



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
November 14, 2018**

**PRESENT:** Councillor Stephen Adams, Chair  
Deputy Mayor Tony Mancini, Vice Chair  
Jeff Ransome  
Ross Jefferson  
Gordon Stewart  
Alison Gillan  
Councillor Matt Whitman

**REGRETS:** Bruce Holland

**STAFF:** Paul Forrest, Civic Events Coordinator  
Shari Dillman, Events & Culture Support Administrator  
Sharon Chase, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, reports, supporting documents, and information items circulated are online at [halifax.ca](http://halifax.ca).*

*The meeting was called to order at 9:00 a.m. and adjourned at 11:56 a.m.*

**1. CALL TO ORDER**

The Chair called the meeting to order at 9:00 a.m.

**2. APPROVAL OF MINUTES – July 4, 2018**

MOVED by Jeff Ransome, seconded by Gordon Stewart

**THAT the minutes of July 4, 2018 be approved as circulated.**

**MOTION PUT AND PASSED.**

**3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS**

MOVED by Councillor Matt Whitman, seconded by Alison Gillan

**THAT the agenda be approved as presented.**

**MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS – NONE**

**6. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**7. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**7.1 Correspondence- None**

**7.2 Petitions- None**

**7.3 Presentations**

**7.3.1 FIN Atlantic International Film Festival**

Wayne Carter and Jason Beaudrea shared their 3-year strategy and plan with the Committee. Current statistics were shared as they approach their 40<sup>th</sup> year. As a result of public engagement and the goal of attracting a younger audience it was decided to review the various small events and tie them together through a re-branding exercise. FIN's mission and vision were shared. The strategic priorities were listed: to be recognized as the curator of amazing content in Atlantic Canada, provide a voice for our communities, enhance the audience experience and develop strong stable partnerships. Actions and measures for each of these were reviewed. Some innovations for growing audiences were shared including social media influences and new ways to gather feedback through survey methods. Key considerations, including challenges and opportunities for the festival were reviewed.

Audience numbers and box office revenue were shared. Out of town guests attending are tracked through their postal code on surveys. Strategies are in place through conservative budgets and media sponsorship to address debt. The festival is both a cultural and economic event, with a goal to get films made here and to support local industry. Economic sustainability and audience growth are key measurements of success.

**7.3.2 Blue Nose Marathon**

Sherri Robbins, Executive Director, presented to the Committee. The history of this event was shared where the goals continue to be the same. 2018 was the 15<sup>th</sup> year for the event and was celebrated with a block party on Argyle Street. New dates have been chosen this year and the scheduling of events and races were reviewed. This change will be evaluated after the event to see if it will become a permanent change. Highlights of demographics were shared noting that it is the largest youth run in Atlantic Canada.

The media and marketing campaign was reviewed. Opportunities for growth were highlighted. Priority areas were noted: run day experience, volunteers, Scotiabank Charity Challenge, resources and sustainability.

Robbins explained the rationale and choice of the new date. The Halifax Regional Police bill of \$73,000 is the largest expense. Success is measured by the overall experience which is a celebration of the participants training. It was noted that supply and demand for running events has been flattening out and volunteer fatigue is recognized. An opportunity exists for smaller events to be incorporated into the Bluenose through the Charity Challenge where registered charities can sign up at a cost of \$600 and be given 10 entries for their runners.

### **7.3.3 Halifax Comedy Festival**

Peter Spurway, Chair of the event along with Kim Hendrickson and Christine Edwards of Premiere Entertainment Group presented to the Committee. The history of the festival was reviewed and planning is already underway for 2020 which will be the Festival's 25<sup>th</sup> anniversary. The details of the festival were shared noting the impact of the CBC broadcasts and that audience's exposure to Halifax. Focus for 2019-2021 is to expand reach beyond the downtown and making the event more accessible. Diversity and Growth are tied and seen as a critical element leading to the introduction of new events which will foster inclusiveness in the comedy community. Comedy podcasts are also being considered along with a full suite of social media exposure to promote the city and festival. Another important aspect to the festival are the business focused workshops for performers. The festival also invests in the local comedy scene and provides access passes for local performers.

The corporate structure was shared. Email is used to determine where people are coming from. Success is measured by sold-out shows and in attracting performers. Performers look forward to this event.

### **7.3.4 Halifax Busker Festival**

Kim Hendrickson and Christine Edwards of Premiere Entertainment Group presented to the Committee. A brief history of the festival was shared including STEAM analysis from 2014. They reviewed the direction of the event for the next three years, 2019-2021. It is promoted as a free event with vendors and corporate sponsorship remaining strong. There is a focus on how to support and promote local artists with the introduction of the Nova Scotia Marquee Stage in 2017 and in 2019 Songs of the Sea will be held at the Maritime Museum. These artists are paid for their performances. Social media statistics were shared with Instagram having the largest growth. The overall growth of the event has necessitated a look at how volunteers are used, relationships with vendors and increased costs, for example waste clean-up.

A measure of success would be a growth in attendance and the continued development of marquee events. Top expenses are travel and infrastructure and revenue comes from vendors as well as corporate and government sponsors. The event partners with Natal Day programming where performers participate on the Dartmouth Waterfront.

### **7.3.5 Halifax Jazz Festival**

Andrea Dausen Thomas and Andrew Jackson presented to the Committee. They reviewed 2018 highlights and statistics focusing on: increased attendance, numbers of performers and free concerts and increased promotion outside of Atlantic Canada. Having gender equality, racial diversity and safe spaces was emphasized. Three goals were outlined along with how they could be achieved: Goal 1- Grow audiences by 25% over the next three years; Goal 2- Double the number of in-year performances and educational workshops across HRM; and Goal 3- Increase profile as a leader in the festival arena.

The increase in audience can be attributed to the calibre of artists presented. Year-round activity is seen as important to fulfil its mandate and raise the profile of the event with Creative Music Workshop programming. Demographic statistics were shared. A key measure of success is audience and stakeholder satisfaction and the retention of volunteers which leads to a special experience. It was noted that venue location will need to be considered as they grow, with opportunities to explore options in 2020/2021.

### **7.3.6 Halifax Pop Explosion**

James Boyle, Executive Director, presented to the Committee. This event was the original club festival and conference and has grown to become a national event supported by The Foundation Assisting Canadian Talent on Recordings (FACTOR). Statistics about the event and a review of the audience profile were shared. This event attracts excellent quality, new music and the headliners of tomorrow. This event is committed to "Producing a World-Renowned Music and Cultural Event." Which will be achieved by growing fan and industry attraction where Halifax has built a reputation as a cultural destination on the Eastern Seaboard.

Boyle shared that a key measure of success is the impact on the industry and ensuring diversity of performers and audience. Working with FACTOR to assist musicians in growing their career through the business conference side of the event is important. Boyle re-iterated that Halifax has a culture and history as a music destination and that the event creates many experiences that happen around music which is a key advantage in the promotion of the Pop Explosion.

### **7.3.7 SEDMHA**

Bob Delanty, Treasurer, and Wayne MacDonald, Chairperson, presented to the Committee. They reviewed what SEDMA represents and the series of events that make up SEDMA, highlighting growth as well as some new initiatives. SEDMA's areas of focus were reviewed with specific plans for each area: structure, financials and the committee, as they work towards their long-term goal of "Providing as much hockey to as many teams as possible, for the benefit of players, teams, hockey associations and the Halifax Regional Municipality."

The key success factor was to have a smooth-running tournament and to be recognized as an attractive event at the end of the hockey season. MacDonald confirmed that they receive about \$92,000 in sponsorship, with the largest expense being the cost for referees. Community groups are paid \$40 a game to run the rinks which is very successful and a way to support these groups. The Committee are all volunteers with a stand-alone body for the event. The organization have close ties to the Dartmouth Whalers organization and have kept the SEDMA name as a legacy. Other tournaments are not seen as competition with the group being open to partnerships and cooperation with other organizations.

## **8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

## **9. REPORTS/DISCUSSION**

The Committee asked that staff share an application summary for each proposal with the Committee to assist in deliberations. Some topics that are of interest to the Committee were: number of participants from outside of HRM, P&L and balance sheet information, marketing budget and the amount allocated outside of HRM and the expected costs for any HRM services required for the event.

It was also noted that there appeared to be an opportunity to explore ticketing options where collaboration may lead to promotion of many events.

## **10. ADDED ITEMS- NONE**

## **11. DATE OF NEXT MEETING – November 21, 2018 in Downie Wenjack Legacy Room, City Hall.**

## **12. ADJOURNMENT**

The meeting adjourned at 11:56 a.m.

Sharon Chase  
Legislative Assistant