

# HALIFAX

## Special Events Advisory Committee

**Orientation**

March 6, 2023

# History

- March 27, 2007 - Civic Event Policy & Framework
- November 10, 2015 - Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants
- June 5, 2018 - AO 2014-020-GOV was amended
- December 13, 2022 - AO 2014-020-GOV was amended

# New Provincial Legislative Changes

- Province adopted Bill 204 in November 2022, which repealed the HRM Marketing Levy Act and moved the legislative provisions with respect to the marketing levy into the HRM Charter
- Under the HRM Charter, HRM may not provide direct financial assistance to a business or industry (for-profit)
- Raised rate from 2% to 3% and now includes any accommodation
- New applications vs applications previously approved by Regional Council

# Role of SEAC

- Terms of Reference
  - Mandate
    - Review, evaluate and make recommendations to Regional Council in regard to the allocation of the Marketing Levy Special Event Reserve (MLSER) with staff support from Parks and Recreation.
  - Statement of Purpose
    - To evaluate applications for funding events that support and generate economic and tourism development

# Funding Sources

- Marketing Levy Special Event Reserve (MLSER) (Q621)
- 2.0% marketing levy (soon to be 3%)
  - 60% goes to Discover Halifax
  - 40% goes to MLSER
- Total budget \$1.2 million
  - Up to \$400,000 of the annual funds is reserved build capacity to bid on major events

# MLSER Programs

- Signature Events
  - supports annual large-scale events, in existence for 5 years (minimum budget of \$100,000)
- Distinguished Events
  - supports one-time (non annual) large-scale events (minimum budget of \$50,000)
- New / Emerging Events
  - supports organizations that bring or create a new or emerging event (minimum budget of \$50,000)
- Major Hosting
  - supports organizations bidding on the rights to host major events that draw tourists (minimum budget of \$500,000)

# MLSER Intakes

- Signature Events
  - 1 intake (up to 3-year sustainable funding)
- Distinguished Events
  - 2 intakes
- New / Emerging Events
  - 2 intakes (up to 5-year sustainable funding)
- Major Hosting
  - Open intake

# Application Scoring Criteria

- Economic Impact
- Guaranteed Rooms
- Estimated Rooms
- Season
- Event Location
- Media / Marketing / Exposure



# Scoring Legend

<b>Scoring Legend:</b>	
<b>Guaranteed Rooms: Out of 6</b>	<b>Score Leverage</b>
0-100 Rooms	1
101-200 Rooms	2
201-300 Rooms	3
301-400 Rooms	4
401-500 Rooms	5
501-Plus	6
<b>Estimated Rooms: Out of 24</b>	
0-500	1-3
501-1000	4-7
1001-1500	8-11
1501-2000	12-16
2001-2500	17-20
2501-3000	21-24
<b>Season: Out of 6</b>	
Spring (March-Early June)	4-5
Summer (Late June-Aug)	0-1
Fall (Sept-Nov)	3-5
Winter (Dec-Feb)	6
<b>Location: Out of 4</b>	
Urban	0-1
Suburban	2-4
<b>DI: Out of 40</b>	
Below \$600,000	1-10
600,001-1,100,000	11-20
1,100,001-1,600,000	21-30
1,600,001-Plus	31-40
<b>Media: Out of 20</b>	
No to little	1-6
Flyers/Posters/Social/Livestream or TV	7-13
Flyers/poster/social media/TV/LiveStream	14-20

# Grant Application Process

- NFP organizations submit an application to HRM staff
- Civic Events staff review & prepare report for SEAC
- Staff may redirect to another program or decline due to ineligibility and will notify applicant
- Staff recommendation report
- SEAC reviews to make recommendations to Regional Council
- Regional Council reviews & makes final recommendations
- Successful applicants are notified

# Grant Application Process cont.

- Grant agreements with benefits required prepared by Civic Events staff
- Applicants complete agreements
- Grant award released – 80%
- Final Report – 20%

# Final Reporting

- Final Reporting – 120 days
  - Report template provided by staff
  - Final description of event, detailed finalized budget, copies of promotion using HRM logo
  - Proof of payment, invoices may be asked
- Failure to submit within 120 days of event conclusion:
  - Forfeiture of remaining grant (20%)
  - Organization placed on delinquent list

# Concerned Status

- Within the MLSER AO and Grant Agreements
  - Conditions of Approval & Payment of Grants
  - Appendix 3
- Concerns are identified
  - Major deficit in organizations budget
  - Shows evidence of not being financially viable
  - Significantly reduced audience from stated intentions
  - Does not meet contractual obligations outlined in Agreement
- Organizer notified immediately

# Concerned Status Outcome

- Communicate with Parks & Recreation staff
- Provide additional documentation upon request
  - Finalized budget, profit loss statement, etc.
- Multi-year grant commitment
  - A lower grant award
  - Additional conditions placed on current & future grant
  - Discontinuation of grant term

# Presentations

- There are no requirements for presentations by applicants as per the AO 2014-020-GOV process, however presentations may be arranged by request of staff or SEAC.

# Supporting Documentation

- *Administrative Order 2014-020-GOV Respecting Marketing Levy Special Event Reserve Grants* (includes Special Events Advisory Committee Terms of Reference) -  
<https://www.halifax.ca/sites/default/files/documents/city-hall/legislation-by-laws/2014-020-gov.pdf>
- *Halifax Regional Municipality By-Law H-400 Respecting Marketing Levy* -  
<https://www.halifax.ca/sites/default/files/documents/city-hall/legislation-by-laws/By-LawH-400.pdf>
- *Halifax Regional Municipality Charter* -  
<https://nslegislature.ca/sites/default/files/legc/statutes/halifax%20regional%20municipality%20charter.pdf>



# Questions

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