

SEAC Update

Ross Jefferson, President and CEO
July 13, 2022



1. About Us and our Core Services
2. Take The Lead Program
3. Covid Recovery
4. Proposed Hotel Levy Increase & Events Impact

About Discover Halifax

- Non Profit, Membership based with 563 members throughout all HRM.
- Founding members where HRM and Hotel Association
- Funded primary by a hotel tax (levy)
- Councils official Tourism Agency (Service agreement and contract to provide specific services)

About Discover Halifax & Our New Mission

We seek to **maximize economic and social benefits** derived from the tourism industry for the benefit of the people who **live, visit, and invest in our region**.

We do this by **showcasing the best of our region to the world**, and through **collective impact**, we seek to shape the future of our industry through **good planning, investment, and design**.

How We Create Value – Core Programs

Current and Proposed



Destination
Marketing



Visitor
Experience



Meetings &
Conventions Sales

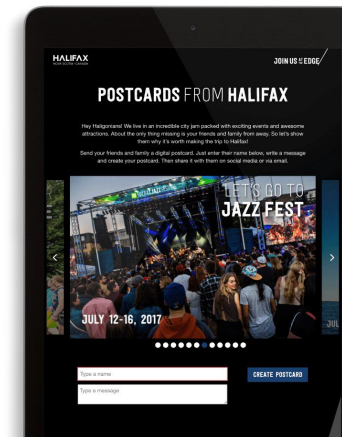
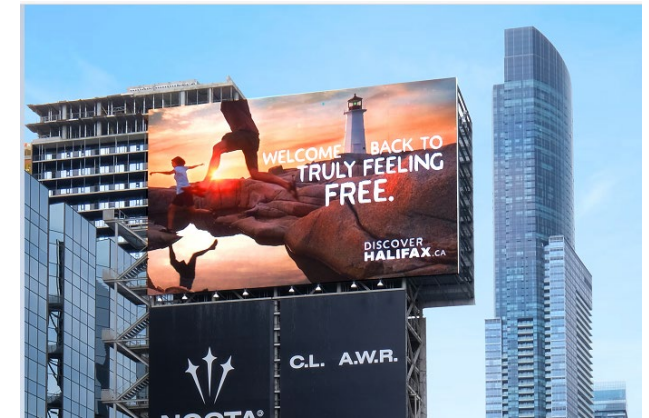


Destination
Development



Festivals &
Events Support

Destination Marketing – 600M + Impressions Annually



Visitor Experience Program

Promoting our Members and Helping Visitors Plan



Meeting and Convention Sales (200+ Events & Bids Supported Annually)

- Promotion and Advertising
- Prospecting
- RFP and Bid Submissions
- Room Block and Rate Management Service
- Economic Impact Assessments
- Group Servicing and Event Planning Support
- Limited Financial Incentives*





HALIFAX INTEGRATED TOURISM MASTER PLAN: YEAR ONE PROGRESS REPORT





**TAKE
#LEAD
PITCH HALIFAX**

Overview

Take The Lead - Purpose

One of the biggest success factors in event attraction is having a local citizen or entity play a primary role in the bidding and execution of that event.

Take The Lead's purpose is to help Halifax business and community leaders understand the important role they play in attracting events to our city; how Discover Halifax can assist them and inspire them to contact and work with us in creating economic and social value to Halifax

3 Goals

Inspire Citizens and Business Leaders

- To leverage their connections
- To bring leads to us
- To champion or serve on bid and host committees

Awareness Of Supports and Help

- Program/Brand awareness
- Discover Halifax can help

Recognition of Champions

- Celebrate Event Champions in meaningful ways

**TAKE
THE LEAD
HALIFAX.CA**



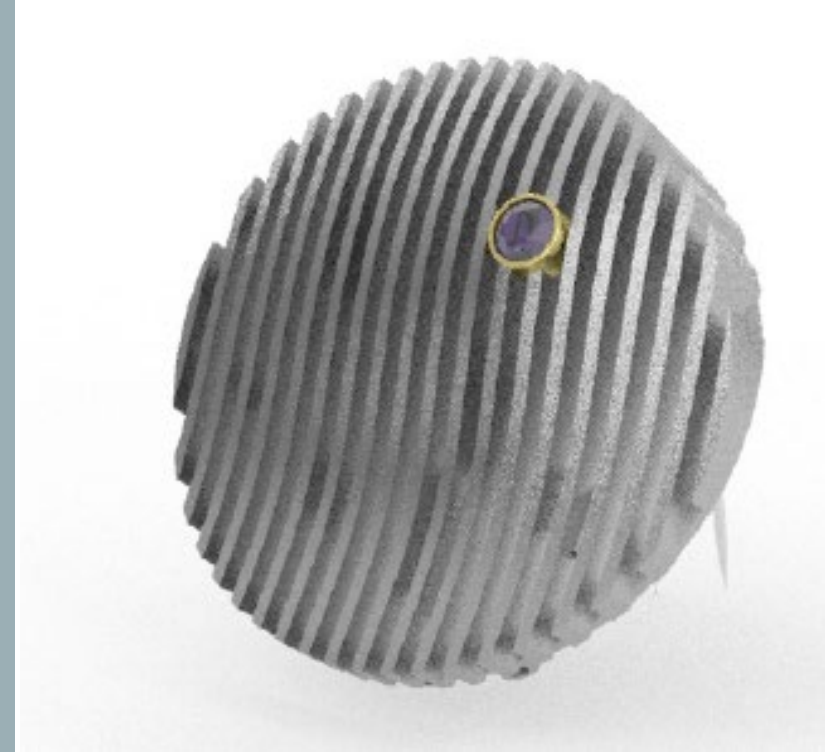
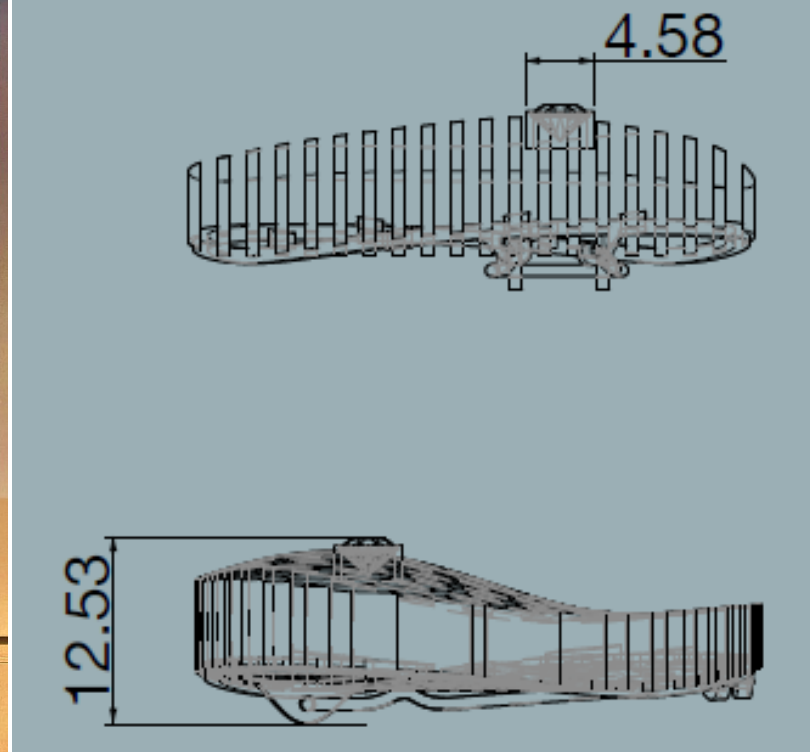
What Kind Of Events?

EVENT TYPE



MARKET





Champion Recognition Pin

Designed by: Meichan Yuan,
Jewelry Design Student - NSCAD

"I believe water and ocean represents the identity of Halifax The shape of this pin is a wave, it looks like a small ocean which shows different waves/arcs from different perspectives. A straight line and the circle represent the quality of a leader which is strength, integrity and principle. The circle amethyst feature on the pin is meant to represent the event champion taking an adventure with the event by riding high on the wave."

What events
will you bring
to Halifax?



DISCOVER
HALIFAX

**TAKE
THE
LEAD**
PITCH HALIFAX

Learn more at discoverhalifax.ca/takethelead

OUTFRONT

6340



**What will you
bring to Halifax?**

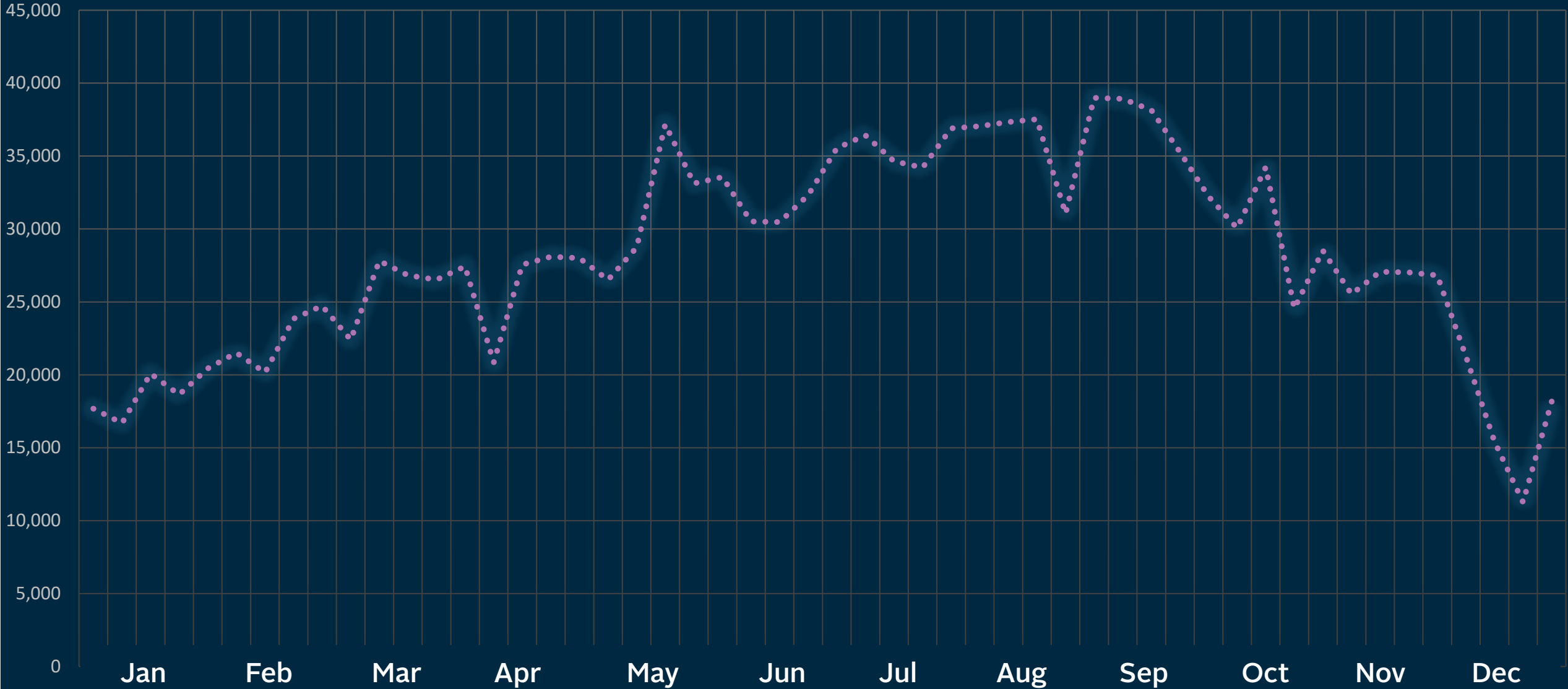
Louis Cypher brought 3 swim meets.
Learn more at discoverhalifax.ca/takethelead

**TAKE
THE
LEAD
PITCH HALIFAX**



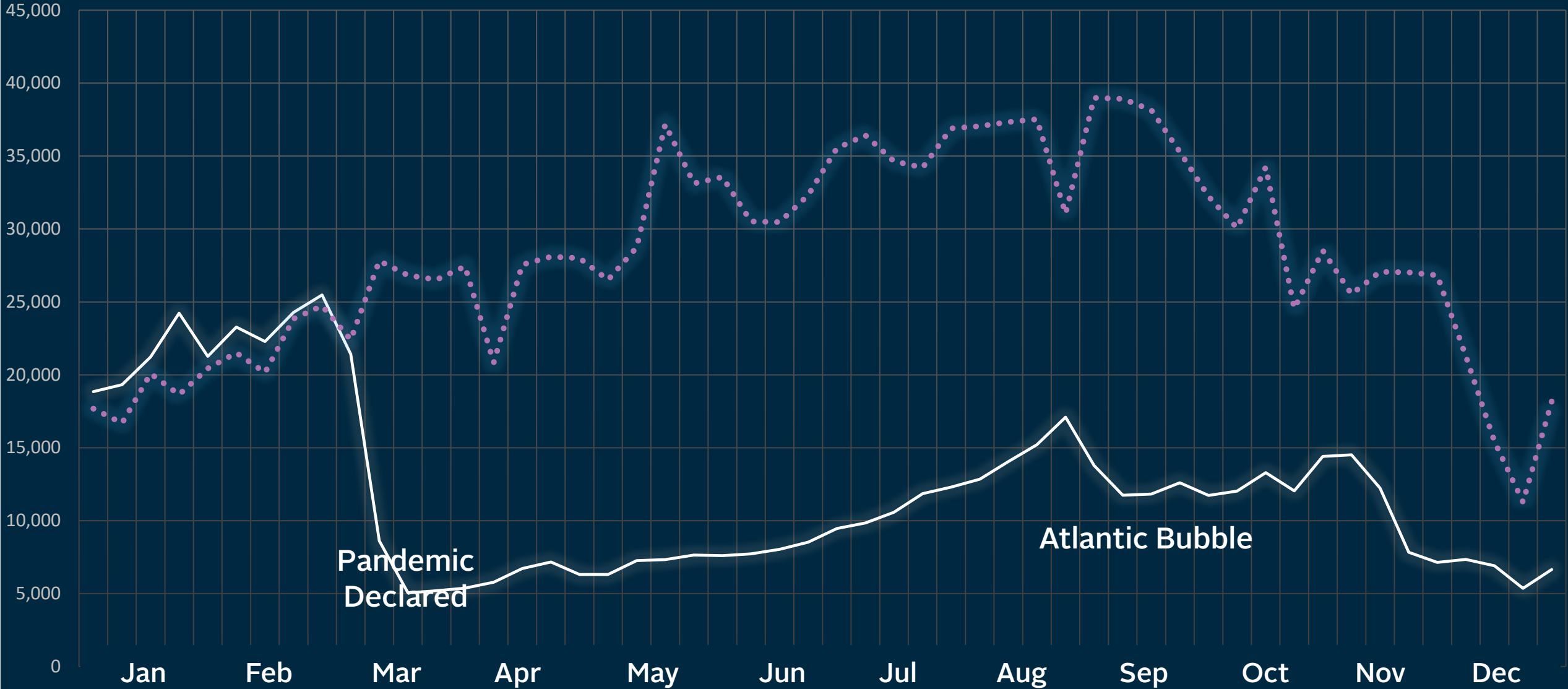
Rooms Sold Per Week Halifax

••• 2019



Rooms Sold Per Week Halifax

— 2020 ••• 2019

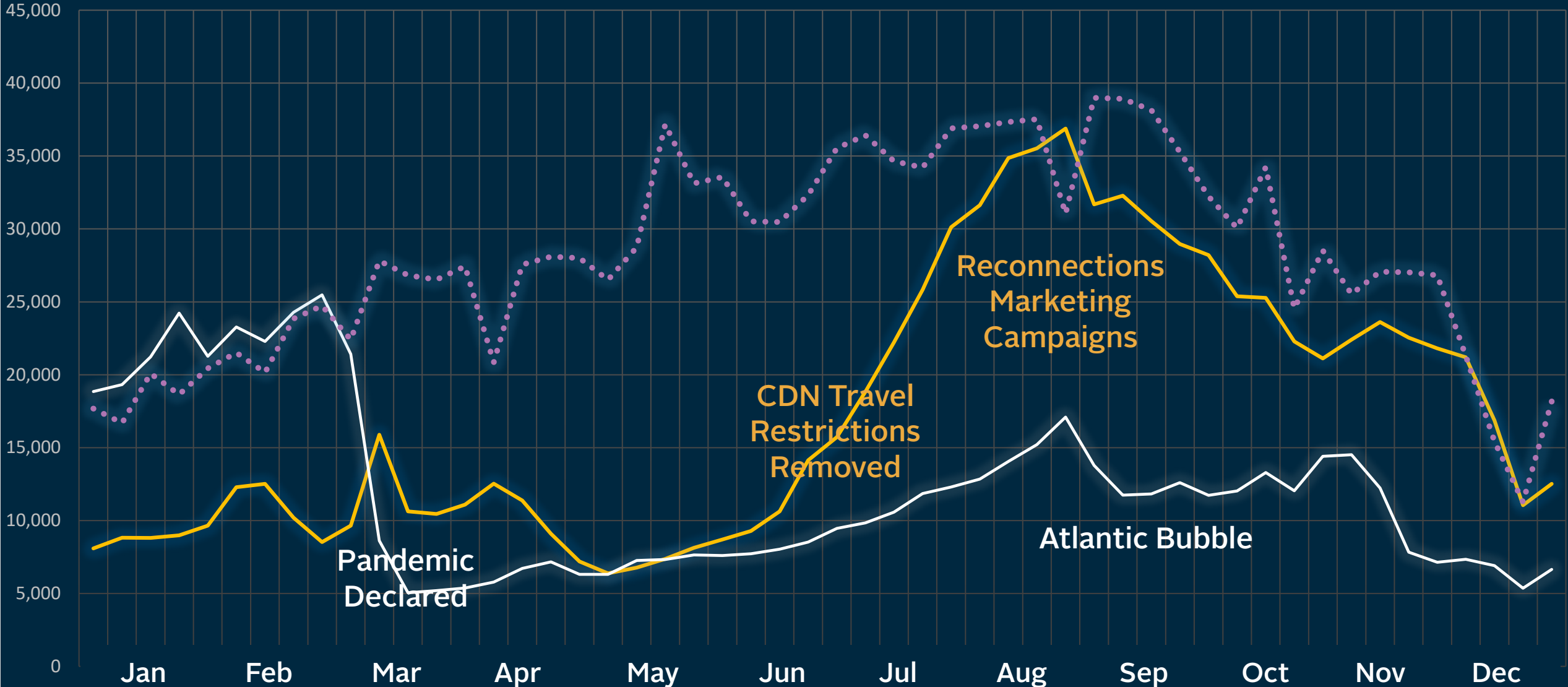


Pandemic
Declared

Atlantic Bubble

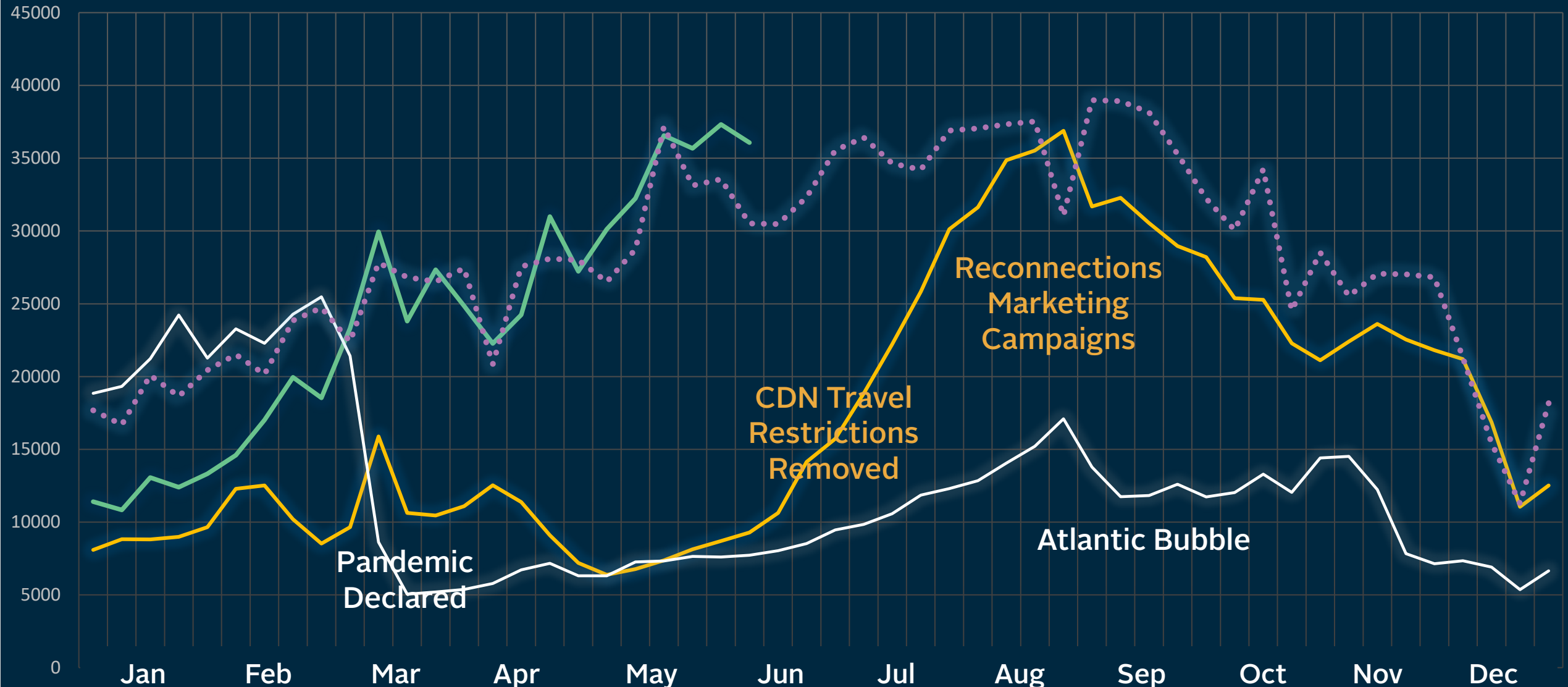
Rooms Sold Per Week Halifax

— 2021 — 2020 ••• 2019



Rooms Sold Per Week Halifax

— 2022 — 2021 — 2020 ··· 2019



American Assoc of Airport Executives

CDN Institute of Health Inspectors

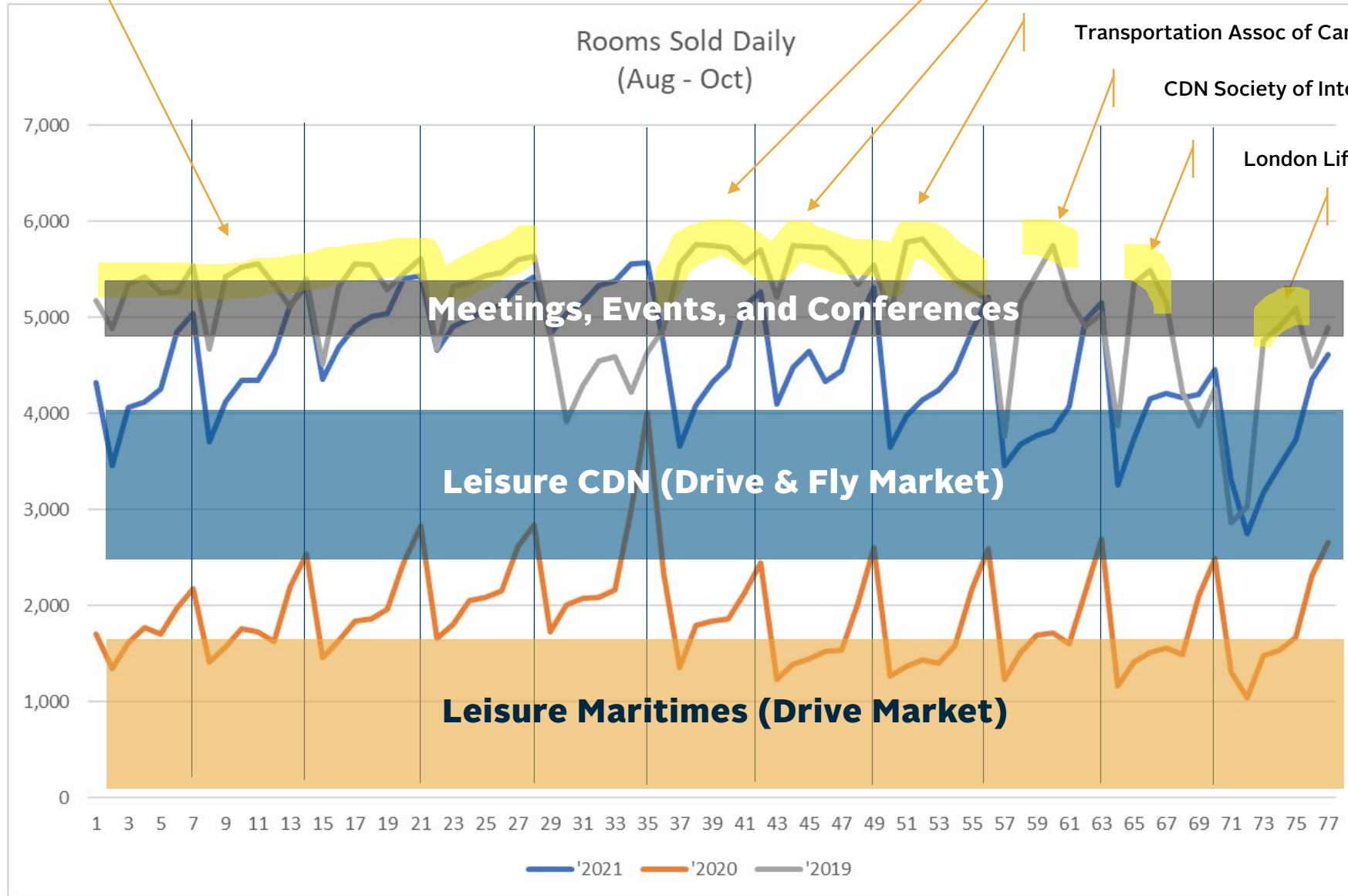
International Turnpike Assoc

Transportation Assoc of Can

CDN Society of Internal Medicine

London Life

CDN Welding Assoc





Halifax Regional Municipality Marketing Levy Act

Planning Discussion on Seeking Provincial Adoption

Background on Hotel Levy in Halifax

- Proposed by Hotel Association of Nova Scotia in 2001 in partnership with HRM
- Created in 2001 by the Provincial Act (Bill 94 – Halifax Regional Municipality Marketing Levy Act) Enabling HRM to collect this as a tax
 - 2% on properties > 20 rooms in size
- HRM By Law H-400 Respecting the Marketing Levy
 - 60% of funds collected to support Discover Halifax
 - 40% of funds collected to support special events (MLSER)

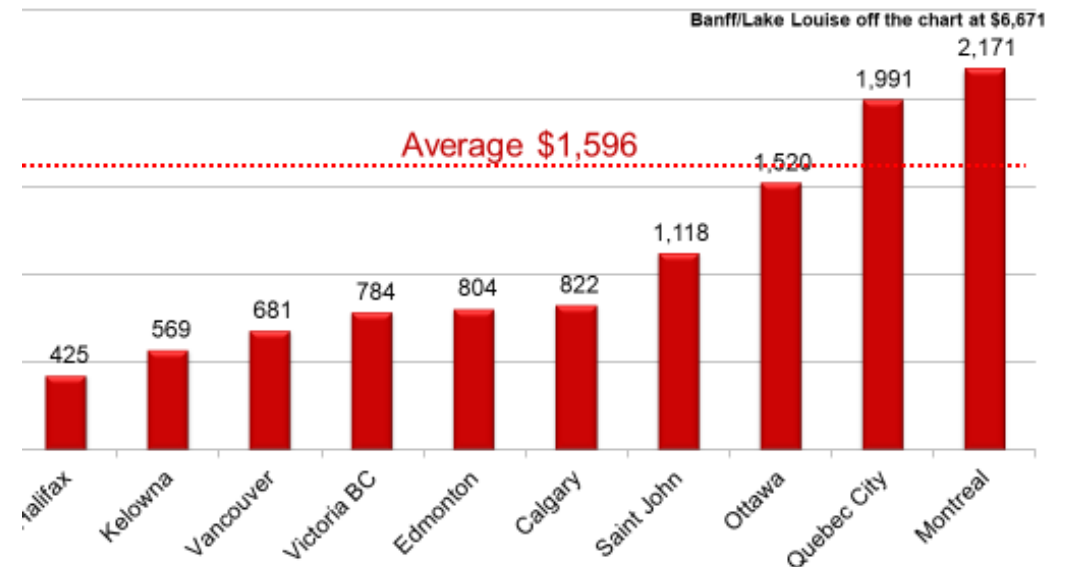
Benchmarking against competitors



Benchmarking against competitors

- While Halifax was a leader in the first decade after its introduction of a hotel levy, it has fallen behind in the preceding decade.
- Net investments are compounded by “leveraged programs” at provincial and federal levels.
- Why? Despite Covid, Tourism is expected to remain one of the fastest growing industries in the world.

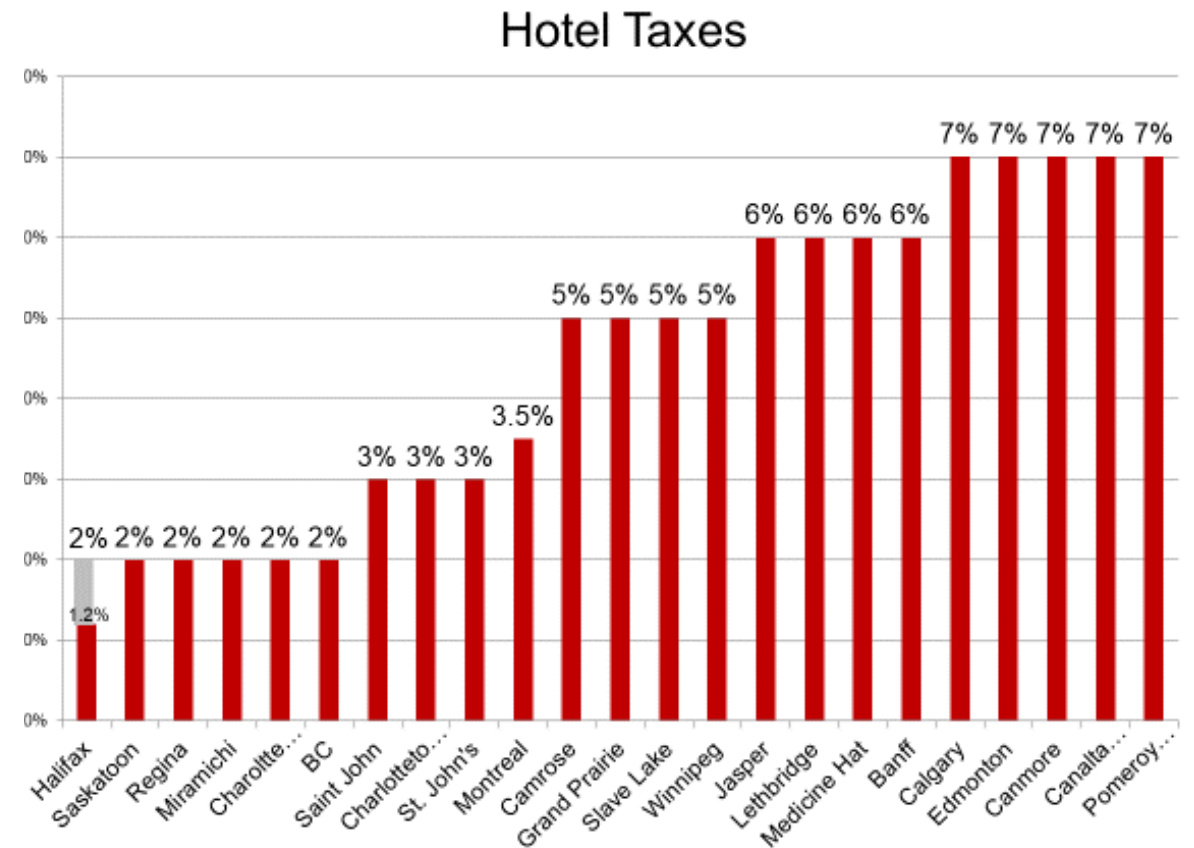
DMO Budget's on Per Room Basis (2016)



Note: Funding and delivery structures will differ significantly between regions and this snapshot analysis should be analyzed for differences in mandates and structures for each city. It may not be a full and accurate comparison as a result.

Benchmarking against competitors (2016 data)

- Since this time, many jurisdictions have increased their levies including a new levy introduced in NB (3.5%) and Ontario (4%).
- Sales Taxes are lower in Western Canada



HANS / HRM Memorandum of Understanding

1. Change Provincial Legislation ([Halifax Regional Municipality Marketing Levy Act](#))
 - A. Increase cap on hotel levy (Currently capped at 2%)
 - B. Change the threshold of accommodations requiring to collect and submit from >20 rooms to all accommodations providers
2. Change the allocation amounts collected by the levy (from 60% to 65%) to the DMO and (from 40% to 35%) for the [Marketing Levy Special Event Reserve \(MLSER\) Administration Order Number 2014-020-GOV](#)
3. HRM to increase their contributions by a net \$1M (\$250k/year over 4 years)

Financial Impact of Changes of Levy Increase

Proposed Increased Investment in Services

Estimates baed on Pre-Covid Revenues

Comments

Destination Development	625,000	
Events Office & Events Shared Services	625,000	Net new funding to support events bids etc.
Visitor Experience Program	200,000	
Marketing	950,000	A portion will be used to market and promote events
Conference Incentives & Lead Generation	100,000	New incentive fund for attracting business events
Increase to MILSNR Funding	658,000	New funding for Milsnr fund

Stat Pro Report

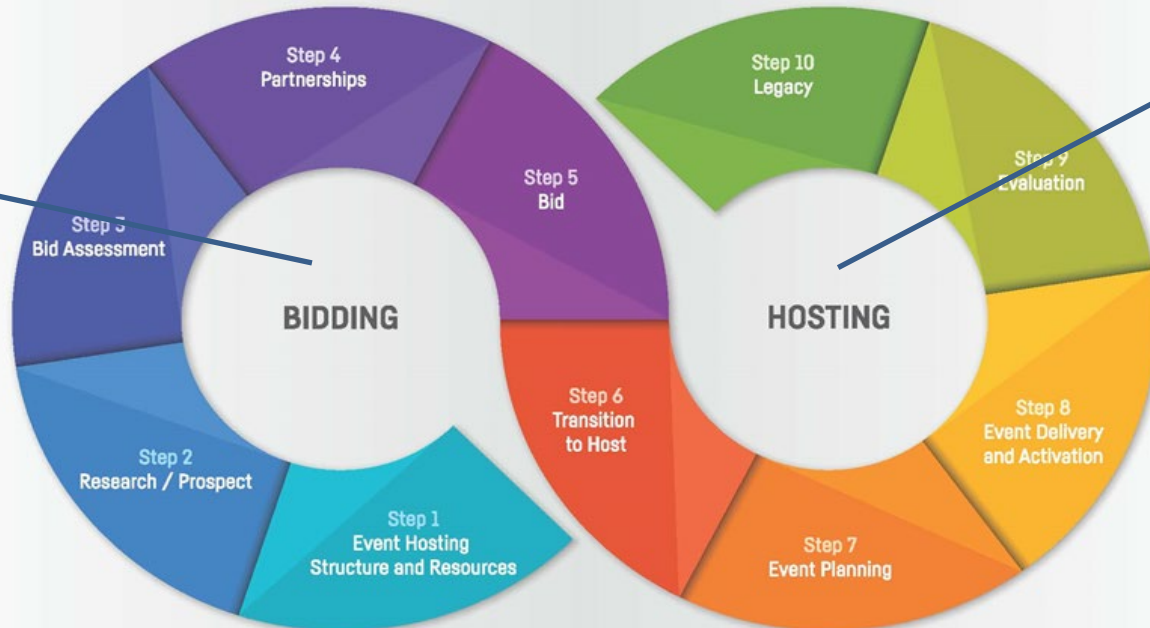


- *Completed by HRM in 2019*
- *49 Recommendations on improvements in the areas of:*
 - Event Hosting Structure and Resources
 - Strategy / Research / Prospecting
 - Bid Assessments
 - Partnerships
 - Bid Coordination and Development
 - Hosting
- ***Recommendations: “Establish an event / bid lead agency that ensures the full cycle can be delivered effectively”***

Stat Pro Report

Although several partners perform some of these services no single agency has responsibility for the destination. Discover Halifax was identified as the preferred agency for leading this

● CSTA SPORT TOURISM ROADMAP ●



Many of these steps are preformed by City Events Department and/or rights holders

Transferable Competencies from Convention Sales to Event Prospecting and Development



Robust CRM System integrated with hotels



Bidding & Marketing Competencies



Economic Impact Calculations integrated in CRM



Data for pre and post event evaluation



Destination Marketing – (Web, Print, Other)



Opportunity for Shared
Services Offering

Marketing
Administration & Procurement
IT / Office / Processes