

HALIFAX

Special Events Advisory Committee

Review and Evaluation on MLSER Granting Process

November 8, 2023


Motion

- “...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.”

Pre-evaluation

- MLSER applications review
 - AO 2014-020-GOV details application criteria
 - Fillable / auto calculates
- Reached out with Diversity & Inclusion
 - Updated wording on Diversity and Accessibility questions
 - Additional scoring points
- Reached out with Legal
 - Updated wording on Access & Privacy
 - Added section on Accuracy of Submitted Information
- Reached out with Corporate Communications
 - Updated all MLSER applications

MLSER Applications



2024/2025 MARKETING LEVY
SPECIAL EVENT RESERVE GRANTS
APPLICATION FORM

Distinguished Events

DEADLINE:
THURSDAY, NOVEMBER 30, 2023 at 12:00 NOON*
**For events that occur after April 1, 2024*

STAFF CONTACT:
Shari Dillman, Events
dillmas@halifax.ca | (902) 497-3729

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2024/2025 MARKETING LEVY
SPECIAL EVENT RESERVE GRANTS
APPLICATION FORM

New & Emerging Events

DEADLINE:
THURSDAY, NOVEMBER 30, 2023 at 12:00 NOON*
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MLSER Program Intakes

- Distinguished Events – Open (1st intake)
 - Events taking place between April 1 to September 30, 2024
- New Events (Emerging) – Open (1st intake)
 - Events taking place between April 1 to September 30, 2024
- Major Hosting – Open
 - Contact Events staff
- Signature Events – Closed
 - Will open November 2024 to fund new 3-year cycle (2025/26, 2026/27, 2027/28)

Partners – Discover Halifax

- Info / link added to HRM [SETF](#) & [Events](#) Webpages

Destination Marketing

Learn more about Discover Halifax and its services:

<https://businesseventshalifax.com/sports-culture>

Promote your event: <https://discoverhalifaxns.com/events/submit-an-event/>

- HRM Events Grants application intake added to DH's newsletter
- DH is available for EIC review if HRM seeks additional feedback

Partners – Events Nova Scotia

- Equitability Diversity Inclusion Accessibility (EDIA) used as scoring criteria
 - Plan to include statement in agreements as well
- Positive comments on updated HRM applications
- Positive comments on teaming with DH for promotion on programs
- Agreed to continue to communicate / share information
 - Discuss new funding opportunities
 - Compare application & final reporting info

Scoring

- Economic Impact
 - Increased, Precise values, expanded
- Rooms Nights
 - Equal weight Guaranteed vs Estimated
 - Precise values, expanded
- Event Location
 - Added rural location (highest score)
 - Precise values
- Media / Marketing / Exposure
 - Changed to \$ amount
 - Precise values, expanded

Scoring cont.

- Season
 - Precise values
 - Heavily weighted on winter season
- Score out of 100
- Added 5 more scoring points
 - Culture & Diversity
 - Accessibility

Post Evaluation

- AO 2014-020-GOV details post-evaluation criteria
- Review and compare application with post event submission
 - Room nights
 - Economic activity
 - Attendance
 - Proposed vs Actuals budget

MLSER Process / Timeline

- NFP organizations submit an application to HRM staff
 - November 30, 2023 deadline
- Events staff review, score & prepare staff report
 - December 1, 2023 to February 1, 2024
- SEAC presentations from applicants
 - March 2024
- SEAC reviews staff report
 - April 2024
- Regional Council reviews & final approves
 - April 2024

MLSER Process / Timeline cont.

- Successful applicants are notified
 - April 2024
- Grant agreements prepared emailed to applicants
 - April/May 2024
- Applicants sign and return agreements
 - Grant award released – 80%
- Final Report – 120 days of event
 - Grant award released – 20%

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://cdn.halifax.ca/sites/default/files/documents/city-hall/legislation-by-laws/by-lawm-400.pdf>
- *Halifax Regional Municipality Charter* -
<https://nslegislature.ca/sites/default/files/legc/statutes/halifax%20regional%20municipality%20charter.pdf>

Questions

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