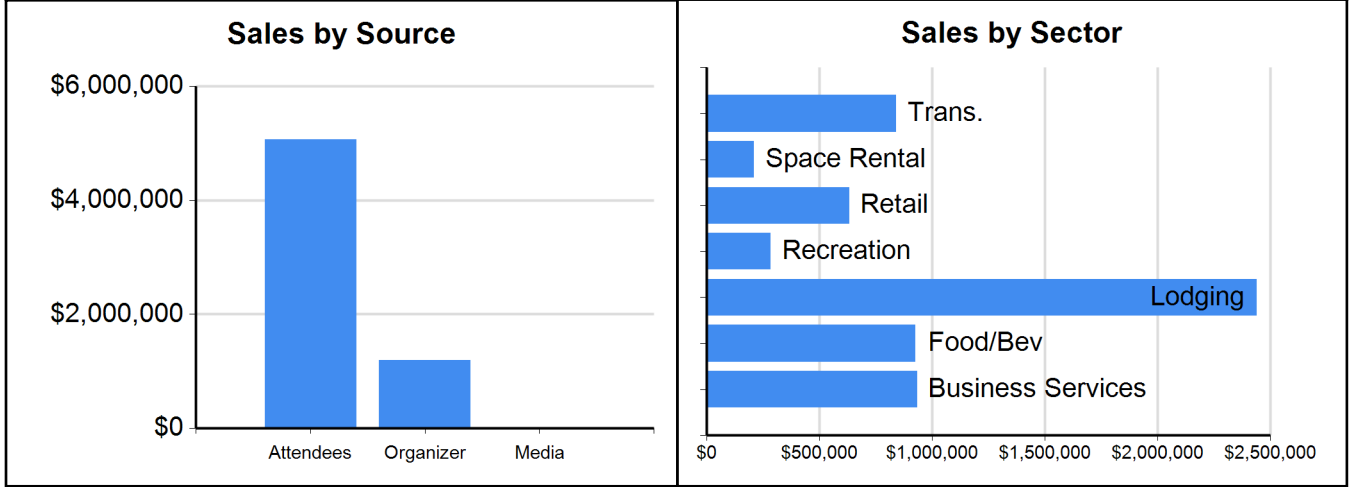
Estimated Room Demand Metrics	
Room Nights (total)	6,549
Room Pickup (block only)	30
Peak Rooms	1,618
Total Visitor Days	29,696

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Halifax Jazz Festival 2022	Business Sales (Direct):	\$6,269,055
Organization:	Jazz East Rising Association	Business Sales (Total):	\$9,786,395
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	1,246
Start Date:	7/12/2022	Jobs Supported (Total):	1,454
End Date:	7/17/2022	Local Taxes (Total):	\$97,904
Overnight Attendees:	6716	Net Direct Tax ROI:	\$80,017
Day Attendees:	1474	Estimated Room Demand:	15,995

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$2,399,207	\$41,088	\$2,440,296
Transportation	\$827,416	\$13,696	\$841,112
Food & Beverage	\$926,423	\$0	\$926,423
Retail	\$633,181	\$0	\$633,181
Recreation	\$284,328	\$0	\$284,328
Space Rental	\$0	\$210,000	\$210,000
Business Services	\$0	\$933,716	\$933,716
TOTAL	\$5,070,556	\$1,198,500	\$6,269,055

Event Impact Details

Destination: Discover Halifax

Event Name: Halifax Jazz Festival 2022 2022

Organization: Jazz East Rising Association

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$6,269,055	\$3,517,339	\$9,786,395
Personal Income	\$1,940,527	\$1,069,148	\$3,009,676
Jobs Supported			
Persons	1,246	207	1,454
Annual FTEs	52	9	61
Taxes and Assessments			
<u>Federal Total</u>	<u>\$403,890</u>	<u>\$223,630</u>	<u>\$627,520</u>
<u>Provincial/Territorial Total</u>	<u>\$762,880</u>	<u>\$235,105</u>	<u>\$997,985</u>
PST/HST	\$498,066	\$87,933	\$585,999
personal income	\$110,723	\$61,004	\$171,726
corporate income	\$28,348	\$15,619	\$43,967
hotel	\$0	-	\$0
other	\$125,743	\$70,550	\$196,292
<u>Local Total (excl. property)</u>	<u>\$80,017</u>	<u>\$17,887</u>	<u>\$97,904</u>
user fees	\$8,490	\$4,678	\$13,168
hotel	\$47,984	-	\$47,984
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$23,543	\$13,209	\$36,752
property tax	\$54,310	\$21,051	\$75,361

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$80,017	
DMO Hosting Costs	\$0	
Direct ROI	\$80,017	
Net Present Value	\$80,017	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$97,904	
Total ROI	\$97,904	
Net Present Value	\$97,904	
Total ROI (%)	-	

Estimated Room Demand Metrics

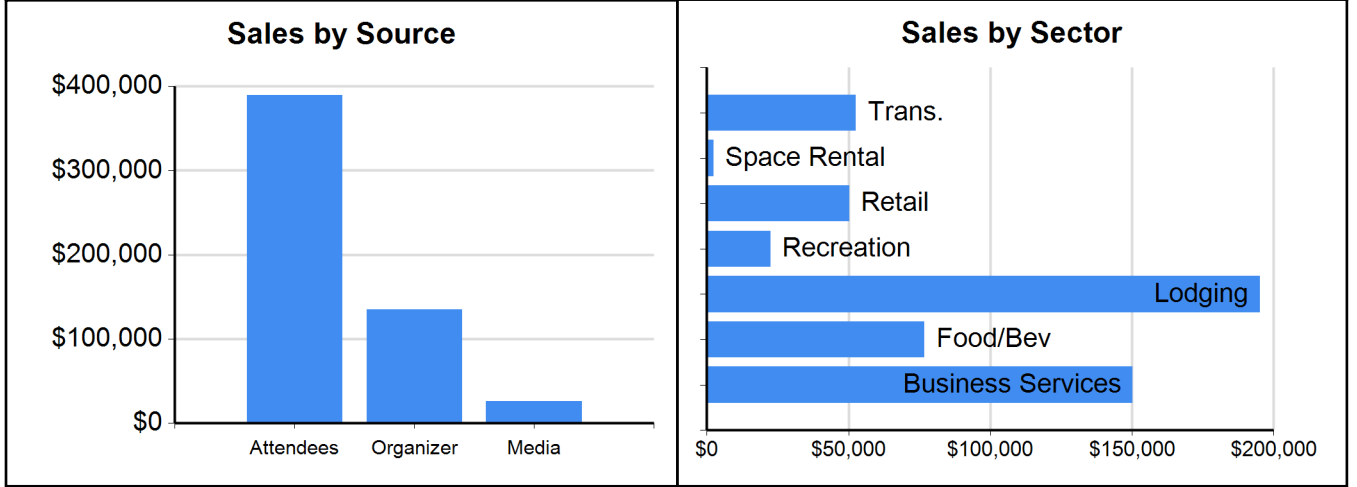
Room Nights (total)	15,995
Room Pickup (block only)	30
Peak Rooms	3,951
Total Visitor Days	28,297

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Halifax Urban Folk Festival 2022	Business Sales (Direct):	\$550,220
Organization:	Halifax Urban Folk Festival Society	Business Sales (Total):	\$854,166
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	97
Start Date:	8/28/2022	Jobs Supported (Total):	115
End Date:	9/4/2022	Local Taxes (Total):	\$8,284
Overnight Attendees:	442	Net Direct Tax ROI:	\$6,731
Day Attendees:	110	Estimated Room Demand:	1,277

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$191,519	\$3,692	\$0	\$195,211
Transportation	\$51,314	\$1,231	\$113	\$52,658
Food & Beverage	\$73,747	\$3,000	\$0	\$76,747
Retail	\$50,397	\$0	\$0	\$50,397
Recreation	\$22,622	\$0	\$0	\$22,622
Space Rental	\$0	\$2,000	\$320	\$2,320
Business Services	\$0	\$125,077	\$25,188	\$150,264
TOTAL	\$389,599	\$135,000	\$25,621	\$550,220

Event Impact Details

Destination: Discover Halifax

Event Name: Halifax Urban Folk Festival 2022 2022

Organization: Halifax Urban Folk Festival Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$550,220	\$303,946	\$854,166
Personal Income	\$190,666	\$94,135	\$284,802
Jobs Supported			
Persons	97	18	115
Annual FTEs	5	1	6
Taxes and Assessments			
<u>Federal Total</u>	<u>\$38,539</u>	<u>\$19,590</u>	<u>\$58,129</u>
<u>Provincial/Territorial Total</u>	<u>\$63,905</u>	<u>\$20,441</u>	<u>\$84,347</u>
PST/HST	\$39,205	\$7,599	\$46,804
personal income	\$10,879	\$5,371	\$16,250
corporate income	\$2,785	\$1,375	\$4,161
hotel	\$0	-	\$0
other	\$11,036	\$6,096	\$17,133
<u>Local Total (excl. property)</u>	<u>\$6,731</u>	<u>\$1,553</u>	<u>\$8,284</u>
user fees	\$834	\$412	\$1,246
hotel	\$3,830	-	\$3,830
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$2,066	\$1,141	\$3,208
property tax	\$4,767	\$1,811	\$6,578

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$6,731	
DMO Hosting Costs	\$0	
Direct ROI	\$6,731	
Net Present Value	\$6,731	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$8,284	
Total ROI	\$8,284	
Net Present Value	\$8,284	
Total ROI (%)	-	

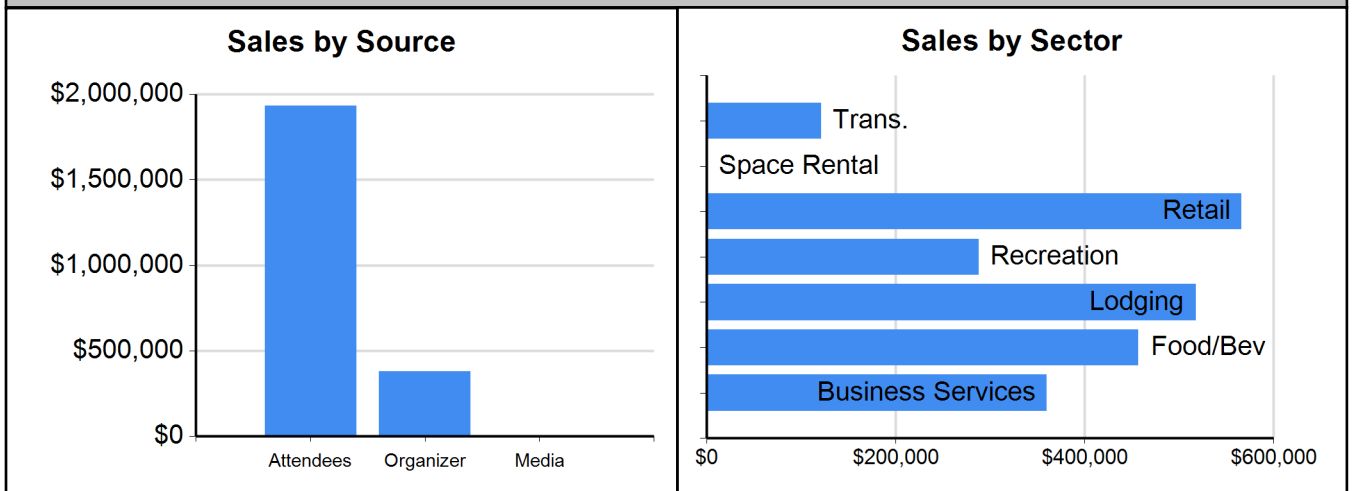
Estimated Room Demand Metrics	
Room Nights (total)	1,277
Room Pickup (block only)	15
Peak Rooms	260
Total Visitor Days	2,253

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Maritime Race Weekend 2022	Business Sales (Direct):	\$2,309,584
Organization:	Maritime Race Weekend Association	Business Sales (Total):	\$3,574,720
Event Type:	Adult Amateur	Jobs Supported (Direct):	1,212
Start Date:	9/16/2022	Jobs Supported (Total):	1,391
End Date:	9/17/2022	Local Taxes (Total):	\$28,699
Overnight Attendees:	3116	Net Direct Tax ROI:	\$22,256
Day Attendees:	5259	Estimated Room Demand:	3,451

Direct Business Sales



Industry	Attendees	Organizer	Media/Sponsors	Total
Lodging	\$517,640	\$0	\$0	\$517,640
Transportation	\$113,011	\$7,648	\$357	\$121,016
Food & Beverage	\$447,027	\$10,000	\$0	\$457,027
Retail	\$565,757	\$0	\$0	\$565,757
Recreation	\$288,191	\$0	\$0	\$288,191
Space Rental	\$0	\$0	\$0	\$0
Business Services	\$0	\$359,752	\$201	\$359,954
TOTAL	\$1,931,625	\$377,400	\$559	\$2,309,584

Event Impact Details

Destination: Discover Halifax

Event Name: Maritime Race Weekend 2022 2022

Organization: Maritime Race Weekend Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$2,309,584	\$1,265,136	\$3,574,720
Personal Income	\$738,222	\$386,741	\$1,124,963
Jobs Supported			
Persons	1,212	180	1,391
Annual FTEs	20	3	23
Taxes and Assessments			
<u>Federal Total</u>	<u>\$152,337</u>	<u>\$80,768</u>	<u>\$233,105</u>
<u>Provincial/Territorial Total</u>	<u>\$287,895</u>	<u>\$84,721</u>	<u>\$372,616</u>
PST/HST	\$188,665	\$31,628	\$220,293
personal income	\$42,122	\$22,067	\$64,188
corporate income	\$10,784	\$5,650	\$16,434
hotel	\$0	-	\$0
other	\$46,325	\$25,376	\$71,701
<u>Local Total (excl. property)</u>	<u>\$22,256</u>	<u>\$6,443</u>	<u>\$28,699</u>
user fees	\$3,230	\$1,692	\$4,922
hotel	\$10,353	-	\$10,353
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$8,674	\$4,751	\$13,425
property tax	\$20,008	\$7,519	\$27,527

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$22,256	
DMO Hosting Costs	\$0	
Direct ROI	\$22,256	
Net Present Value	\$22,256	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$28,699	
Total ROI	\$28,699	
Net Present Value	\$28,699	
Total ROI (%)	-	

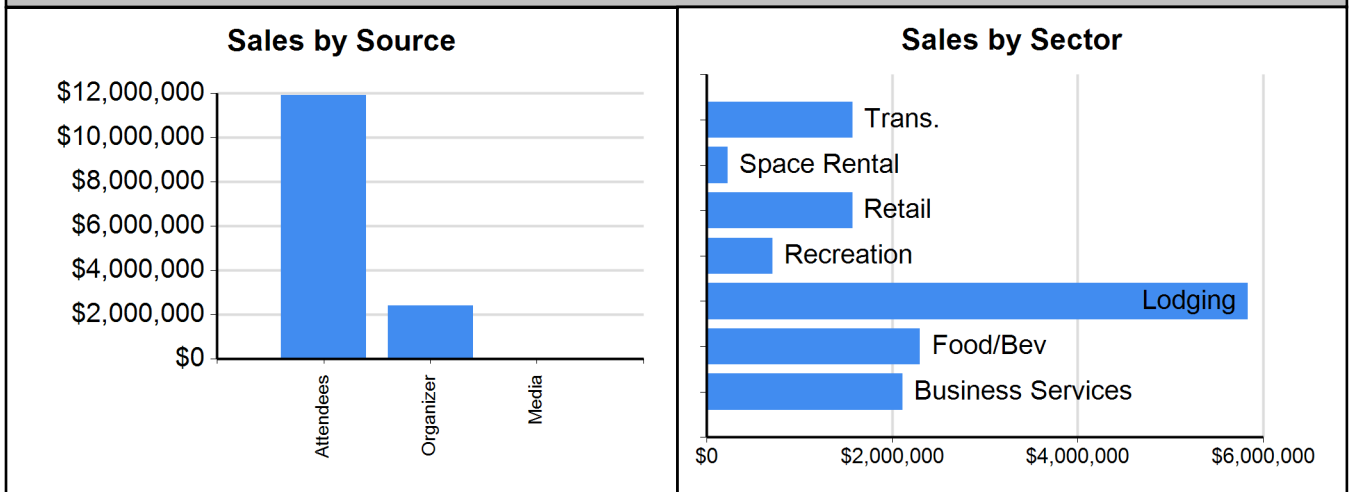
Estimated Room Demand Metrics	
Room Nights (total)	3,451
Room Pickup (block only)	300
Peak Rooms	1,640
Total Visitor Days	7,425

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	Royal Nova Scotia International Tattoo 2022	Business Sales (Direct):	\$14,322,638
Organization:	Royal Nova Scotia International Tattoo Society	Business Sales (Total):	\$22,590,137
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	2,472
Start Date:	6/25/2022	Jobs Supported (Total):	2,882
End Date:	7/2/2022	Local Taxes (Total):	\$231,400
Overnight Attendees:	13346	Net Direct Tax ROI:	\$188,983
Day Attendees:	5996	Estimated Room Demand:	38,552

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$5,782,824	\$53,551	\$5,836,375
Transportation	\$1,553,329	\$17,850	\$1,571,179
Food & Beverage	\$2,298,484	\$0	\$2,298,484
Retail	\$1,573,035	\$0	\$1,573,035
Recreation	\$709,060	\$0	\$709,060
Space Rental	\$0	\$222,983	\$222,983
Business Services	\$0	\$2,111,521	\$2,111,521
TOTAL	\$11,916,733	\$2,405,905	\$14,322,638

Event Impact Details

Destination: Discover Halifax

Event Name: Royal Nova Scotia International Tattoo 2022

Organization: Royal Nova Scotia International Tattoo Society

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$14,322,638	\$8,267,499	\$22,590,137
Personal Income	\$4,465,825	\$2,598,620	\$7,064,445
Jobs Supported			
Persons	2,472	411	2,882
Annual FTEs	124	21	144
Taxes and Assessments			
<u>Federal Total</u>	<u>\$927,667</u>	<u>\$538,638</u>	<u>\$1,466,306</u>
<u>Provincial/Territorial Total</u>	<u>\$1,772,267</u>	<u>\$558,749</u>	<u>\$2,331,016</u>
PST/HST	\$1,164,937	\$206,687	\$1,371,625
personal income	\$254,812	\$148,272	\$403,084
corporate income	\$65,239	\$37,962	\$103,201
hotel	\$0	-	\$0
other	\$287,279	\$165,827	\$453,106
<u>Local Total (excl. property)</u>	<u>\$188,983</u>	<u>\$42,417</u>	<u>\$231,400</u>
user fees	\$19,538	\$11,369	\$30,907
hotel	\$115,656	-	\$115,656
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$53,788	\$31,048	\$84,836
property tax	\$124,079	\$49,878	\$173,957

Event Return on Investment (ROI)		
Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$188,983	
DMO Hosting Costs	\$0	
Direct ROI	\$188,983	
Net Present Value	\$188,983	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$231,400	
Total ROI	\$231,400	
Net Present Value	\$231,400	
Total ROI (%)	-	

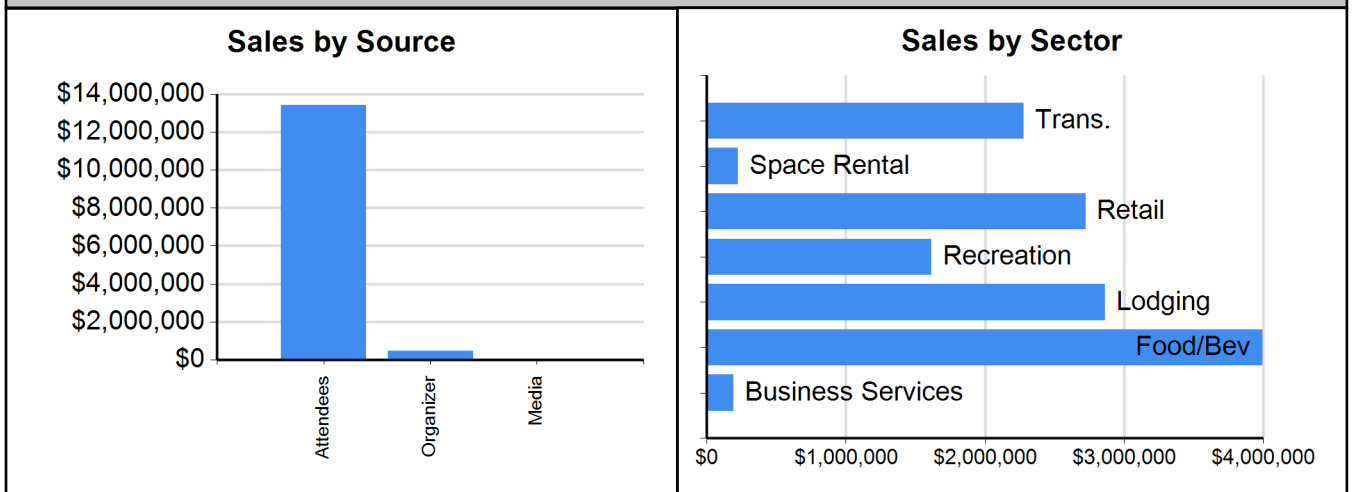
Estimated Room Demand Metrics	
Room Nights (total)	38,552
Room Pickup (block only)	600
Peak Rooms	7,851
Total Visitor Days	70,036

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	SEDMHA Minor Hockey Tournament 2023	Business Sales (Direct):	\$13,887,582
Organization:	SEDMHA Minor Hockey Tournament Association	Business Sales (Total):	\$21,838,514
Event Type:	Youth Amateur	Jobs Supported (Direct):	3,275
Start Date:	3/31/2023	Jobs Supported (Total):	3,661
End Date:	4/3/2023	Local Taxes (Total):	\$165,826
Overnight Attendees:	15220	Net Direct Tax ROI:	\$125,748
Day Attendees:	35830	Estimated Room Demand:	19,075

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$2,861,247	\$0	\$2,861,247
Transportation	\$2,229,809	\$46,128	\$2,275,937
Food & Beverage	\$3,995,579	\$0	\$3,995,579
Retail	\$2,723,271	\$0	\$2,723,271
Recreation	\$1,616,648	\$0	\$1,616,648
Space Rental	\$0	\$223,000	\$223,000
Business Services	\$0	\$191,900	\$191,900
TOTAL	\$13,426,554	\$461,028	\$13,887,582

Event Impact Details

Destination: Discover Halifax

Event Name: SEDMHA Minor Hockey Tournament 2023 2023
 Organization: SEDMHA Minor Hockey Tournament Association

Economic Impact Details			
	Direct	Indirect/Induced	Total
Business Sales	\$13,887,582	\$7,950,932	\$21,838,514
Personal Income	\$3,741,476	\$2,335,665	\$6,077,141
Jobs Supported			
Persons	3,275	386	3,661
Annual FTEs	109	13	122
Taxes and Assessments			
<u>Federal Total</u>	<u>\$810,094</u>	<u>\$493,193</u>	<u>\$1,303,287</u>
<u>Provincial/Territorial Total</u>	<u>\$1,828,509</u>	<u>\$525,640</u>	<u>\$2,354,148</u>
PST/HST	\$1,281,817	\$198,773	\$1,480,590
personal income	\$213,482	\$133,269	\$346,750
corporate income	\$54,657	\$34,121	\$88,778
hotel	\$0	-	\$0
other	\$278,553	\$159,477	\$438,030
<u>Local Total (excl. property)</u>	<u>\$125,748</u>	<u>\$40,078</u>	<u>\$165,826</u>
user fees	\$16,369	\$10,219	\$26,588
hotel	\$57,225	-	\$57,225
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$52,154	\$29,859	\$82,013
property tax	\$120,310	\$47,859	\$168,169

Event Return on Investment (ROI)	
Direct local tax ROI (net property taxes)	
Direct Tax Receipts	\$125,748
DMO Hosting Costs	\$0
Direct ROI	\$125,748
Net Present Value	\$123,237
Direct ROI (%)	-
Total local tax ROI (net property taxes)	
Total Local Tax Receipts	\$165,826
Total ROI	\$165,826
Net Present Value	\$162,514
Total ROI (%)	-

Local Taxes

Costs

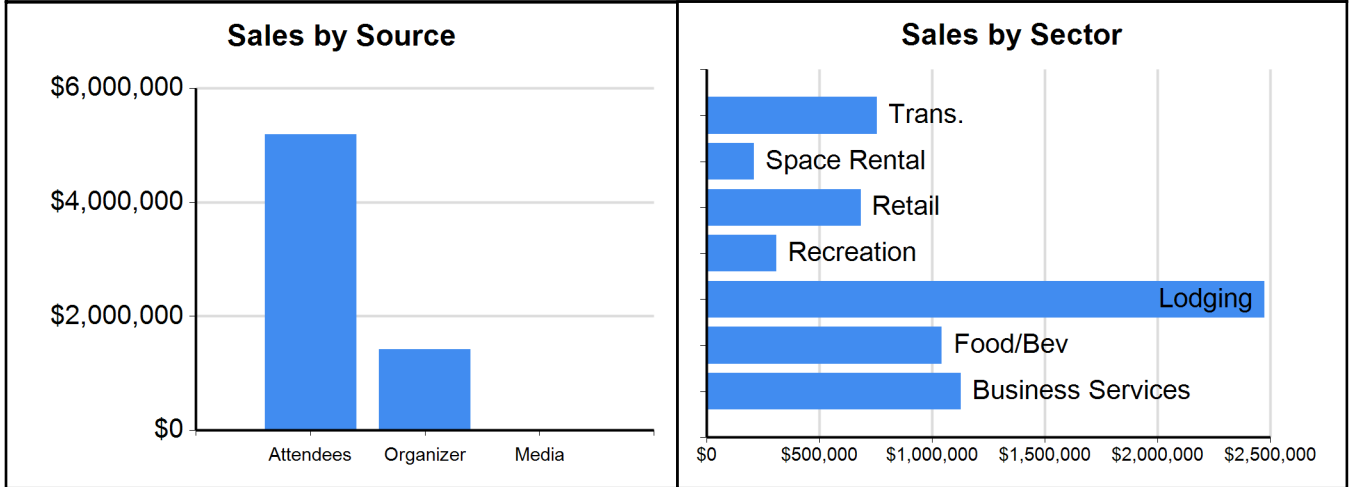
Estimated Room Demand Metrics	
Room Nights (total)	19,075
Room Pickup (block only)	1,840
Peak Rooms	5,637
Total Visitor Days	55,265

Event Impact Summary

Destination: Discover Halifax

Event Parameters		Key Results	
Event Name:	2023 East Coast Music Awards	Business Sales (Direct):	\$6,601,561
Organization:	East Coast Music Association	Business Sales (Total):	\$10,470,938
Event Type:	Performing arts (concerts, theater, dance)	Jobs Supported (Direct):	1,452
Start Date:	5/3/2023	Jobs Supported (Total):	1,725
End Date:	5/7/2023	Local Taxes (Total):	\$102,378
Overnight Attendees:	8280	Net Direct Tax ROI:	\$82,579
Day Attendees:	2760	Estimated Room Demand:	16,327

Direct Business Sales



Industry	Attendees	Organizer/Exhibitor	Total
Lodging	\$2,449,047	\$27,141	\$2,476,187
Transportation	\$744,916	\$9,047	\$753,963
Food & Beverage	\$1,000,900	\$40,000	\$1,040,900
Retail	\$684,084	\$0	\$684,084
Recreation	\$308,598	\$0	\$308,598
Space Rental	\$0	\$210,000	\$210,000
Business Services	\$0	\$1,127,829	\$1,127,829
TOTAL	\$5,187,544	\$1,414,016	\$6,601,561

Event Impact Details

Destination: Discover Halifax

Event Name: 2023 East Coast Music Awards 2023

Organization: East Coast Music Association

Economic Impact Details

	Direct	Indirect/Induced	Total
Business Sales	\$6,601,561	\$3,869,377	\$10,470,938
Personal Income	\$2,012,884	\$1,203,891	\$3,216,775
Jobs Supported			
Persons	1,452	273	1,725
Annual FTEs	54	10	65
Taxes and Assessments			
<u>Federal Total</u>	<u>\$420,670</u>	<u>\$250,224</u>	<u>\$670,894</u>
<u>Provincial/Territorial Total</u>	<u>\$788,791</u>	<u>\$260,624</u>	<u>\$1,049,415</u>
PST/HST	\$512,122	\$96,734	\$608,857
personal income	\$114,851	\$68,692	\$183,543
corporate income	\$29,405	\$17,587	\$46,992
hotel	\$0	-	\$0
other	\$132,412	\$77,611	\$210,023
<u>Local Total (excl. property)</u>	<u>\$82,579</u>	<u>\$19,798</u>	<u>\$102,378</u>
user fees	\$8,807	\$5,267	\$14,074
hotel	\$48,981	-	\$48,981
per room charge	\$0	-	\$0
tourism improvement fee	\$0	-	\$0
restaurant	\$0	\$0	\$0
other	\$24,792	\$14,531	\$39,323
property tax	\$57,190	\$23,442	\$80,632

Event Return on Investment (ROI)

Direct local tax ROI (net property taxes)		
Direct Tax Receipts	\$82,579	
DMO Hosting Costs	\$0	
Direct ROI	\$82,579	
Net Present Value	\$80,930	
Direct ROI (%)	-	
Total local tax ROI (net property taxes)		
Total Local Tax Receipts	\$102,378	
Total ROI	\$102,378	
Net Present Value	\$100,333	
Total ROI (%)	-	

Estimated Room Demand Metrics

Room Nights (total)	16,327
Room Pickup (block only)	250
Peak Rooms	4,871
Total Visitor Days	29,826