

HALIFAX

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Item No. 9.1.1
Special Events Advisory Committee
April 10, 2024

TO: Chair and Members of Special Events Advisory Committee

-Original signed -

SUBMITTED BY: Cathie O'Toole, Chief Administrative Officer

DATE: March 4, 2024

SUBJECT: Marketing Levy Special Events Reserve 2024 Grant Report

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*

RECOMMENDATION

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

1. Approve the total funding in the amount of \$988,500 from the Community and Events Reserve, Q621, as shown in Table 2; and
2. Pending final approval of the 2025/26 budget, approve \$250,000 from the Community and Events Reserve, Q621 as identified in Table 3 of this report.

EXECUTIVE SUMMARY

This report summarizes the recommended Marketing Levy Special Events Reserve (MLSER) grant awards pursuant to Administrative Order 2014-020-GOV - *Respecting Marketing Levy Special Event Reserve Grants* (AO) for the first 2024/25 intake period for events occurring between April and October of 2024, and two Major Hosting event funding applications received during or near the intake timeframe.

BACKGROUND

This report outlines the recommended MLSER grant awards for applications submitted to the 2024/25 first 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*.

There are four (4) established funding programs governed by the MLSER AO:

- 1) **Signature Events:** 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, have a minimum budget of \$100,000 and may provide sustainable funding up to a maximum term of three (3) years.
Signature Events program offers one (1) intake every three (3) years.
- 2) **New Events (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 and may provide sustainable funding up to a maximum term of five (5) years.
New Events (Emerging) program offers two (2) intakes per year.
- 3) **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. The event must have a minimum budget of \$50,000.
Distinguished Events program offers two (2) intakes per year.
- 4) **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. The event must have a minimum budget of \$500,000 and must receive funding from other levels of government.
Major Hosting Events applications can be made at any time.

Program Allocations

In 2016, the Special Events Advisory Committee (SEAC) recommended guidelines to set the maximum funding award amounts in each program, as well as a maximum allocation for each program to ensure annual reservation of \$400,000 is allocated to the reserve for Major Hosting Events opportunities. This supports the SEAC's commitment to accumulate funds to build capacity in the reserve to host "Major" events that require significant hosting fees. Approved withdrawals that are not allocated to a particular event in the year the withdrawal is approved are allocated to the municipality's hosting commitment and funds are carried forward for the Major Hosting program.

The maximum grant amounts and total allocation for each of the programs are outlined below in Table 1.

Table 1: MLSER Program Maximum Grants and Allocation

Program	Maximum Grant	Total Allocation
New Events (Emerging)	\$25,000	\$100,000 (2 intakes)
Distinguished Events	\$50,000	\$250,000 (2 intakes)
Signature Events	\$100,000	\$550,000
Major Hosting Events	n/a	n/a

2024 Intake(s)

Both New Events (Emerging) and Distinguished Events programs offer two intakes per year. This funding report includes applications received in the first intake. The second intake will open in the spring of 2024 for events taking place between October 1, 2024, through to March 31, 2025.

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.

After Regional Council approved the 2023 MLSER report in on April 26, 2023, one Signature Event, (Maritime Race) retired the event. No funds were released to the organization in 2023 and Maritime Race has been removed from the Signature Events program. This funding report includes the current Signature Events receiving the final year of the three (3) year sustainable funding cycle.

Major Hosting Event applications can be submitted at any time throughout the year. The municipality received two (2) Major Hosting Event applications within or close to the first New Events and Distinguished Events intake and therefore recommendations on these applications are included in this funding report.

Legislative Changes to the HRM Marketing Levy Act

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* at 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 required amendments to its eligibility criteria to reflect the legislative changes and such amendments were approved and included in the AO on June 6, 2023.

New (Emerging) and Distinguished Events applications that applied during the fall 2022 intake period were required to follow the new legislative changes. The annual Signature Events that received Regional Council's approval May 11, 2022 to receive three (3) year sustainable funding, affected only one for-profit organization: CheerExpo Cheerleading and Dance Events Inc., the organization responsible for CheerExpo. Staff communicated the changes to the provincial legislation and notified CheerExpo Cheerleading and Dance Events Inc. will need to comply with the revised eligibility requirements to receive year three (3) of three (3) year sustainable funding in 2024/25.

DISCUSSION

2024/25 MLSER Intake

There were eight (8) applications in total submitted during the 2024/25 first intake. These applications include: one (1) New Event (Emerging), five (5) Distinguished Events and two (2) Major Hosting Events. Information on the new applications can be found in Attachment 1.

Eligibility

Based upon the eligibility criteria, all eight (8) events are deemed eligible to receive MLSER funding.

Evaluation

As per the AO, all applications are evaluated based on the degree of economic impact, multiple day visits from tourists, and enhanced visibility to Halifax as a tourist destination.

- Economic impacts are assessed by applying an industry recognized economic assessment tool using basic parameters of an event that are translated into a full economic impact analysis.
- Tourism impacts are assessed based on room nights (guaranteed and estimated), along with seasonality and location (urban vs suburban vs rural).

- 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, as well as media expense budgeted.

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 orders of government.

Applications are also required to explain and action the steps proposed to ensure the event is reasonably inclusive for all who volunteer, attend, and participate, as well as to provide information on any cultural programming planned.

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). Using the event information provided in the HRM event funding applications, this online tool provides localized metrics on the value of 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 values are found in Attachment 1.

Major Hosting Events

2025 Canadian Curling Trials

Curling Canada communicated to Discover Halifax in early 2023 to advise the bid process for prospective locations to apply to host the 2025 Canadian Curling Trials would begin with letters of interest due March 30, 2023. The Canadian Curling Trials will consist of eight men's and eight women's teams to compete and be chosen to represent Canada at the 2026 Winter Olympics in Italy. Curling Canada hosted meetings with staff from the municipality, Events Nova Scotia, Discover Halifax and Events East (Scotiabank Centre) to discuss the bid strategy and other elements.

Curling Canada's minimum bid requirement towards the event budget was \$800,000. In June 2023, Events Nova Scotia submitted a \$1.5 million bid to host the 2025 Curling Trials. During this process, municipal staff identified that the municipal contribution to this bid would be subject to Regional Council approval.

Curling Canada announced November 22, 2023, Halifax won the bid to host the 2025 Canadian Curling Trials November 22-30, 2025 at the Scotiabank Centre. On December 22, 2023, Canadian Curling Association applied for funding to the MLSER Major Hosting Events program with a funding ask of \$750,000.

As shown below in Tables 2 and 3, staff is recommending municipal funding of \$500,000 for the 2025 Canadian Curling Trials over two fiscal years: \$250,000 in 2024/25 and \$250,000 in 2025/26.

2024 Skate Canada International

In early 2023 Skate Nova Scotia approached Discover Halifax with the opportunity for Halifax to be the chosen city to host the **2024 Skate Canada International**. Skate Canada International is the second competition in the annual International Skating Union Grand Prix of Figure Skating Series. The other events take place in the United States (Skate America), France (Grand Prix de France), China (Cup of China), Finland (Grand Prix Espoo), and Japan (NHK Trophy). Each skater/team can be assigned to a maximum of two (2) events and are awarded points based on their placements. The top six (6) from each discipline (men, women, pairs, and ice dance) qualify for the International Skating Union Grand Prix of Figure Skating Final.

Halifax was sought after to direct bid due to the various event hosting advantages and assets the

municipality has to offer, such as a suitable competition venue (Scotiabank Centre), hotel capacity during the October 24-27, 2024 event, and past success in hosting major events. With event partners, Events Nova Scotia, Discover Halifax and Scotiabank Centre, a bid amount of \$150,000 was determined to be competitive.

A Major Hosting application was submitted by Skate Canada on May 17, 2023 with a funding ask of \$75,000. Events Nova Scotia submitted a bid of \$150,000. After reviewing Halifax's submission to host the 2024 Skate Canada International, Skate Canada determined that all their hosting needs were fulfilled, and therefore on November 7th, 2023 announced it would not be pursuing other bids.

As shown below in Table 2, staff is recommending funding the 2024 Skate Canada International \$75,000.

Signature Events Sustainable Funding

2024/25 event information for the ten (10) current Signature Events receiving their third and final year of three (3) year sustainable funding is included in Attachment 1.

CheerExpo Cheerleading and Dance Events Inc.

As of the writing of this report CheerExpo Cheerleading and Dance Events Inc. remains a for-profit organization. Staff have communicated that the CheerExpo 2025 host organization is required to be a non-profit organization to receive 2024/25 MLSER funds from the municipality. CheerExpo Cheerleading and Dance Events Inc. has been advised no funding will be released until documentation is provided indicating the organization is in alignment with the eligibility criteria to be a non-profit.

2024/25 MLSER Grants

The 2024/25 MLSER funding recommendations include: one (1) New Event (Emerging), five (5) Distinguished Events, ten (10) Signature Events and two (2) Major Hosting Events. The recommended total funding amount is \$988,500 to fund eighteen (18) events.

Table 2: 2024/2025 MLSER Grant Recommendations

	Year of Funding	2024/2025 Proposed Grant
New Events (Emerging)		
Rock The Harbour	1 of 5	\$25,000
Total New Events (Emerging)		\$25,000
Distinguished Events		
2024 Baseball Canada 22U Championships	1 of 1	\$25,000
2024 Myoflex Pickleball Canada National Championship	1 of 1	\$20,000
Atlantic Canadian Artistic Gymnastics Championships	1 of 1	\$5,000
Rising Tides Canada Youth Cup	1 of 1	\$10,000
Volleyball World Beach Pro Tour Futures Halifax 2024	1 of 1	\$40,000
Total Distinguished Events		\$100,000
Signature Events		
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

Royal Nova Scotia International Tattoo	3 of 3	\$100,000
SEDMHA	3 of 3	\$50,000
Total Signature Events	\$538,500	
Major Hosting Events		
2024 Skate Canada International	1 of 1	\$75,000
2025 Canadian Curling Trials	1 of 2	\$250,000
Total Major Hosting Events	\$325,000	
TOTAL 2024/2025 MLSER Grants	\$988,500	

* 2024/25 funding contingent on organization is in alignment with the eligibility criteria to be a non-profit.

Table 3: 2025/2026 MLSER Grant Recommendations

	Year of Funding	2024/2025 Proposed Grant
Major Hosting Events		
2025 Canadian Curling Trials	2 of 2	\$250,000
TOTAL Major Hosting Events	\$250,000	

Funding Disbursement

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

Post Event Reporting

Events that receive MLSER funding are required to submit a final event report as part of the funding process within 120 days of the conclusion of the event describing the impact of the funding received from the Municipality. A final report template is included within the HRM Event Grant Agreement. The final event reporting provides information on the success and challenges associated with the event. This is a key deliverable for Signature and New Events (Emerging) that receive multi-year sustainable funding to ensure criteria are met and no significant changes have occurred. Attachment 2 provides a summary of each of the 2024/25 event outcomes.

As indicated in Attachment 2, there are events that have 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. Failure to submit a final report within 120 days of the conclusion of the event may result in forfeiture of any remaining grant and are ineligible to receive future grants from the municipality. Upon receipt of final reporting, the organization will be eligible to receive future grants.

FINANCIAL IMPLICATIONS

The funding is 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 2024/25 as of Q3	\$1,555,779
Budgeted Contribution 2024/25	\$3,300,000
Projected Interest 24/25	\$ 41,700
Operating Withdrawals, MLSER 2024/25*	(\$1,638,500)

Operating Withdrawals, Events 2024/25	(\$ 358,000)
Capital Withdrawals 2024/25	(\$ 250,000)
Projected Ending Balances 2024/25	\$2,650,979

**Recommended MLSER Grant withdrawals of \$988,500 are included in the projected operating withdrawals for Fiscal 2024/25.*

Excluding future contributions, interest, and other operating/capital withdrawals in Fiscal 2025/26, based on the projected ending balance for 2024/25 and the recommended Major Hosting Event Grant for 2025/26, available Q621 reserve funds are projected to be \$2,400,979 in 2025/26.

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.

ALTERNATIVE

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.

ATTACHMENTS

Attachment 1: 2024/25 MLSER Applicants Event Information
Attachment 2: 2023/24 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, Events Grants Administrator, 902.497.3729

2024-25 MLSER Applicants Event Information

NEW (EMERGING) EVENTS

Event: Rock The Harbour
Organization: Alderney Landing Facility Association
Date: August 16-18, 2024
Grant requested: \$25,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$418,000	8,490	3,550	1,680	\$1,717,506

A three day outdoor concert at Alderney Landing Plaza promoting the golden era of rock n' roll. The line up consists of established rock icons such as Glass Tiger, 54.40, Headpins and more. A variety of food trucks, as well as Alderney Landing boardwalk eateries will offer an array of culinary options.

Media Impact: Local radios stations will be engaged for weekly contests leading up to the event. A strong media presence through various platforms (Facebook, Instagram, TikTok), as well as engaging Discover Halifax for marketing assistance through their platforms.

DISTINGUISHED EVENTS

Event: 2024 Baseball Canada 22U Championships
Organization: 22U Renegades Baseball Society
Date: July 31 – August 4, 2024
Grant requested: \$25,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$135,400	9,010	1,280	1,850	\$1,803,351

Ten (10) teams representing all provinces (except Alberta and British Columbia) will compete in a round robin championships at Beazley Field, Dartmouth and Mainland Common, Halifax. Starting with an opening ceremony Thursday and ending with the bronze and gold medal games held on Sunday. A participant social is hosted at Beazley Field where players, coaches, umpires and fans can mingle, then participate in the home run derby which attracts fans to watch the skilled players attempt to outhit their opponents. Proceeds from voluntary admission to the social and the 50/50 draw proceeds will go to a charitable organization.

Media Impact: Develop championship launch page to provide a single site for participants or spectators to find complete championship information. The use of social media channels as well as on air radio ads (ticket giveaways, interviews, etc.) leading up to the event.

Event: 2024 Myoflex Pickleball Canada National Championship
Organization: Pickleball Nova Scotia Association
Date: August 20-24, 2024
Grant requested: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$187,650	1,426	821	1,020	\$1,603,254

Over 700 players from all over Canada will participate in singles, doubles, and mixed doubles in round robin, semi-final and final matches. Leading up to the competition, clinics and workshops will be conducted by experienced coaches and players to engage people interested in this growing sport.

Media Impact: The event marketing strategy will include digital promotion through Pickleball Nova

Scotia, Pickleball Canada and Pickleball Brackets (tournament management platform) such as: web sites, emails, social media channels (Facebook, Instagram). Local TV networks will be engaged to promote the event via interviews and Pickleball demonstrations. Possible live streaming through digital platforms such as YouTube and possibly CBC Gem will present tournament matches.

Event: **Atlantic Canadian Artistic Gymnastics Championships**
Organization: Halifax Alta Gymnastics Club
Date: April 26-27, 2024
Grant requested: \$5,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$61,650	1,160	750	360	\$489,588

Newfoundland, Prince Edward Island, New Brunswick and Nova Scotia selects and sends their provincially nominated teams to compete in select age and level categories in Artistic Gymnastics. The event kicks off with an opening ceremony followed by Atlantic Canada's selected gymnasts ages 9 to 18 competing for top individual and team spots during two full days of competition. Olympic athlete and World medalist Ellie Black will be in attendance (international competition schedule permitting) to support the event as an ambassador.

Media Impact: The event will be promoted through social media channels (Facebook and Instagram). The event will be live-streamed and available to all spectators who are unable to attend.

Event: **Rising Tides Canada Youth Cup**
Organization: Suburban Football Club
Date: August 1-4, 2024
Grant requested: \$20,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$69,000	1,650	985	2,500	\$795,141

Rising Tides Canada Youth Cup is national elite youth soccer showcase tournament held and is set to take place at both Dalhousie and Saint Mary's Universities. The top male and female u16, u17, and u18 teams from across Canada, will come to Halifax to compete in high-level soccer matches providing a platform for young athletes to showcase their skills in front of collegiate and professional scouts. In addition, ancillary activities will be provided to participants, such as: training sessions focused on youth development, university campus tours, and guest speakers.

Media Impact: The primary form of marketing will be digital through website and social media platforms of Soccer Nova Scotia, Suburban Football Club, Sports & Entertainment Atlantic, Dalhousie and Saint Mary's Universities, as well as the Halifax Wanderers. Showcase matches will be integrated and promoted into this event to attract additional spectators.

Event: **Volleyball World Beach Pro Tour Futures Halifax 2024**
Organization: Volleyball Nova Scotia
Date: August 21-25, 2024
Grant requested: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$350,000	10,000	1,790	1,000	\$2,424,834

Volleyball World Beach Pro Tour Futures event is an international showcase of premier beach volleyball talent, featuring some of the top athletes and beach volleyball teams from all around the globe to compete in a five-day futures tournament. The Salter Street Parking Lot will be transformed into a beach volleyball venue where thirty-two teams (16 male and 16 female) will compete in over 80 matches.

Media Impact: The marketing plan encompasses radio, digital, social media, email, television, live streaming and print. Local volleyball clubs and Volleyball Canada will assist in digital marketing to amplify the event to the volleyball community. A web-streaming partnership with local production company Maritime Athletic Profiles has been established to provide an extended reach on YouTube. A pending partnership with Eastlink to provide live television throughout the Maritimes is in discussions.

MAJOR HOSTING EVENTS

Event: **2024 Skate Canada International**
Organization: Skate Canada
Date: October 24-27, 2024
Grant requested: \$75,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,526,060	13,050	10,335	8,950	\$14,720,613

Skate Canada International is the second competition in the annual International Skating Union (ISU) Grand Prix of Figure Skating Series. The other events take place in the United States (Skate America), France (Grand Prix de France), China (Cup of China), Finland (Grand Prix Espoo), and Japan (NHK Trophy). Each skater/team can be assigned to a maximum of two events. Skaters are awarded points based on their placements at their events. The top six from each discipline (men, women, pairs, and ice dance) qualify for the ISU Grand Prix of Figure Skating Final.

Media Impact: Skate Canada will run a digital advertising campaign to promote the event via promotional e-newsletters sent to current membership and fan email lists, a dedicated event page on the Skate Canada website that contains ticket and event information, as well as promoting the event through Skate Canada's various social media channels.

Event: **2025 Canadian Curling Trials**
Organization: Canadian Curling Association
Date: November 22-30, 2025
Grant requested: \$750,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$2,510,000	27,100	5,730	12,000	\$15,265,084

The 2025 Canadian Curling Trials will be held at the Scotiabank Centre as the venue for an elite competition to identify the women's and men's 4-person able bodied teams to be nominated to the Canadian Olympic Committee team representing Canada at the 2026 Winter Olympics. Preceding the event are two practice days, followed by nine competition days featuring eight men's and eight women's teams. There will be three draws a day, a minimum of 20 draws, totaling 62 to 64 games.

Media Impact: A comprehensive media marketing strategy will be created including spending in all areas (radio, digital, social media, email, television, live streaming, and print) in advance of the event. This will be done through media partnerships negotiated by Curling Canada as well as earned media through pre-qualification events leading to 2025 Canadian Curling Trials. Partnership will begin negotiations in spring and fall of 2024 and follow through to the start of the event.

SIGNATURE EVENTS (Year 3 of 3 Year Sustainable Funding)

Event: **Emera Blue Nose Marathon**
Organization: Halifax International Marathon Society
Date: May 17-19, 2024
Grant: \$75,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact

Estimate	\$1,082,000	36,344	6,937	4,060	\$4,605,392
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The Blue Nose Marathon welcomes all ages, abilities and fitness levels to participate in the Victoria Day weekend event featuring six running events (5KM, 10KM, half marathon, full marathon, marathon team relay, youth run-4KM and 2KM). An Active Living Expo that spans two days with more than 30 exhibitors is also offered to all participants. The Giv'er Charity Challenge has grown to over 80 charities that collectively raise more than \$300,000 each year. The event requires 1,100 volunteers, delivering 7,000 volunteer hours.

Media Impact: Marketing efforts will target running enthusiasts, newbies, locals and tourists by using digital marketing (including social media), radio, TV, print advertising, email newsletter and race website.

Event: **CheerExpo**
Organization: CheerExpo Cheerleading and Dance Events, Inc.*
Date: April 4-6, 2025
Grant: \$35,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$392,525	6,369	4,521	2,772	\$3,131,217

CheerExpo is a competitive cheerleading competition, as well as a qualifier for 'The Open Cheer and Dance Finals' and the 'Cheerleading World Championships'. Throughout the event there are classes taught by experts to educate participants and help them develop and fine tune their skills in a safe space. The event also has a vendor area to connect teams to suppliers. CheerExpo requires 35 volunteers, delivering 450 volunteer hours.

*2024/25 funding contingent upon organization being in alignment with non-profit eligibility criteria.

Media Impact: Promoting through various social media platforms: Facebook, Instagram and Twitter. Information regarding registration, sponsorship, scoring system and events will be sent via email blasts. CheerExpo plans on hiring a PR company to promote the event through various other channels (eg: radio and television).

Event: **FIN Atlantic Film Festival**
Organization: Atlantic Film Festival Association
Date: September 11-18, 2024
Grant: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,093,800	18,000	4,669	1,101	\$4,286,616

FIN Atlantic International Film Festival (FIN AIFF) is an eight-day celebration of film and media from around the world. FIN PARTNERS is one of the world's preeminent co-production/co-financing markets, bringing together local, national and international producers, financiers, sales agents, and distributors all while showcasing the vibrant, historic coastal city of Halifax. The event requires 150 volunteers, delivering 2,250 volunteer hours.

Media Impact: FIN have created a marketing plan which will focus on radio and tv PSA's, targeted media releases, and e-blasts to subscribers directing them to the festival website. FIN will also be running digital ad campaigns via social media channels and will use on screen displays at Cineplex Cinema Park Lane.

Event: **Hal-Con**
Organization: Hal-Con Sci-Fi & Fantasy Association
Date: November 8-10, 2024
Grant: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$960,000	17,000	2,533	750	\$1,537,622

Hal-Con is a 100% volunteer run event, combining the traditional science fiction & fantasy convention with the modern comic-con trade show style event. Notable personalities from movies, tv, gaming, and books come from all over to Halifax, as well as local talent. Over 300 single events are scheduled during the convention creating 500 hours of programming. The event requires 425 volunteers, delivering 32,250 volunteer hours.

Media Impact: Hal-Con use an integrated marketing approach to achieve their goal of increasing awareness for the convention. They will promote the event on radio, television, newspaper, theatre and in social media.

Event: **Halifax Comedy Festival**
Organization: Halifax Comedy Festival Society
Date: May 8-11, 2024
Grant: \$35,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$767,850	3,700	27	300	\$519,059

Held over four days in April, the festival boasts a multitude of shows in various venues throughout the city. Featuring over 30 comedians and hosting up to 15 shows annually. The festival is broadcast nationally on CBC TV during prime time hours. The festival enlists the help of 70 volunteers, delivering over 500 volunteer hours.

Media Impact: Halifax Comedy Festival will be using traditional and digital marketing to promote the festival nationally and internationally. Efforts will be focused on radio ads, tv ads, email newsletters, newspaper ads, and social media.

Event: **Halifax International Busker Festival**
Organization: Atlantic Buskers Festival Society
Date: July 31 – August 5, 2024
Grant: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$504,900	300,000	207,025	9,089	\$4,331,861

The Busker Festival runs for six days over Natal Day long weekend featuring hundreds of shows on both the Halifax and Dartmouth waterfronts. From musicians and fire breathers to acrobats and magicians, the Busker Festival brings talented street performers from all over the world. The event requires 175 volunteers, delivering 2,750 volunteer hours.

Media Impact: The organizers will engage a professional communications company to develop a robust, aggressive marketing strategy focused on digital marketing, social media marketing, radio, television, email and website.

Event: **Halifax Jazz Festival**
Organization: Jazz East Rising Association
Date: July 9-14, 2024
Grant: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$1,300,000	50,000	7,280	360	\$6,269,055

The TD Halifax Jazz Festival attracts up to 50,000 visitors, involves 375 volunteers and employs over 325 musicians. For over six days in July, the Festival takes over greater Halifax filling it with Jazz-Inspired concerts, education, workshops, pop-up events and entertainment.

Media Impact: Halifax Jazz Festival will be focusing their efforts on prints ads, radio ads, digital ads, television, email blasts, social media and website.

Event: **Halifax Urban Folk Festival**
Organization: Halifax Urban Folk Festival Society
Date: September 29 – October 6, 2024
Grant: \$13,500

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$135,000	2,630	560	75	\$550,220

Halifax Urban Folk Festival (HUFF) is an 8-day live music festival that takes place in various indoor and outdoor venues in Halifax celebrating songwriters and the songs they create. HUFF offers several styles of performances: solo singer/songwriter, songwriters' circles, and band performances at various venues in the city. This year's festival will require 16 volunteers, contributing to 115 volunteer hours.

Media Impact: Festival marketing will be focused on email newsletters and social media as the festival has an older demographic audience who are better reached through these channels.

Event: **Royal Nova Scotia International Tattoo**
Organization: Royal Nova Scotia International Tattoo Society
Date: June 28-July 1, 2024
Grant: \$100,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$2,200,000	61,000	30,040	24,600	\$14,322,638

The Royal Nova Scotia International Tattoo 2024 will celebrate "Horizons" featuring the 100th Anniversary of the Royal Canadian Air Force. The theme "Horizons" suggests a broad exploration of new frontiers, possibilities, and the expansive reach of human potential. Also included will be the 80th anniversary of D-Day and the 50th anniversary of Peacekeeping Day in Canada, the 10th anniversary of the end of Canada's mission in Afghanistan. The 2024 Royal Nova Scotia International Tattoo will not only commemorate significant military anniversaries but also highlight the extraordinary contributions of veterans like Major Wally Peters, the first Canadian-born Black Jet Pilot in the Royal Canadian Air Force and the inaugural Human Rights Officer for the Canadian Armed Forces and Walter Harris Callow, the ingenious inventor of the first wheelchair-accessible bus for veterans in Canada.

Media Impact: The Royal Nova Scotia International Tattoo will focus marketing efforts on radio, tv, email, newspaper, livestreaming, and social media. Google AdWords for specific event targeting will be used as well as cross promotion via Scotiabank Centre's email newsletter.

Event: **SEDMHA**
Organization: SEDMHA Minor Hockey Tournament
Date: November 28-December 1, 2024 (Female), March 20-23, 2025 (U9 Jamboree),
March 27-30, 2025 (Minor)
Grant: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	Event Impact
Estimate	\$400,000	45,000	20,080	5,520	\$13,887,582

The SEDMHA Minor Hockey Tournament is an annual event encompassing three components held

throughout the year – SEDMHA Female Tournament (November), SEDMHA U9 Jamboree (March) and SEDMHA Minor Tournament (March). The events attract approximately 350 teams totaling 7,000 participants for four days across the three timeframes.

Media Impact: The SEDMHA Tournament will be focusing their marketing and promotional efforts on social media marketing and email blasts, along with directing people to SEDMHA's website. The marketing program for the tournaments includes a tournament brochure sent to all teams who had participated in previous tournaments. The brochures will be sent to minor hockey associations in the Maritime provinces and select associations across Canada and the Eastern United States.

2023/2024 MLSER Event Program Final Report Summaries

The following information is based on a review of the 2023/2024 final reports that are submitted to staff post event. As per Section 34 of the AO: "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 EVENTS (EMERGING)

There were no New Events (Emerging) in 2023/24 to report on.

DISTINGUISHED EVENTS

1st Intake

Event: **2023 Unison Festival**

Organization: Unison Choruses Canada

Date: May 19-22, 2023

Grant: \$20,000

Summary: The Unison Festival is a quadrennial weekend choral festival featuring Canada's 2SLGBTQIA+ choruses. The 2023 festival theme was "Open Harbour", hosted by The Women Next Door and the Halifax Gay Men's Chorus, at the Halifax Convention Centre. Along with our local choirs, 19 different choirs performed from Ontario, Newfoundland, Quebec, Alberta, Saskatchewan and British Columbia.

	Proposed	Actual
Attendance	1,815	1,222
Room Nights	495	954
Budget	\$305,567	\$354,422
Economic Impact	\$710,903	Not provided

Event: **Canadian Sprint Canoe Championships (Nationals)**

Organization: Atlantic Division Canoe Kayak Canada

Date: August 29-September 3, 2023

Grant: \$50,000

Summary: The Canoe Kayak Canada Sprint National Championships are the premiere club-based competition for Canadian athletes. The top athletes of the six divisions, including 43 different clubs came together in 2023 to compete, returning to Lake Banook Dartmouth for the 13th time. Approximately 75 volunteers assisted in implementing the championships, allowing 1,470 athletes compete.

	Proposed	Actual
Attendance	6,683	10,000
Room Nights	6,000	3,500
Budget	\$173,500	\$234,805
Economic Impact	\$5,053,366	\$3,812,500

Event: **Canadian Women's Amateur Golf Championships**

Organization: Golf Canada

Date: July 31-August 4, 2023

Grant: \$15,000

Summary: The 109th Canadian Women's Amateur Championship was held at Ashburn Golf Club the first week of August. The championship brought together the top Canadian and international talent to compete for the Duchess of Connaught trophy and exemptions into the CPKC Women's Open and U.S. Women's Amateur Championship. The championship hosted 156 players, with the support of 125 volunteers.

	Proposed	Actual
Attendance	710	300
Room Nights	1,550	1,000
Budget	\$74,200	\$80,050
Economic Impact	\$542,091	\$387,000*

*Estimated

Event: Great Outdoor Comedy Festival

Organization: Canadian Progress Club – Halifax

Date: August 11-13, 2023

Grant: \$50,000

Summary: The Great Outdoor Comedy Festival extended its reach to Halifax in 2023, delivering world-class comedy to the Garrison Grounds. The Great Outdoor Comedy Festival remained dedicated to fostering a diverse and inclusive comedic community, providing a platform for both local and international comedians to showcase their talent. The headliners were Jerry Seinfeld, Antony Jeselnik and Bill Burr. With the support of 178 volunteers, the event exceeded initial expectations. \$47,000 was raised and donated to the Canadian Progress Club as part of the Trixstar charity contribution (partnership).

	Proposed	Actual
Attendance	8,231	23,170
Room Nights	2,080	3,744
Budget	\$1,166,820	\$2,922,281
Economic Impact	\$2,138,887	\$2,683,273

Event: SANDJAM International Beach Volleyball Challenge

Organization: Volleyball Nova Scotia

Date: September 21-24, 2023

Grant: \$30,000

Summary: SANDJAM International Beach Volleyball Challenge became The Volleyball World Beach Pro Tour featuring a total of eight different countries from around the globe being represented: Canada, United States, Norway, Japan, Latvia, Germany, Cameroon and Finland to compete. Using 1.3 million pounds of sand, the Salter Street Parking Lot was transformed into beach volleyball venue where 36 teams played 69 matches.

	Proposed	Actual
Attendance	10,000	5,313
Room Nights	650	400
Budget	\$305,000	\$242,890
Economic Impact	\$1,312,261	Not provided

Event: ScotDance Canada Championship

Organization: ScotDance Nova Scotia Association

Date: July 2-6, 2023

Grant: \$35,000

Summary: The ScotDance Canada Championship Series is an annual competitive event in Canada, featuring highland dancing competitions for all levels and all ages. One day is closed to only Canadian dancers called the Canadian Championship which consists of dancers from each province who qualify for their provincial teams and who compete for the title of "Canadian Champion." The ScotDance Canada Open Championship is open to all dancers from around the world. The other 2 days of competition are for all levels of competitors. The 2023 Championship was held at the Halifax Convention Centre, hosting 988 dancers, and 240 volunteers assisting to exceed organizer's expectations.

	Proposed	Actual
Attendance	2,930	7,063
Room Nights	2,790	1,050

Budget	\$387,932	\$489,966
Economic Impact	\$2,087,256	Not provided

2nd Intake

Event: **Canada Soccer Toyota National Championships**

Organization: Soccer Nova Scotia

Date: October 4-9, 2023

Grant: \$25,000

Summary: The event ran October 4 – 9, 2023 with 50 games being played at various field throughout the municipality including: BMO Soccer Centre, Bedford Hammonds Plains, Mainland Commons and Harbour East fields three different fields. There were 20 teams (10 men and 10 women) and 25 games played for each group for a total of 50 games.

	Proposed	Actual
Attendance	6,610	9,720
Room Nights	1,700	1,700
Budget	\$120,000	\$120,000
Economic Impact	\$1,124,378	Not provided

Withdrew

Event: **2023 Touchdown Atlantic**

Organization: Canadian Football Hall of Fame and Museum

Date: July 29, 2023

Grant: \$50,000

Summary: Canadian Football Hall of Fame and Museum, the non-profit organization that applied and was approved to receive HRM event grant funding, requested to have the grant sent directly to the CFL Ventures; a for-profit organization. This request was declined as per the AO governing the program: “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.” The applicant was well aware of the non-profit eligibility criteria prior to submitting the event grant application and presenting the partnership to host the event between the two organizations. The Canadian Football Hall of Fame advised they do not have the resources or staff to run the event, the partnership to host the event dissolved and the grant application was withdrawn on June 26, 2023. No funds were released to the organization.

SIGNATURE EVENTS - Year 2 of 3

Event: **Blue Nose Marathon**

Organization: Halifax International Marathon Society

Date: May 20-21, 2023

Grant: \$75,000

Summary: The Bluenose Marathon has a very successful year with a new title sponsor: Emera. Participants had 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 support. The event welcomed more than 8,140 participants and an estimated 10,000 spectators.

	Proposed	Actual
Attendance	32,344	19,140
Room Nights	4,060	850
Budget	\$985,648	\$964,269
Economic Impact	\$4,611,662	\$1,368,871

Event: **CheerExpo National Championships**
Organization: CheerExpo Cheerleading and Dance Events, Inc.
Date: April 5-7, 2024
Grant: \$35,000
Summary: Report due within 120 days of the event completion as per the agreement.

	Proposed	Actual
Attendance	6,369	
Room Nights	2,772	
Budget	\$410,000	
Economic Impact	\$ 1,178,100	

Event: **FIN Atlantic Film Festival**
Organization: Atlantic Film Festival Association
Date: September 14-21, 2023
Grant: \$50,000
Summary: The 2023 Atlantic International Film Festival took place from September 14 to 21, 2023, at Cineplex Cinemas Park Lane in downtown Halifax. The festival presented 118 films, including 59 features and 8 short film programs, with 30% of the program by Atlantic Canadian filmmakers and 64% by Canadians outside the Atlantic Provinces. FIN Atlantic Film Festival was concurrently available online as FIN Stream. Atlantic International Film Festival has the support of 154 volunteers contributing 1,443 hours to FIN events.

	Proposed	Actual
Attendance	32,000	16,882
Room Nights	1,101	590
Budget	\$1,141,831	\$1,012,370
Economic Impact	\$6,829,525	Not Provided

Event: **Hal-Con**
Organization: Hal-Con Sci-Fi Fantasy Association
Date: October 27-29, 2023
Grant: \$60,000
Summary: Buck Ugly's on Prince Street hosted a Thursday evening pre-convention welcome party, open to all. There was no cover charge and light refreshments were provided. Hal-Con main event venue was the Halifax Convention Centre, and 2023 was the first time tickets were fully sold out well ahead of doors opening welcoming nearly 10,000 unique participants (ticket holders, vendors, volunteers, sponsors). Also, 200 artists and exhibitors participated in the trade show element of the festival.

	Proposed	Actual
Attendance	10,000	9,807
Room Nights	750	477*
Budget	\$926,200	\$872,816
Economic Impact	\$2,070,740	Not Provided

*Guaranteed rooms used by staff only.

Event: **Halifax Comedy Festival**
Organization: Halifax Comedy Festival Society
Date: April 26-30, 2023
Grant: \$35,000
Summary: 2023 was the festival's 28th anniversary, producing 13 shows over five days. A diverse panel of 30 comedians performed in various locations in Halifax and was televised on various Canadian stations, including, CBC TV, CBC Gem, and CBC Comedy online. The Halifax Comedy Festival had support of 30 volunteers in admissions (1,375 who were admitted free of charge).

	Proposed	Actual
Attendance	4,610	4,040
Room Nights	300	162*
Budget	\$766,131	\$767,523
Economic Impact	\$122,190	Not Provided

*Guaranteed rooms used by staff only.

Event: **Halifax International Buskers Festival**

Organization: Atlantic Busker Festival Society

Date: August 2-7, 2023

Grant: \$60,000

Summary: The 2023 Halifax International Busker Festival took place on the Halifax Waterfront at Halifax Seaport and Foundation Wharf, and maintained the expansion to the Dartmouth Waterfront, with performances and East Coast Amusements midway and rides, food and product vendors. The festival showcased local, national, and international entertainers on both sides of the harbour, with a total of 75 volunteers to assist.

	Proposed	Actual
Attendance	250,000	250,000
Room Nights	1,965	6,133
Budget	\$560,835	\$504,928
Economic Impact	\$6,348,378	\$6,087,015

Event: **Halifax Jazz Festival**

Organization: Jazz East Rising Association

Date: July 11-16, 2023

Grant: \$60,000

Summary: For six days and nights Halifax Jazz Festival presented a stunning variety of live music and educational programming at venues across Halifax. The waterfront TD Main Stage is the heart of the festival, hosting daily free shows and nightly headline performances. 2023 saw the festival returning to the Salter Lot along Lower Water Street and made excellent use of various venues throughout the city. This year's TD Main Stage evening program included international headliners Shaggy, BADBADNOTGOOD, Digable Planets, and Fleet Foxes along with Canadian headliner Feist. Daytimes saw free concerts for the entire family at the TD Main Stage, Hydrostone Park, Ferry Terminal Park, and Halifax Central Library. The library also hosted Jazz Labs workshops on African drumming and improvisation. Partner stages presented free evening concerts, and this year saw the hugely successful return of the Late Night Jam series, hosted at The Local and featuring local talent along with festival luminaries. Educational programming included the eight-day Creative Music Workshop, a series of workshops taking place at Nova Scotia Community College's Ivany campus. There were 379 volunteers who provided 3,650 volunteer hours.

	Proposed	Actual
Attendance	40,000	59,000
Room Nights	360	1,778
Budget	\$1,300,000	\$1,494,708
Economic Impact	\$2,182,521	\$1,900,000

Event: **Halifax Urban Folk Festival**

Organization: Halifax Urban Folk Festival Society

Date: September 24-October 1, 2023

Grant: \$13,500

Summary: HUFF is an 8-day live music festival that took place in various indoor and outdoor venues in Halifax including: The Carleton, The Sanctuary Arts Centre, Brightwood Brewing, Loose Cannon, and The Local. The festival celebrated local songwriters joined by artists flown in from Ontario, the Prairies, the West Coast, and from the USA. A total of 10 volunteers were used this year supporting the festival.

	Proposed	Actual
Attendance	2,630	1,263
Room Nights	40	44
Budget	\$135,000	\$122,508
Economic Impact	\$550,220	Not provided

Event: Royal Nova Scotia International Tattoo

Organization: Royal Nova Scotia International Tattoo Society

Date: June 25-July 2, 2023

Grant: \$100,000

Summary: The 2023 edition of the Royal Nova Scotia International Tattoo held at the Scotiabank Centre celebrated the theme Oceans, as life in Nova Scotia is influenced by a deep connection to the sea. The Oceans theme celebrated, commemorated, and recognized the profound effect our oceans have on our culture - past, present, and future; locally and globally. Alongside local talent, international cast from Australia, Germany, South Korea, Switzerland, UK, and USA participated in the show totaling nearly 1,200 cast, crew, and volunteers. A total of 500 volunteers assisted the staff and crew with this years' events.

	Proposed	Actual
Attendance	58,955	59,000*
Room Nights	3,610	43,000
Budget	\$2,386,698	\$2,199,930
Economic Impact	\$11,056,510	\$16,300,000

*29,000 audience members attended the show at Scotiabank Centre, 30,000 attended Tattoo Festival.

Event: Shearwater East Dartmouth Minor Hockey Association Minor Hockey Tournaments

Organization: SEDMHA Minor Hockey Tournament Association

Date: November 23-26, 2023, March 30-April-2024, Mar 21-24 2024

Grant: \$50,000

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	
Economic Impact	\$18,969,191	

Withdrew

Event: Maritime Race Weekend

Organization: Maritime Race Weekend Association

Date: Did not happen

Grant: \$35,000

Summary: The 2022 event was a success, however faced many behind the scenes challenges. After a decade of success Maritime Race Weekend Association announced on June 12, 2023 Maritime Race Weekend will end, effective immediately. No 2023 event was offered.

MAJOR HOSTING EVENTS

Event: 2023 ECMA's

Organization: East Coast Music Association

Date: May 3 - 7, 2023

Grant: \$150,000

Summary: East Coast Music Awards: Festival and Conference was a full 5-day/night event incorporating the four ECMA pillars, namely, two Awards Shows, Music Festival, Industry Conference, and

an International Export program. In addition, a public Fan Fest, a 4-day celebration of Indigenous Culture, two charitable sporting events, and twelve additional partnered stages resulted in an extended footprint across downtown Halifax and Dartmouth. ECMA's featured a total of 271 performance, with 403 volunteers to support the program.

	Proposed	Actual
Attendance	25,000	21,332
Room Nights	2,750	4,066
Budget	\$1,646,000	\$1,077,550
Economic Impact	\$6,601,561	\$3,631,343

Event: Juno's

Organization: CARAS

Date: March 21-24, 2024

Grant: \$750,000

Summary: The final report is due within 120 days of the event completion.

	Proposed	Actual
Attendance	37,000	
Room Nights	9,000	
Budget	\$2,500,000	
Economic Impact	\$12,000,000	