

Request for Regional council Consideration

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| <input checked="" type="checkbox"/> Agenda Item
(Submitted to Municipal Clerk's Office by Noon at least 5 working days prior to the meeting) | <input type="checkbox"/> Added Item
(Submitted to Municipal Clerk's Office by Noon at least one working day prior to meeting) | <input type="checkbox"/> Request from the Floor |
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Date of Meeting: August 20, 2024

Subject: Stabilization Funding for Signature Events

Motion for Regional Council to Consider:

Halifax Regional Council request the CAO produce a staff report regarding the potential to establish one time stabilization funding for Signature Events that will:

- Propose a funding envelope for one time funding from Marketing Levy Special Events Reserve (MLSER);
- Identify what Signature Events may require stabilization funding;
- consider a requirement that applicants produce a sustainability plan in order to continue to access further municipal funding through the normal process;
- require a demonstration at some matching funding from other orders of government, and;
- report back with recommendations no later than November 2024.

Reason:

Events across Canada are struggling to recover from changes to sponsorship and audience participation in the post COVID period. Other jurisdictions are providing support for events on a one off basis, or creating new funding streams like the recently announced Stabilization Funding in Toronto.

While the market has improved tremendously the last year, it has become clear that several signature events continue to struggle, and are contemplating requesting additional support. Rather than address these piecemeal, this motion asks staff to proactively engage with the signature events and come back with a proposal to meet the needs of any and all events that may require assistance. Suggested funding is MLSR.

It also suggests that any additional funding should be contingent both developing a sustainability plan for consideration by staff and SEAC to show how the events operations will be changed to fit the current market reality and become sustainable, and also to some level of matching funding from other orders of government toward stabilization.

Outcome Sought:

A report with that outlines a potential stabilization funding plan.

Councillor Wayne Mason

District 7