



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

Item No. 15.6.1
Halifax Regional Council
June 6, 2023

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY:

Councillor Tony Mancini, Chair, Special Events Advisory Committee

DATE: May 10, 2023

SUBJECT: **MLSER Grant Report 2023**

ORIGIN

May 10, 2023 meeting of Special Events Advisory Committee, Item 9.1.1.

LEGISLATIVE AUTHORITY

Legislative Authority is outlined in the attached staff report dated April 26, 2023.

Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants*, Schedule 1 – Special Events Advisory Committee Terms of Reference sections 4.1 and 4.2 provide:

4. The duties of the HRM Special Events Advisory Committee are to:

4.1 Advise Regional Council on all matters related to the allocation of the MLSER;

4.2. Continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of *the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV*;

RECOMMENDATION

The Special Events Advisory Committee recommends that Halifax Regional Council:

1. Adopt the amendments to Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants* as set out in Attachment 2 of the staff report dated April 26, 2023;

RECOMMENDATION CONTINUED ON PAGE 2

2. Approve total funding in the amount of \$973,500 from the Community and Events Reserve, Q621, as proposed in the following categories:
 - Seven (7) Distinguished Event Grants for a total of \$250,000 as identified in Table 1;
 - Eleven (11) Signature Event Grants for a total of 250,000 as identified in Table 1;
 - And one (1) Major Hosting Event (previously approved) for a total of \$150,000 as identified in Table 2;
3. Pending final approval of the 2024/25 budget, approve \$573,500 for previously approved Signature Grants as identified in Table 3;
4. Direct the Chief Administrative Officer (CAO) to undertake a review of Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants and report through the Special Events Advisory Committee to Regional Council with proposed changes.

BACKGROUND

Special Events Advisory Committee received a staff recommendation report dated April 26, 2023 to consider amendments to Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants* and consider approval of the funding for various 2023/2024 HRM events from the Community and Events Reserve and pending final approval of the funding budgets for 2024/2025.

For further information refer to the attached staff report dated April 26, 2023.

DISCUSSION

Special Events Advisory Committee considered the staff report dated April 26, 2023 and approved the recommendation to Regional Council as outlined in this report.

FINANCIAL IMPLICATIONS

Financial implications are outlined in the attached staff report dated April 26, 2023.

RISK CONSIDERATION

Risk consideration is outlined in the attached staff report dated April 26, 2023.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of six citizen members and three Councillors. The agenda, reports, and minutes of the Committee are posted on Halifax.ca.

For further information on Community Engagement refer to the attached staff report dated April 26, 2023.

ENVIRONMENTAL IMPLICATIONS

Environmental implications are outlined in the staff report dated April 26, 2023.

ALTERNATIVES

Special Events Advisory Committee did not provide alternatives.

Alternatives are outlined in the attached staff report dated April 26, 2023.

ATTACHMENTS

Attachment 1 – Staff recommendation report dated April 26, 2023.

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: Lama Farhat, Legislative Assistant, Municipal Clerk's Office 902.497.1817



P.O. Box 1749
Halifax, Nova Scotia
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Item No.
Special Events Advisory Committee
May 10, 2023

TO: Chair and Members of Special Events Advisory Committee

SUBMITTED BY: - Original Signed -
Cathie O'Toole, Chief Administrative Officer

DATE: April 26, 2023

SUBJECT: Marketing Levy Special Events Reserve Grant Report 2023

ORIGIN

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

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, S.N.S. 2008. c. 39

29A(5) The marketing levy collected pursuant to this Section may be only used by the Council to promote tourism.

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;

Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants

Administrative Order 2014-015 ADM - Respecting Reserve Funding Strategies

Interpretation Act, R.S.N.S. 1989, c. 235

23(1) Where an enactment is repealed, the repeal does not

...

(c) affect a right, privilege, obligation or liability acquired, accrued, accruing or incurred under the enactment;

RECOMMENDATION

It is recommended that Halifax Regional Council:

1. Adopt the amendments to Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants as set out in Attachment 2;

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council:

2. Approve total funding in the amount of \$973,500 from the Community and Events Reserve, Q621, as proposed in the following categories:
 - Seven (7) Distinguished Event Grants for a total of \$250,000 as identified in Table 1;
 - Eleven (11) Signature Event Grants for a total of \$573,500 as identified in Table 2;
 - And one (1) Major Hosting Event (previously approved) for a total of \$150,000 as identified in Table 2;
3. Pending final approval of the 2024/25 budget, approve \$573,500 for previously approved Signature Grants as identified in Table 3 of this report;
4. Direct the Chief Administrative Officer (CAO) to undertake a review of Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants* and report through the Special Events Advisory Committee to Regional Council with proposed changes.

EXECUTIVE SUMMARY

The Marketing Levy Special Events Reserve (MLSER) grant awards pursuant to Administrative Order 2014-020-GOV - *Respecting Marketing Levy Special Event Reserve Grants* (the AO). This report details awards for the first 2023/24 intake period (events occurring between April and October of 2023).

The impact of the Province of Nova Scotia's adoption of 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* at section 29A is included. Under the *HRM Charter*, HRM may not provide direct financial assistance to a business or industry. As a result of the changes, for-profit organizations are now ineligible for funding through the MLSER program. Accordingly, the AO requires amendments to reflect the legislative changes, which are found in Attachments 1 and 2.

During the March 6, 2023 meeting of the Special Events Advisory Committee, the committee requested the consideration of a review process for amending other sections of the AO.

BACKGROUND

This report outlines the recommended MLSER grant awards for applications submitted to the 2023/24 intake. Funding is provided from the Community and Events Reserve (Q621) and withdrawals are approved by Regional Council, in accordance with Administrative Order 2014-020-GOV *Respecting Marketing Levy Special Events Grants*.

Four funding streams governed by the AO

Signature: supports annual large scale special events; is available to organizations that have operated for a minimum of three (3) consecutive years with strong event management and a track record of success. The special event must be in existence for a minimum of five (5) consecutive years and have a minimum budget of \$100,000.00 and provides sustainable funding up to a maximum term of three (3) years.

New and Emerging: supports organizations that bring or create a new event in Halifax. Funding is available to organizations that have operated for a minimum of one (1) year with demonstrated experience in event management. The event must have a minimum budget of \$50,000.

Distinguished: supports one-time large-scale events that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality and provide the Municipality with a competitive advantage. The event must have a minimum budget of \$50,000.

Major Hosting: supports organizations bidding on the rights to host major events and supports programs, activities and services specific to the delivery of a major event being hosted in Halifax. Events

must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally. The event must have a minimum budget of \$500,000.

2023 Intake(s)

Both New (Emerging) and Distinguished Events programs offer two intakes per year. This funding report includes applications received in the first intake (Table 1). The second intake will open Spring 2023 for events taking place between October 1, 2023, through to March 31, 2024.

The application intake for funding Signature Events is now closed. On May 31, 2022, Regional Council approved three-year sustainable funding for Signature Events taking place in 2022/23, 2023/24, and 2024/25, pending budget approval each year. Upon review of final 2022 reporting, one Signature Event, (EPIC Dartmouth) no longer qualifies as a MLSER funded event reducing the required program allotment.

On May 31, 2022, Regional Council approved one Major Hosting event to receive multi-year funding; the first installment was received in 2022/23 and the second and final installment will be released in 2023/24, pending budget approval. Both Signature and Major Hosting Event grant awards previously approved by Regional Council in the MLSER 2022 Report, can be viewed in Table 2.

2023/24 Approach to MLSER Funding Post Pandemic

During the pandemic and with the resulting public health measures, staff developed criteria to guide funding award levels. However, now that the state of emergency has been lifted and there are no longer public health restrictions on public gatherings, funding is recommended for award to organizations that deliver events under the following scenarios:

- 100% of the grant to organizations that deliver live, in-person events;
- 100% of the grant to organizations that deliver hybrid events in which the main event is delivered to live, in-person audiences but there is an opportunity to attend an online, virtual, or digital component which broadens audience engagement; and
- 0% 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.

Should public health restrictions be put in place funding would be recommended as follows:

- 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.

DISCUSSION

Legislative Changes to the Halifax Regional Municipality (HRM) Marketing Levy Act and Recommended Amendments to Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants*

In November 2022 the former *HRM Marketing Levy Act* was repealed by the Province of Nova Scotia and the legislative provisions with respect to the marketing levy were moved into the HRM Charter via section 29A. With the *HRM Marketing Levy Act* provisions now integrated in the *HRM Charter*, the provisions must be read in conjunction with the other provisions of the *HRM Charter*, including subsection 71(2), which provides that the Municipality may not “grant a tax concession or other form of direct financial assistance to a business or industry.” Accordingly, the AO requires amendments to its eligibility criteria to reflect the legislative changes.

At the March 6, 2023, SEAC meeting, the recent legislative changes were presented and there was ensuing discussion on opportunities for committee review of the MLSER AO. In order to not delay the second MLSER intake, staff recommend that the immediate and required amendments be made in the short-term

and that staff, and SEAC review process occur as separate actions.

The proposed amendments to the AO, as found at Attachments 1 and 2, revise the eligibility criteria for funding pursuant to this AO to align with the legislative amendments by limiting eligibility to non-profit or registered charitable organizations, and defining those terms.

New applicants who applied in the fall application period have been required to follow these legislative changes. As for the annual events in the Signature category that received Regional Council's approval May 11, 2022 to receive three-year sustainable funding, only one for-profit organization is impacted by the recent Provincial legislative changes: CheerExpo Cheerleading and Dance Events Inc., the organization for CheerExpo. Staff have communicated the changes to the provincial legislation and have notified the organization they will need to comply with the revised eligibility requirements to receive year three of three-year funding in 2024/25. There will be no impact to their funding in 2023/24.

2023/24 MLSER Intake

There were nine (9) applications in total submitted to the 2023/24 program. Information on the current applications and eligibility can be found in Attachment 3.

Eligibility

Based upon the eligibility criteria, seven (7) events are deemed eligible to the 2023/24 program.

Ineligible

Two (2) event funding applications are deemed ineligible to the 2023/24 program based upon the eligibility criteria.

Evaluation

As per the AO, all applications are evaluated based on tourism impact, economic impact, and media/exposure.

- 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.

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.

Destination International's Event Impact Calculator

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 and 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 the applicant's event information within Attachment 3.

2023/24 Intake

Seven new eligible Distinguished Events applications applied for funding in this intake for review (Table 1).

Table 1: 2023/2024 MSLER Intake Proposed Grant Awards			
	2022/23 Grant	2023/24 Request	2023/24 Proposed
Distinguished Events			
2023 Touchdown Atlantic	n/a	\$288,000*	\$50,000
2023 Unison Festival	n/a	\$25,000	\$20,000
Canadian Sprint Canoe Championships	\$41,000**	\$50,000	\$50,000
Canadian Women's Amateur Golf Championships	n/a	\$35,000	\$15,000
Great Outdoor Comedy Festival	n/a	\$50,000	\$50,000
SANDJAM International Beach Volleyball Challenge	n/a	\$50,000	\$30,000
ScotDance Canada Championship	n/a	\$50,000	\$35,000
TOTAL Distinguished Events		\$548,000	\$250,000
TOTAL 2023/24 MSLER Intake Proposed Grant Awards			\$250,000

*Redirected from Major Hosting to Distinguished Event category where maximum grant award is \$50,000, as application did not qualify as a major hosting bid as there were no bids rights awarded to host this event.

**Grant award in 2016.

Table 2: 2023/2024 Previously Approved Signature and Major Hosting Grant Awards		
	Year of Funding	2024/2025 Approved Grant
Signature Events		
Blue Nose Marathon	2 of 3	\$75,000
CheerExpo	2 of 3	\$35,000
FIN Atlantic Film Festival	2 of 3	\$50,000
Hal-Con	2 of 3	\$60,000
Halifax Comedy Festival	2 of 3	\$35,000
Halifax International Busker Festival	2 of 3	\$60,000
Halifax Jazz Festival	2 of 3	\$60,000
Halifax Urban Folk Festival	2 of 3	\$13,500
Maritime Race Weekend	2 of 3	\$35,000
Royal Nova Scotia International Tattoo	2 of 3	\$100,000
SEDMHA	2 of 3	\$50,000
TOTAL Signature Events		\$573,500
Major Hosting Events		
2023 ECMA's	2 of 2	\$150,000
Total Major Hosting Events		\$150,000
TOTAL 2023/24 Previously Approved Signature and Major Hosting Grant Awards		\$723,500

The 2023/24 MLSER funding recommendations include: 7 new eligible Distinguished Events, 11 Signature Events and 1 Major Hosting Event. The recommended total funding amount, pending final approval of the 2023/24 budget, is \$973,500 to fund 19 events.

Table 3: 2024/25 Previously Approved Signature Grant Awards		
	Year of Funding	2024/2025 Grant Awards
Signature Events (Previously Approved)		
Blue Nose Marathon	3 of 3	\$75,000
CheerExpo*	3 of 3	\$35,000
FIN Atlantic Film Festival	3 of 3	\$50,000
Hal-Con	3 of 3	\$60,000
Halifax Comedy Festival	3 of 3	\$35,000
Halifax International Busker Festival	3 of 3	\$60,000
Halifax Jazz Festival	3 of 3	\$60,000
Halifax Urban Folk Festival	3 of 3	\$13,500
Maritime Race Weekend	3 of 3	\$35,000
Royal Nova Scotia International Tattoo	3 of 3	\$100,000
SEDMHA	3 of 3	\$50,000
TOTAL Signature Events		\$573,500
TOTAL 2024/2025 Previously Approved Signature Grant Awards		\$573,500

*CheerExpo must show documentation the organization is in alignment with the new eligibility criteria to receive future MLSER funding in 2024/25.

Post Event Reporting

All events that receive MLSER funding are required to submit a final event report as part of the funding process. The final event reporting provides information on the success and challenges associated with the event. This is a key deliverable for Signature and New (Emerging) Events that receive multi-year sustainable funding to ensure criteria are met and no significant changes have occurred. Attachment 4 provides a summary of each of the 2022/23 event outcomes.

As indicated in Attachment 4, several events have not yet submitted final reports; the majority of which are Signature Events scheduled in the Fall/Winter and either have not yet taken place or are within the 120 days to submit their final report. Staff will continue to work with these organizations and ensure final reporting is received prior to the release of any future funding.

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

Projected Opening Net Available Balances, 2023/24 as of Q3	\$ 952,680
Contribution 2023/24	\$2,015,872
Withdrawals 2023/24	<u>\$1,958,000</u>
Projected Ending Balances, 2023/24	\$1,010,552

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

None identified.

ALTERNATIVES

1. The Special Events Advisory Committee may choose to make a different recommendation to Halifax Regional Council with respect to a particular event grant application or recommend that Halifax Regional Council amend the value of an award.
2. Regional Council may choose to direct changes to the amendments to Administrative Order 2014-020-GOV – *Respecting MLSER Grants*. A supplementary staff report may be required.

ATTACHMENTS

Attachment 1: Showing Proposed Amendments to Administrative Order 2014-020-GOV–*Respecting MLSER Grants*

Attachment 2: Amendments to Administrative Order 2014-020-GOV – *Respecting MLSER Grants*

Attachment 3: 2023-2024 MLSER Applicants Event Information

Attachment 4: 2022-2023 MLSER Event Program Final Report Summaries

A copy of this report can be obtained online at halifax.ca or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Shari Dillman, Event Grants Administrator, 902.497.3729

ADMINISTRATIVE ORDER NUMBER 2014-020-GOV
Respecting Marketing Levy Special Event Reserve Grants

WHEREAS the Council of the Halifax Regional Municipality values the economic impact of large scale events to the Halifax Regional Municipality;

AND WHEREAS the Council of the Halifax Regional Municipality wishes to support organizations to attract and host large scale special events within the Halifax Regional Municipality through grants;

BE IT RESOLVED AS AN ADMINISTRATIVE ORDER of the Council of the Halifax Regional Municipality under the authority of the *Halifax Regional Municipality Charter*, as follows:

Short Title

1. This Administrative Order may be known as the *Administrative Order on MLSE Grants*.

Interpretation

2. In this Administrative Order,
 - (a) “Anniversary” means a celebration at quarter century intervals that an event acknowledges with enhanced programming;
 - (b) “Applicant” means an organization applying for funding under this AO;
 - (c) “Concerned status” means conditions attached to the release of grant funds in accordance with section 31 of this AO;
 - (d) “Council” means the Regional Council of the Halifax Regional Municipality;
 - (e) “Enhanced visibility” means multi-media opportunities to promote the Municipality that would not occur, in whole or in part, without a grant under this AO;
 - (f) “Grant” means a transfer of funds to an organization subject to eligibility criteria;
 - (g) “Special Events Advisory Committee” or, “SEAC” means the advisory committee of Council pursuant to the Terms of Reference attached in Schedule 1 to this AO;
 - (h) “Major Hosting Event” means a national or international event that typically does not recur annually in the same location and is awarded to a host destination through a competitive bidding process;

- (i) “Multi-media opportunities” means opportunities to profile the Municipality through a number of marketing platforms such as radio, television, video, print, internet and social media;
- (j) “Municipality” means the Halifax Regional Municipality;
- (k) “New or Emerging Event” means an event that has been held in Halifax for the first time within the past five (5) years, or strongly demonstrates a recent change or growth;
- (kk) “non-profit organization” means:
- (i) a non-profit society incorporated pursuant to the *Societies Act* (R.S.N.S. 1989, c. 435);
 - (ii) a non-profit association incorporated pursuant to the *Co-operatives Association Act* (R.S.N.S. 1989, c. 98);
 - (iii) a not-for-profit corporation incorporated pursuant to the *Canada Not-for-Profit Corporations Act* (S.C. 2009, c. 23); or
 - (iv) a non-profit organization otherwise incorporated under an Act of the Nova Scotia Legislature or an Act of the Parliament of Canada;
- (l) “Organization” means a ~~registered charity, non-profit society or for-profit entity~~ non-profit organization or registered Canadian charitable organization with demonstrated event management experience;
- (m) “Organizer” means the organization responsible for delivering the special event;
- (mm) “registered Canadian charitable organization” means a charitable organization registered pursuant to the *Income Tax Act (Canada)* and registered with the Canada Revenue Agency;
- (n) “Special event” means an event, festival or public celebration that:
- (i) demonstrates capacity and the ability to develop as a tourism driver over the long term;
 - (ii) is promoted to and marketed to tourists; and

- (iii) is available to the general public to attend, either free or through the purchase of tickets.
- (o) “Staff” means staff of Parks & Recreation; and
- (p) “Tourist” means a person who travels 100 kilometres or more specifically to attend the special event.

Purpose

3. The purpose of this Administrative Order is to provide grants from the Municipality to direct financial support to large scale special events in Halifax Regional Municipality that support and promote tourism and business development.

Grants Available

4. There are hereby established four grant programs:

- a) Signature Events: supports annual large scale special events.
 - (i) Available to Organizations that have operated for a minimum of three (3) consecutive years with strong event management and a track record of success.
 - (ii) The special event must be in existence for a minimum of five (5) consecutive years and have a minimum budget of \$100,000.00.
 - (iii) May provide sustainable funding up to a maximum term of three (3) years.
 - (iv) Provides additional funding up to a maximum of 10% of the previous year’s total grant amount to support additional programming for an anniversary of the event.
- b) Distinguished Events: supports one-time large scale events that have high potential for national and/or international exposure, an ability to encourage multiple day visits to the Municipality, and provide the Municipality with a competitive advantage.
 - (i) Repealed.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (iii) Repealed.
 - (iv) Repealed.

- (v) Repealed.
- (vi) National University Sports Championships may be considered for funding within this category.
- (c) New Events (Emerging): supports Organizations that bring or create a new event in Halifax.
 - (i) Available to Organizations that have operated for a minimum of one (1) year with demonstrated experience in event management.
 - (ii) The event must have a minimum budget of \$50,000.00.
 - (iii) Preference will be given to applicants that have secured corporate and government funding.
 - (iv) The New Events (Emerging) Program:
 - a. provides up to five (5) years of sustainable funding; and
 - b. may provide the cost of executing a Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff in the first and fifth year of funding.
- (d) Major Hosting Events: supports Organizations bidding on the rights to host major events and supports programs, activities and services specific to the delivery of a major event being hosted in Halifax. Events must be of a size and scope sufficient to draw tourists to the Municipality's communities, attract significant media exposure, and profile Halifax destinations nationally and globally.
 - (i) The event must have a minimum budget of \$500,000.00.
 - (ii) Funding conditional on receiving event funding from other levels of government.

Application Requirements

- 5. Repealed.

- 5A. (1) The intake periods for each grant program shall be as follows:
- (a) Signature Events: one intake period per fiscal year;
 - (b) Distinguished Events: two intake periods per fiscal year;
 - (c) New Events (Emerging): two intake periods per fiscal year; and
 - (d) Major Hosting Events: application to this program may be made at any time.
- (2) The intake periods and application deadlines will be established by staff and advertised on the HRM website.
6. Applications must be signed by the applicant's authorized representative(s).
7. All applications must be received by mail, in person or emailed by the application deadline. Applications may be submitted:
- a) in person to:
HRM Event Grants Officer
2nd floor, Dartmouth Ferry Terminal
 - b) by mail to:
HRM Event Grants Officer
P.O. Box 1749
Halifax, NS
B3J 3A5
 - (c) by email to:
eventgrants@halifax.ca
8. Late or incomplete applications will not be reviewed or considered.
9. All applications shall be in a format prescribed by staff and include:
- (a) a description of the applicant, including history and organisation's staffing and structure;
 - (b) details on any other funding received from the Municipality within the current and two previous fiscal years, including tax relief;

- (c) a statement of corporate funding sources sought by the applicant, including current status of applications;
- (d) a statement of other government funding sources sought by the applicant, including current status of applications;
- (e) a detailed event description with a statement on the tourism and economic impact in the community;
- (f) previous year's municipal service costs when applicable;
- (g) a detailed event budget; and
- (h) completion of an economic impact analysis, such as the Sport Tourism Economic Assessment Model (STEAM) or an alternate industry recognized economic assessment tool as approved by staff.

Eligibility

10. ~~To be eligible for funding, an applicant shall be a registered not for profit society or for-profit entity in good standing with the Provincial Registrar of Joint Stock Companies or federally registered under the *Corporations Act* and:~~

- ~~(a) Repealed;~~
- ~~(b) has no outstanding municipal service costs due to the Municipality; and~~
- ~~(c) has no outstanding reports or due to the Municipality.~~

10A. To be eligible for consideration for funding pursuant to this Administrative Order, the applicant shall:

- (a) be a non-profit organization or registered Canadian charitable organization;
- (b) be registered in good standing in accordance with their constating legislation;
- (c) have no outstanding municipal service costs due to the Municipality; and
- (d) have no outstanding final reports due to the Municipality under this Administrative Order.

12. For the organization to be eligible for funding the event must:
 - (a) provide an element of the event open to the general public to attend;
 - (b) secure additional sources of revenue such as corporate contributions, donations, sales, and membership fees and must pursue other sources of public or private funding;
 - (c) be held within the geographical boundaries of the Municipality; and
 - (d) be fourteen (14) days or less in duration.
13. The following organizations are not eligible for funding:
 - (a) government agencies;
 - (b) organizations aligned with a political party or to support activities thereof;
 - (c) individuals;
 - (d) educational institutions; or
 - (e) groups using the funds for activities outside the Municipality.
14. The following events are not eligible for funding:
 - (a) consumer shows;
 - (b) trade shows;
 - (c) meetings;
 - (d) seminars;
 - (e) repealed;
 - (f) symposiums;
 - (g) public lectures;
 - (h) fundraisers;

- (i) professional training and development;
- (j) educational initiatives;
- (k) banquets;
- (l) conferences; and
- (m) marketing initiatives.

Expenses

- 15. Grants may be applied to programing, operating, marketing and promotional expenses.
- 16. No portion of the grant shall be:
 - (a) applied to volunteer bursaries or honoraria; or
 - (b) paid to members or officers of an organization's Board of Directors either directly or indirectly.

General Provisions

- 16. Staff is available to assist with the application process and other issues that may arise.
- 17. Staff may consult with provincial and federal government funders to thoroughly assess the rights and benefits being offered by the applicant.
- 18. Retroactive funding will not be awarded.
- 19. Any event that will occur less than three (3) months after the application deadline, or after the application submission in the case of a Major Hosting Event, will be assessed on a case by case basis with no guarantee of a decision before the date of the event.

20. All grant recipients must provide staff full access to the event for the purposes of monitoring and evaluation, including but not limited to audit and inspection of accounts, records, receipts, invoices, vouchers and other documents related to the funding provided through HRM.

Application Evaluations

21. The following criteria will be used to evaluate applications for Council's consideration:

- (a) degree of economic impact;
- (b) number of consecutive, multiple day visits from tourists;
- (c) enhanced visibility to Halifax as a tourist and business destination;
- (d) expertise of event organizer;
- (dd) amount of funding received from the Municipality within the current and two previous fiscal years, including tax relief;
- (e) financial stewardship as demonstrated through financial statements and proposed event budget; and
- (f) for New Events (Emerging) and Major Hosting Events, funding support from other levels of government.

22. To ensure transparency in the evaluation of applications:

- (a) all staff and SEAC members will complete a "Disclosure of Conflict of Interest" declaration;
- (b) staff or SEAC members who have provided direct assistance to support an applicant in completing an application shall not be involved in any part of the grant assessment process for that application;
- (c) advice or information given to one applicant shall be made available to all other applicants; and
- (d) staff or SEAC members who declare an interest in an application, shall not be involved in any part of the grant assessment process for that application.

Application Review Process

23. Applications will be administered by staff of Parks & Recreation.

24. Applicants will be notified promptly if their application is ineligible for consideration.
25. Final approval of all applications for a grant, and the amount thereof, is a decision of Council in its sole discretion.
26. Notification of the decision of Council will be communicated to applicants after it is made.
27. Approval of grants is conditional on Council's approval of the annual program budget.
28. Due to limited funds, not all eligible applications may receive funding.

Conditions of Approval & Payment of Grants

29. Successful applicants are required to sign an HRM Event Grant Agreement. Funds will not be released prior to the HRM Event Grant Agreement being executed.
 - 29A. (1) Council hereby delegates to the Chief Administrative Officer the authority to execute HRM Event Grant Agreements and to approve and execute any amendments to such agreements.
 - (2) The Chief Administrative Officer may further delegate the authority granted to them under subsection (1).
30. All HRM Event Grant Agreements will contain the following terms regarding Concerned Status:
 - (a) The Special Events Advisory Committee or Council may identify concerns with an organization or event and recommend the organization be placed under Concerned Status. An organizer will be notified immediately upon the organization being placed under Concerned Status.
 - (b) Concerned Status may occur if the organization:
 - (i) has a major deficit, such deficit being ten percent (10%) or more of the organization's annual budget;
 - (ii) shows evidence of not being financial viable;
 - (iii) has a significantly reduced audience or sales base that differs from stated intentions;
 - (iv) does not demonstrate the ability to plan into the future;

- (v) does not address major artistic concerns, such as artistic or editorial direction, declining quality of activity, or failure to achieve activity plan;
 - (vi) does not meet contractual obligations or minimum requirements outlined in the agreement; or
 - (vii) demonstrates management or governance practices which do not conform with generally acceptable practices in the sector.
- (c) An organization placed under Concerned Status will be required to meet quarterly with Parks & Recreation staff for review of the following documentation:
- (i) profit & loss statement;
 - (ii) balance sheet;
 - (iii) year-to-date budget;
 - (iv) bank reconciliation (only required upon specific request from staff);
 - (v) new or updated business plan; and
 - (vi) any other documentation relevant to the Concerned Status designation.
- (d) When an organization receiving a multi-year grant commitment has been placed under Concerned Status it may result in:
- (i) a lower grant award;
 - (ii) additional conditions placed on the current grant and any future grants; and
 - (iii) discontinuation of the grant term if applicable where issues go unresolved.

30A. (1) In the event that a state of emergency or a state of local emergency is declared within the geographic boundaries of the Municipality in accordance with the *Emergency Management Act*, S.N.S. 1990, c. 8 or an order is issued by a medical officer within the geographic boundaries of the Municipality in accordance with the *Health Protection Act*, S.N.S. 2004, c. 4 and the declaration or order has a direct impact on the ability of a grant recipient to undertake its approved event, the grant recipient shall notify the Municipality.

(2) Upon being notified in accordance with subsection (1), Staff may work with the grant recipient on a case-by-case basis and may approve any one or a combination of the following within the scope of the HRM Event Grant Agreement:

- (a) a change to the scope or delivery of the event;
- (b) a lower grant award, including deferral or cancellation of the grant award; or
- (c) a change to the payment schedule.

(3) Nothing in this section shall be interpreted to limit or otherwise prescribe the Municipality's management of individual grants in accordance with the HRM Event Grant Agreement.

31. Grant monies for applications approved will be dispersed according to a schedule as outlined in the executed HRM Event Grant Agreement, with up to twenty per cent (20%) being withheld until completion of the event and submission of the final report.

32. Successful applicants are required to complete a final report form within one hundred and twenty (120) days of the conclusion of the event describing the impact of the funding received from the Municipality. A final report template will be available from Parks & Recreation staff. The criteria for reporting includes:

- (i) name of organization, amount of grant, terms and conditions;
- (ii) total event costs;
- (iii) a breakdown of the expenditure of the grant funds (the Municipality reserves the right to require proof of payments made);
- (iv) a final description of the event, including information on the completeness of the project; and
- (v) copies of printed and web based materials funded through the grant as well as documentation of events or projects directly or indirectly supported by the Municipality through this grant process.

33. A successful applicant may request an extension to file the final report if unable to meet the one hundred and twenty (120) days deadline. The request must be received one (1) month prior to the deadline. Submission of a request for extension does not guarantee that an extension will be awarded.

34. Failure to submit a final report within one hundred and twenty (120) days of the conclusion of the event or at the end of an approved extension period will result in:

- (a) the forfeiture of any remaining grant; and
- (b) placement of the organization on the Municipality's delinquent organizations list.

The organization will be notified of any forfeiture of grant funds.

35. Organizations placed on the delinquent organizations list are ineligible to apply for future grants from HRM. Organizations will be removed from the delinquent organizations list on submission of a final report.

36. The Municipality's support must be recognized as outlined in the "Requirements for Acknowledging Funding" set out in the HRM Event Agreement.

Referral by Council

37. The question of grant funding for a particular event pursuant to this Administrative Order may be referred by Council to a Standing Committee or to the Council in Committee for a recommendation to the Council on whether to provide grant funding.

Scope

38. Notwithstanding this Administrative Order, an application for an event may be considered by Council or the SEAC for a grant.

39. Nothing in this Administrative Order shall be interpreted to limit or otherwise prescribe Council's general discretion to provide grants under the *Halifax Regional Municipality Charter* or otherwise.

Transition

40. Notwithstanding this Administrative Order, current multi-year grants awarded by Council under the "Civic Events Granting Framework and Policy" shall be governed in accordance with the agreement made at the time of the award, including payment schedules and reporting requirements.

40A. A committee member appointed to SEAC at the time this Administrative Order comes into force shall remain a member of the committee until the member's position is vacated, at which time any new appointments to SEAC shall be in accordance with the Terms of Reference as set out in Schedule 1.

Repeal

41. The “Civic Events Granting Framework and Policy” adopted by Council on March 27, 2007 and all amendments thereto are hereby repealed.

Done and passed in Council this 10th day of November, 2015.

Mayor

Municipal Clerk

I, Cathy Mellett, Municipal Clerk of the Halifax Regional Municipality, hereby certify that the above noted Administrative Order was passed at a meeting of Halifax Regional Council held on November 10, 2015.

Cathy Mellett, Municipal Clerk

Schedule 1

Special Events Advisory Committee Terms of Reference

MANDATE

The HRM Special Events Advisory Committee shall review, evaluate and make recommendations to Regional Council regarding the annual Marketing Levy Special Events Reserve (MLSER) with staff support from Parks and Recreation.

STATEMENT OF PURPOSE

Pursuant to the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV, members of the HRM Special Events Advisory Committee will evaluate applications for funding for events that support and generate economic and tourism development.

1. COMPOSITION OF COMMITTEE

1.1. The HRM Special Events Advisory Committee shall comprise a voting membership of up to nine (9) as follows: Three (3) elected members of Halifax Regional Council appointed by the Audit and Finance Standing Committee;

1.1.1. The three (3) elected members are to be appointed from Community Councils, with one (1) elected member appointed from each Community Council except the Regional Centre Community Council;

1.1.2. One (1) elected member is also to be a member of the Audit & Finance Standing Committee;

1.2. The Chair shall be appointed by the Audit and Finance Standing Committee from the three (3) elected members of Halifax Regional Council appointed to the Special Events Advisory Committee;

1.3. The Vice Chair shall be appointed by the Audit and Finance Standing Committee from the Community Council membership;

1.4. The members-at-large from professional agencies shall be appointed by the Audit and Finance Standing to include:

1.4.1. One (1) member from the Hotel Association of Nova Scotia;

1.4.2. One (1) member from Destination Halifax;

1.4.3. One (1) member from the Halifax Partnership;

1.4.4. One (1) member from the Restaurant Association of Nova Scotia;

1.4.5. One (1) member from the Business Improvement Districts (BIDS); and

1.4.6. One (1) member from a business tourism organisation

2 **TERM OF OFFICE**

2.1 Each elected representative shall be appointed for a term of two (2) years, renewable.

2.2 Agency representatives shall be appointed for a term of two (2) years and thereafter may be re-appointed for a term of one (1) year so as to ensure staggered terms.

3 **VACANCIES**

3.1 The Chair shall inform the Clerk's Office of any vacancies.

3.2 Should a vacancy occur during an elected member's term of office the Council Selection Committee and Regional Council shall appoint a new representative to complete the balance of the term.

3.3 Should a vacancy occur during an agency member's term of office Regional Council shall appoint a replacement to complete the balance of the term.

4 **DUTIES**

The duties of the HRM Special Events Advisory Committee are to:

4.1 Advise Regional Council on all matters related to the allocation of the MLSER;

4.2 Continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV; and

4.3 The duties of the HRM Special Events Advisory Committee shall be reviewed annually by staff and Committee members and may be amended by Regional Council on an on-going basis.

5 **QUORUM**

5.1 A quorum at a regular meeting of the HRM Special Events Advisory Committee shall be a simple majority of members of which at least one (1) shall be an elected member of Regional Council.

6 **MEETINGS**

6.1 The committee shall meet as required to facilitate the timely review and recommendations on the MLSER.

6.2 The Chair in consultation with staff shall be responsible for calling all meetings of the HRM Special Events Advisory Committee.

6.3 Notice of the HRM Special Events Advisory Committee meetings and minutes shall be provided by the Clerk's Office.

7 **REMUNERATION**

Members of the HRM Special Events Advisory Committee shall not be remunerated for serving on the committee except where reimbursement is made in accordance with HRM policy for reasonable expenses incurred while in the service of the Committee.

8 **DECLARATION OF CONFLICT OF INTEREST**

Where personal or professional involvement or association could result in an actual or perceived conflict of interest for a member of the HRM Special Events Advisory Committee, the member shall declare the conflict and abstain from debate on the related topic, or where appropriate remove themselves from a meeting and shall not vote on any motion applying to the declared conflict.

Approved March 27, 2007
Amended April 1, 2008
Amended March 24, 2009
Amended November 30, 2010
Amended October 18, 2011
Amended December 6, 2011 (Appointment of Chair)
Amended October 30, 2012 (Composition & Quorum)

Administrative Order Number 2014-020-GOV
Respecting Marketing Levy Special Event Reserve Grants

Notice of Motion: October 27, 2015
Approved: November 10, 2015

Amendment # 1
Notice of Motion: May 22, 2018
Approval: June 5, 2018

Amendment # 2
Amend clause (k) of section 2
Amend subclauses a. and b. of clause 4(c)(iv)
Notice of Motion: April 6, 2021
Approval: April 20, 2021

Amendment # 3
Amend subsection 1.1.1 and section 1.2 of Schedule 1
Notice of Motion: October 26, 2021
Approval: November 9, 2021

Amendment # 4
Amend section 4(c)(iv)(a) and add section 29A and 30A
Notice of Motion: November 22, 2022
Approval: December 13, 2022

**HALIFAX REGIONAL MUNICIPALITY
ADMINISTRATIVE ORDER 2014-020-GOV
Respecting Marketing Levy Special Event Reserve Grants**

BE IT RESOLVED by the Council of the Halifax Regional Municipality that Administrative Order 2014-020-GOV, Respecting Marketing Levy Special Event Reserve Grants, is amended as follows:

1. Clause (kk) is added to section 2, following clause (k) and before clause (l) as follows:

(kk) “non-profit organization” means:

(i) a non-profit society incorporated pursuant to the *Societies Act* (R.S.N.S. 1989, c. 435);

(ii) a non-profit association incorporated pursuant to the *Co-operatives Association Act* (R.S.N.S. 1989, c. 98);

(iii) a not-for-profit corporation incorporated pursuant to the *Canada Not-for-Profit Corporations Act* (S.C. 2009, c. 23); or

(iv) a non-profit organization otherwise incorporated under an Act of the Nova Scotia Legislature or an Act of the Parliament of Canada;

2. Clause (l) of section 2 is amended by:

(a) striking out the words and punctuation “registered charity, non-profit society or for-profit entity” after the word “a” and before the word “with”; and

(b) adding the words “non-profit organization or registered Canadian charitable organization” after the word “a” and before the word “with”.

3. Clause (mm) is added to section 2, following clause (m) and before clause (n) as follows:

(mm) “registered Canadian charitable organization” means a charitable organization registered pursuant to the *Income Tax Act (Canada)* and registered with the Canada Revenue Agency;

4. Section 10 is repealed.

5. Section 10A is added following the now repealed section 10 and before section 11 as follows:

10A. To be eligible for consideration for funding pursuant to this Administrative Order, the applicant shall:

- (a) be a non-profit organization or registered Canadian charitable organization;
- (b) be registered in good standing in accordance with their constating legislation;
- (c) have no outstanding municipal service costs due to the Municipality; and
- (d) have no outstanding final reports due to the Municipality under this Administrative Order.

Done and passed this day of , 2023,

Mayor

Municipal Clerk

2023/2024 Marketing Levy Special Events Reserve Applicants Event Information

Ineligible Events

Upon review of the applications, two events were deemed ineligible for funding as a potential New (Emerging) Event due to the low tourism and economic impact. The Event Impact is calculated using Discover Halifax's online economic assessment tool the Destination International's Event Impact Calculator. Applicants are also assessed based on room nights (guaranteed and estimated), seasonality, location, and media impacts.

Furthermore, one of the two applicants, Trackside Studios, is a sole proprietorship. Sole proprietorships are not eligible for funding under the Administrative Order.

NEW (EMERGING) EVENTS

1. **Event:** Halifax Mural Festival
Organization: Trackside Studios
Grant requested: \$25,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$107,000	970	12	175	\$101,204

Halifax Mural Festival creates large-scale murals throughout the city for residents and visitors to enjoy free of charge. In addition to the creation of the murals, an art market, artist talk, art show, mural tours, and a closing party is planned. The festival will run from July 10-14, 2023 in various locations throughout Halifax. The festival requires 10 volunteers contributing 40 volunteer hours.

Media Impact: This event will be promoted through radio, email circulation, newspaper, and multiple social media platforms.

2. **Event:** OutFest
Organization: Page1 Theatre
Grant requested: \$16,235
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$58,250	1,548	259	91	\$189,927

OutFest is the largest Queer theatre festival in Atlantic Canada and will showcase established and emerging artists at BusStop Theatre. From April 25-30, 2023 the festival will feature local, regional, and national shows. OutFest will also provide professional development opportunities, TalkBacks, and workshops with support from Playwright Atlantic Resource Centre. The festival requires 2 volunteers contributing 50 volunteer hours.

Media Impact: The organizers will promote the festival through various marketing strategies including interviews with CBC, CTV and CBC radio, podcasts, printed articles, website, campaign with Tourism Nova Scotia, distributing posters, and social media.

Eligible Events

Upon review of the applications, seven events were deemed eligible for funding and their information is presented below. 2023 Touchdown Atlantic applied for funding as a Major Hosting Event, however, did not meet the definition of a "Major Hosting Event" as it was not awarded to Canadian Football Hall of Fame and Museum through a competitive bidding process. The application for this event has been re-directed to the Distinguished category. The Event Impact is calculated using Discover Halifax's online economic assessment tool the Destination International's Event Impact Calculator.

DISTINGUISHED EVENTS

1. **Event:** 2023 Touchdown Atlantic
Organization: Canadian Football Hall of Fame and Museum
Grant requested: \$288,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$2,275,892	12,000	8,400	3,875	\$21,233,994

Touchdown Atlantic will return to the Atlantic region on Saturday, July 29 as the Saskatchewan Roughriders take on the Toronto Argonauts. The game will be held at Saint Mary's University's Huskies Stadium. CFL is committed to hosting an annual event in Atlantic Canada, consisting of one regular season game and associated festivities.

Media Impact: Partnership with CTV will promote ticket sales and related festivities. Event promotion through CFL website, social media, Discover Halifax, and e-blast marketing support.

2. **Event:** 2023 Unison Festival
Organization: Unison Choruses Canada
Grant requested: \$25,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$220,657	1,815	900	495	\$710,903

The Unison Festival is a quadrennial event featuring Canada's 2SLGBTQIA+ choruses. From May 19-22, 2023 the Halifax Convention Centre will host 22 choirs from across Canada and other performers. The weekend will also include community activities, a dance party, boat cruise, and workshops. This event requires 100 volunteers delivering 960 volunteer hours.

Media Impact: Focused through the Unison membership, choruses and delegates, promotion of the event includes email, newsletters, Unison website, various social media, and production of a promotional video. Engaging HRM and Maritime provinces will come from a partnership with Global News, radio promotion, printed media, banners, and posters. The organization is exploring option of live streaming and television coverage. This event requires 525 volunteers delivering 5,250 volunteer hours.

3. **Event:** Canadian Sprint Canoe Championships
Organization: Atlantic Division Canoe Kayak Canada
Grant requested: \$50,000
Past Grant: \$41,000 (2016)

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$173,500	6,683	2,603	6,000	\$5,053,366

The Canadian Spirit Canoe Championships is the largest national championships in the country attracting 4,000 participants, coaches, volunteers, and officials to Lake Banook. From August 27 – September 2 the competition will host approximately 50 teams between ages 14 and 80 years of age participating in over 200 different races, consisting of 200 meters, 500 meters, 1000 meters and 6000 meters. Paracanoe athletes, Special Olympics athletes and able-bodied athletes will compete. Additional activities will include, food trucks, vendors, and a festival. This event requires 525 volunteers delivering 5,250 volunteer hours.

Media Impact: Canoe Kayak Canada manages communications and marketing for Host Organizing Committee. Media and marketing platforms will be targeted for engagement, including event specific website, television, print, social media, internal newsletters, and communications.

4. **Event:** Canadian Women's Amateur Golf Championships
Organization: Golf Canada
Grant requested: \$35,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$74,200	710	435	4,228	\$542,091

The Women's Amateur Golf Championship is among the oldest golfing competitions in Canada. The winner of the Canadian Women's Amateur Golf Championship earns an exemption into the Canadian Pacific Women's Open and the U.S. Women's Amateur Championship. This Championship hosts 156 competitors from across Canada and beyond. In addition, Golf Canada will collaborate with the Host Organizing Committee to ensure community engagement providing free admission to the tournament and clinics. This event requires 125 volunteers delivering 1,250 volunteer hours.

Media Impact: Focus primarily on player experience and pre-event player recruitment. Event promotion through various websites (Golf Canada, NS Golf Association, Ashburn Golf Course) and social media. Golf Canada will circulate event information through their national distribution list.

5. **Event:** Great Outdoor Comedy Festival
Organization: Canadian Progress Club - Halifax
Grant requested: \$50,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,166,820	8,231	4,086	2,080	\$2,138,887

The Great Outdoor Comedy Festival was established in Edmonton attracting attendees from other provinces. It expanded to Calgary and now to Nova Scotia. From August 11-12, 2023 this two-day festival will bring different forms of comedy to the Garrison Grounds with local and international icons. This event requires 100 volunteers delivering 600 volunteer hours.

Media Impact: Event will be promoted through Bell Media, several websites, The Coast, social media, and local influencers.

6. **Event:** SANDJAM International Beach Volleyball Challenge
Organization: Volleyball Nova Scotia
Grant requested: \$50,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$305,000	10,000	2,603	650	\$1,312,268

This Volleyball tournament is comprised of athletes from Canada, USA, Caribbean, and Central America. The Halifax waterfront will transform into a beach volleyball venue for 87 volleyball matches over three days. Additionally, there will be music and entertainment at the event. This event requires 100 volunteers delivering 700 volunteer hours.

Media Impact: Volleyball NS will partner with Volley NB, Volleyball PEI, Volleyball Canada and Sport Entertainment Atlantic's (SEA) to utilize their various social platforms as a joint marketing approach. Multi-dimensional marketing plan will include utilizing SEA's various social platforms, radio, flyers, and has approached Eastlink TV to broadcasting. (Unconfirmed at time of report.)

7. **Event:** ScotDance Canada Championship

Organization: ScotDance Nova Scotia Association
Grant requested: \$50,000
Past Grant: n/a

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$387,931	2,930	2,337	2,790	\$2,087,256

ScotDance Canada Championship includes dance competitions for all ages and categories and is hosted by a different province each year. Between July 2-6, 2023, dancers will compete at the Halifax Convention Centre for the “Canadian Champion” and “ScotDance Canada Open Champion” titles. This event requires 200 volunteers delivering 1,000 volunteer hours.

Media Impact: Event will be promoted through social media, in-person at previous 2022 ScotDance Championship and through affiliates of ScotDance Canada and Provincial clubs. Live streaming will be offered.

2022/2023 Marketing Levy Special Events Reserve Event Program Final Report Summaries

The following information is based on a review of the 2022/2023 final reports that are submitted to staff post event. As per Section 34 of the AO it states that "Failure to submit a final report within 120 days of the conclusion of the event or at the end of the approved extension period will result in:

- (a) the forfeiture of any remaining grant; and;
- (b) placement of the organization on the Municipality's delinquent organizations list.

NEW (EMERGING) EVENTS

1. Event: Halifax Black Film Festival

Date of the event: February 24 - 28, 2023

Summary: Final report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	4,300	
Room Nights	880	
Budget	\$600,000	

DISTINGUISHED EVENTS

1. Event: Baseball Canada 22U Championship

Date of the event: August 3 - 7, 2022

Summary: The 2022 Baseball Canada 22U Championships featured eight teams from across Canada competing on Beazley Field and Mainland Common. The event attracted an estimate of 9,000 spectators, some local and others from across the country. There were 80 volunteers, many offering to assist with a future event.

	Proposed	Actual
Attendance	9,000	9,000
Room Nights	1,500	920
Budget	\$134,920	\$138,000

2. Event: Canadian Blind Hockey Summer Camp

Date of the event: July 27 - August 1, 2022

Summary: At the time of writing this report, final reporting has not been received. Communication has been sent to the organization outlining final reporting requirements before fiscal year end.

	Proposed	Actual
Attendance	705	
Room Nights	500	
Budget	\$138,000	

3. Event: Pan American Canoe Championships

Date of the event: August 10 - 12, 2022

Summary: The 2022 Pan American Championships served as a qualifying regatta for eligibility to compete in the 2023 Pan Am Championships and Para Canoe Championships. This event took place on Lake Banook, Dartmouth following the World Championships. There was a total of 1,500 people in attendance, 400 of which were tourists from outside HRM. 150 volunteers assisted in this event.

	Proposed	Actual
Attendance	2,552	1,500
Room Nights	636	1,500
Budget	\$221,150	\$198,000

4. Event: Pawn Wise: The Atlantic All-Ages Chess Festival

Date of the event: July 29 – August 2, 2022

Summary: Pawn Wise was held at Saint Mary's University and consisted of 3 major tournaments, Seniors Chess Championship (65+), Seniors Chess Championship (60+) and The Nova Scotia Mayflower Open. In addition to the chess tournaments there was a chess open house and a keynote speaker. There were 116 players, including 2 International Grandmasters and 6 International Masters. 29 volunteers assisted in this event.

	Proposed	Actual
Attendance	773	616
Room Nights	340	250
Budget	\$77,707	\$36,492

5. Event: Seniors Women Rugby Canada vs Wales

Date of the event: August 27, 2022

Summary: The Canadian Senior Women's National Rugby Team competed against the Wales National Rugby Team on the Wanderer's Grounds as a preliminary game to the Women's World Cup. The game 3,562 attended, with 500 fans travelling from outside Halifax. Both teams were in Halifax for an extended training period as they prepared for the event. During this time, Rugby Nova Scotia hosted a full festival of rugby development and celebration. Highlights include: Canada's Women's team attended the Halifax Tars RFC practice at Graves-Oakley Memorial Park to deliver some skills and drills with the 150 male and female youth rugby players and also visited the Sipekne'katik First Nation to deliver some skills and drills with 20+ indigenous children.

	Proposed	Actual
Attendance	6,716	3,562
Room Nights	1,630	580
Budget	\$340,000	\$252,922

6. Event: U SPORTS Men's Final 8 Basketball Championships

Date of the event: March 9 - 13, 2023

Summary: Final report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	26,865	
Room Nights	710	
Budget	\$555,000	

7. Event: 2022 U SPORTS Cross Country National Championships

Date of the event: November 12, 2022

Summary: 2022 U Sports Cross Country National Championships held a men's and women's competition, both running 8KM races. This was the first Cross Country National Championship hosted in the Maritimes and was co-hosted by Saint Mary's and Dalhousie Universities. In total there were 382 competitors, 57 Coaches, 10 volunteers and officials, and approximately 500 spectators.

	Proposed	Actual
Attendance	560	939
Room Nights	1,640	559
Budget	\$83,000	\$67,697

SIGNATURE EVENTS

1. Event: Blue Nose Marathon

Date of the event: May 21 – 22, 2022

Summary: The Bluenose Marathon gave participants the option of running/walking a full marathon, a marathon team relay, half marathon, 10 KM, 5 KM, or youth course of 2 KM and 4 KM. In addition, there was a two day Active Living Expo consisting of 54 exhibitors, a Charity Challenge program; a fundraising initiative encouraging participants to raise money for the charity of their choice. Approximately 1,000 individuals and groups volunteered to assist full-time and contract staff. The event welcomed more than 5,848 participants and an estimated 10,000 spectators came out to show their support.

	Proposed	Actual
Attendance	32,344	15,848
Room Nights	4,060	850
Budget	\$783,469	\$565,503

2. Event: CheerExpo National Championships

Date of the event: March 24-26, 2023

Summary: Final report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	6,369	
Room Nights	2,772	
Budget	\$392,525	

3. Event: EPIC Dartmouth

Date of the event: July 1 - 2, 2022

Summary: EPIC Dartmouth took place in the areas around Lake Banook and Shubie Park offering three races in two days: EPIC @ Night 6.1 KM, The Maple Leaf 10 KM, and The Canadian 5 KM. Every participant that completed any two (or all three) distances received the "It's Not Easy" challenge medal. 50 volunteers were used between the event organization and delivery.

	Proposed	Actual
Attendance	6,331	1,400
Room Nights	500	30
Budget	\$428,425	\$92,352

4. Event: FIN Atlantic Film Festival

Date of the event: September 15 – 22, 2022

Summary: FIN Atlantic Film Festival and took place at Park Lane Cinemas, returning to its pre-covid programming to include in-person parties, panels, and celebrations. FIN Atlantic Film Festival was concurrently available online as FIN Stream. Over the month of July, FIN Outdoor movie series returned for the first time since 2019, presenting the "Summer of Sarah Polley" to celebrate Canadian author, actor and director Sarah Polley. FIN Outdoor free screenings were held on Friday nights in July at the Halifax Public Gardens. Overall, the festival brought in an estimated attendance of 15,662 requiring 110 volunteers who contributed 1,559 hours.

	Proposed	Actual
Attendance	32,000	15,662
Room Nights	1,101	510
Budget	\$1,180,702	\$1,116,277

5. Event: Hal-Con

Date of the event: October 28 – 30, 2022

Summary: Buck Ugly's on Prince Street hosted a Thursday evening pre-convention welcome party, open to all. 80 attendees joined in the fun to welcome guests to the city and open the event. There was no cover charge and light refreshments were provided. Hal-Con returned to full form at the Halifax Convention Centre and was the first time selling out the new World Trade Convention Centre, hosting over 10,000 unique

participants (ticket holders, vendors, volunteers, sponsors) Also, the number of artists and exhibitors participating in the trade show element expanded from 40 to nearly 200.

	Proposed	Actual
Attendance	10,773	10,254
Room Nights	750	940
Budget	\$713,867	\$775,305

6. Event: Halifax Comedy Festival

Date of the event: April 27 – 30, 2022

Summary: 2022 was the festival's 27th anniversary, producing 12 shows over four days. A diverse panel of 30 comedians performed in various locations in Halifax and was televised on CBC TV. The Halifax Comedy Festival had over 30 volunteers to assist in admissions of approximately 3,400 attendees.

	Proposed	Actual
Attendance	4,610	3,400
Room Nights	300	177
Budget	\$669,813	\$657,271

7. Event: Halifax International Buskers Festival

Date of the event: July 27 – August 1, 2022

Summary: The 2022 Halifax International Busker Festival took place on the Halifax Waterfront and for the first time expanded to the Dartmouth Waterfront including performance area located at Alderney Landing, food and product vendors and East Coast Amusements midway and rides. Also, new this year was the BuskerFest All Star Show on the HRM Grand Oasis Stage. The festival showcased local, national, and international entertainers on both sides of the harbour. There was a total of 284 performers during the six day festival and relied on 110 volunteers to support the festival in various ways.

	Proposed	Actual
Attendance	250,000	285,000
Room Nights	1,965	2,240
Budget	\$608,535	\$713,434

8. Event: Halifax Jazz Festival

Date of the event: July 13 – 17, 2022

Summary: The Halifax Jazz Festival presented live music, free shows, and educational programming in the Halifax area. This festival showcased 330 individual artists delivering live entertainment to approximately 47,500 spectators in more than 10 Halifax venues. There were 322 volunteers who provided 2,260 volunteer hours.

	Proposed	Actual
Attendance	40,000	47,500
Room Nights	360	120
Budget	\$946,500	\$912,414

9. Event: Halifax Urban Folk Festival

Date of the event: August 28 – September 4, 2022

Summary: HUFF is an 8-day live music festival that took place in various indoor and outdoor venues in Halifax including: The Carleton, Brightwood Brewing, New Scotland Brewing and the Grand Parade Oasis stage. The festival celebrated local songwriters joined by artists flown in from Ontario, the Prairies, the West Coast, and from the USA. A total of 8 volunteers were used this year supporting the festival in various ways.

	Proposed	Actual
Attendance	2,630	1,102

Room Nights	40	40
Budget	\$135,000	\$102,433

10. Event: Maritime Race Weekend

Date of the event: September 16 – 17, 2022

Summary: The Maritime Race weekend was a two-day, pirate themed, running event held at Fisherman's Cove, Eastern Passage. Participants had the option of walking/running 2 KM, 5 KM or 10 KM. Athletes came from across Canada, the United States and internationally. The total participants were 2,273, with 1,400 being tourists from outside HRM. Many residents supported the participants along the routes cheering the runners/walkers as they passed by. In addition, there were 350 volunteers assisting with the event, that equates to 7,000 hours of planning and implementing.

	Proposed	Actual
Attendance	7,440	3,523
Room Nights	3,000	745
Budget	\$377,400	\$167,747

11. Event: Royal Nova Scotia International Tattoo

Date of the event: June 25 – July 2, 2022

Summary: The 2022 production of the Royal Nova Scotia International Tattoo marked the 41st edition, bringing an international cast from Germany, Jordan, United Kingdom, United States, Canada and the largest representation of local performers to date. The cast included over 800 individual performers, with approximately 607 volunteers and 35,707 volunteer hours. The festival also provided free family events in Halifax to 27,541 spectators.

	Proposed	Actual
Attendance	58,955	40,291
Room Nights	3,610	3,529
Budget	\$2,777,905	\$2,368,227

12. Event: Shearwater East Dartmouth Minor Hockey Association Minor Hockey Tournaments

Date of the event: March 30 – April 2, 2023

Summary: Report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	51,050	
Room Nights	3,150	
Budget	\$461,028	

MAJOR HOSTING EVENTS

1. Event: 2022 Archery Youth and Masters Pan American Championships

Date of the event: May 30 – June 6, 2022

Summary: For the first time, Halifax hosted the 2022 Youth and Masters Pan American Championships accommodating 175 athletes representing 10 countries from South, Central, and North America, including our National Team Canada at Halifax Mainland Common Park. Archery Nova Scotia was also pleased to have a local Halifax youth earn a place on Team Canada for these Pan American Championships.

	Proposed	Actual
Attendance	1,671	3,052
Room Nights	4,230	1,575
Budget	\$458,077	\$429,854

2. Event: 2022 49er, 49erFX, Nacra 17 World Sailing Championships**Date of the event:** August 31 – September 5, 2022**Summary:** For the first time in its history the world's best sailors from 27 countries travelled to Hubbard's Nova Scotia to compete on the St. Margarets Bay for the World Championships for three Olympic classes; the 49er, 49er FX and Nacra 17. The 2022 World Sailing Championships welcomed 272 sailors and their coaches to the Hubbard's Community Waterfront to compete for these titles. 586 athletes, coaches, officials, and other team personnel enjoyed Nova Scotia in the area leading up to and including the championships themselves.

	Proposed	Actual
Attendance	1,283	1,300
Room Nights	3,300	3,550
Budget	\$1,157,000	\$1,230,641

3. Event: 2022 ICF Canoe Sprint and Paracanoe World Championships (Canoe '22)**Date of the event:** August 3-7, 2022**Summary:** Canoe '22 offered races in Women's, Men's, and Paracanoe categories of Canoe and Kayak in single, doubles and quad boat races on Lake Banook. A total of 32 different events were raced including 200, 500, 1000, and 5000 meter distances. Canoe'22 created history by being the first World Championships to host PaddleALL (individuals with an intellectual disability) as exhibition races. PaddleALL races offered four races and had 28 athletes entering from Canada and Germany. This showing at Canoe'22 will support the participation of Canada in Special Olympics and has set the standard for all subsequent World Championships. 56 countries competed, totaling 1,118 athletes, coaches and staff. 600 volunteers were required to host this event delivering 64,800 volunteer hours.

	Proposed	Actual
Attendance	32,000	65,000
Room Nights	10,000	9,837
Budget	\$10,097,689	\$7,835,094

4. Event: East Coast Music Award's**Date of the event:** May 3 - 7, 2023**Summary:** The East Coast Music Awards: Festival and Conference (ECMA) is a five-day musical celebration showcasing and recognizing the best of East Coast artists and music. ECMA's were awarded \$250,000 to be divided into two fiscal years. In 2022 ECMA's received their first installment of \$100,000 and the organization is moving forward with their plans to host the 35th anniversary of the festival in May 2023 in Halifax.**Summary:** Final report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	25,000	
Room Nights	2,750	
Budget	\$1,646,000	