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Item No. 15.3.2
Halifax Regional Council
September 26, 2023

TO: Mayor Savage and Members of Halifax Regional Council

Original Signed

SUBMITTED BY:

Councillor Tony Mancini, Chair, Special Events Advisory Committee

DATE: September 13, 2023

SUBJECT: **Review of Event Evaluation Criteria**

ORIGIN

September 13, 2023 meeting of Special Events Advisory Committee, Item 9.2.2.

LEGISLATIVE AUTHORITY

Special Events Advisory Committee – Terms of Reference

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.

RECOMMENDATION

The Special Events Advisory Committee recommends that Halifax Regional Council direct the Chief Administrative Officer to coordinate with all relevant partners to review the processes and ways to analyze pre- and post-event evaluation of the events criteria and any improvements to the events granting process.

BACKGROUND

The Special Events Advisory Committee received a presentation from Chris Gosse, Manager of Events, Sports and Culture from Discover Halifax on Discover Halifax's Event Impact Calculator and a recap of the 2023 events. The 2023 event recap presentation outlined event attendance, estimation with percent of people who traveled from outside the region, impact on hotels, event budgets and total direct economic impact.

DISCUSSION

Special Events Advisory Committee members expressed interest in analyzing the pre- and post-event evaluation criteria under the MLSER event grant administrating process. The Committee considered former presentations and discussions around event evaluation criteria and measuring success. The Committee approved the motion outlined in this report.

FINANCIAL IMPLICATIONS

No financial implications at this time.

RISK CONSIDERATION

No risk considerations were identified.

COMMUNITY ENGAGEMENT

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

ENVIRONMENTAL IMPLICATIONS

No environmental implications were identified at this time.

ALTERNATIVES

Special Events Advisory Committee did not provide alternatives.

ATTACHMENTS

None.

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.

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