



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
May 15, 2019**

PRESENT: Deputy Mayor Tony Mancini, Vice Chair
Councillor Lisa Blackburn
Alison Gillian
Jeff Ransome
Ross Jefferson
Ken Bagnell
Bruce Hollland

REGRETS: Councillor Steve Adams, Chair
Gordon Stewart

STAFF: Elizabeth Taylor, Manager, Culture and Events
Liam MacSween, 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.

The meeting was called to order at 9:00 a.m. and adjourned at 11:30 a.m.

1. CALL TO ORDER

Deputy Mayor Mancini called the meeting to order in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – April 24, 2019

MOVED by Bruce Holland, seconded by Ken Bagnell

THAT the minutes of April 24, 2019 be approved as circulated.

MOTION PUT AND PASSED.

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

Additions: None

MOVED by Councillor Blackburn, seconded by Ken Bagnell

THAT the agenda be approved as circulated.

MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS

6. CONSIDERATION OF DEFERRED BUSINESS – NONE

7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS

9.1 STAFF

9.1.1 Marketing Levy Special Events Reserve Grant 2019 Report

The following was before the Committee:

- A staff recommendation report dated May 3, 2019
- A staff memorandum dated May 14, 2019 re: Application from B1 Fishing | Shop. Fish. Win.

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council:

- 1. Approve the 24 proposed Event Grants for a total of \$1,054,000 as identified in Table 1 of the staff report dated May 3, 2019 in 2019/20 from the Community and Events Reserve, Q621;**
- 2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;**
- 3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;**

4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;
5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

The Special Events Advisory Committee agreed by consensus to evaluate each event application separately and consider amendments to the staff recommendation if required.

Elizabeth Taylor, Manager of Culture and Events, provided an overview of the Special Event Grants as outlined in attachment 1 of the May 3, 2019 staff report. Taylor advised of an additional application under the Distinguished Event Program which was not included in the May 3, 2019 staff report. B1 Fishing Shop Fish Win applied to HRM for funding through the MLSER Program in October 2018, however the application was overlooked due to staff transition.

Taylor provided an overview of the 25 proposed event grants as identified in table one of the staff report dated May 3, 2019.

In response to questions respecting the applications submitted for Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly, Taylor advised that previous years financial reporting, key date and team participants for the 2019 feature events, and information on the events being hosted in HRM were not provided by the applicant. Taylor further advised that details were lacking with respect to the logistics of the event and in pinpointing which events would take place in HRM and which events would not.

The following amendment was proposed:

MOVED by Ken Bagnell, seconded by Bruce Holland

THAT the Special Events Advisory Committee recommend that Halifax Regional Council defer the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM.

MOTION TO AMEND PUT AND PASSED.

The motion before the Committee now reads:

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:
1. Approve 21 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- **Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM;**

2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;
3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;
4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;
5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

The Committee discussed providing additional funding for the Slo-Pitch National event to assist with additional costs associated with hosting the event such as field rentals, logistics, etc.

The following motion was proposed:

MOVED by Jeff Ransome, seconded by Ken Bagnell

THAT the Special Events Advisory Committee recommend that increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event.

MOTION TO AMEND PUT AND PASSED.

The motion before the Committee now reads:

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:
1. Approve 21 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM;
- Increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event

2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;
3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;
4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;
5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff

report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

With respect to the Signature Event Grants, the Committee discussed an increase to the event grant provided to the International Royal Nova Scotia Tattoo from \$94,000 to \$100,000 to restore the funding level provided in 2015. In addition to this, the Committee further discussed that the funding be approved for 2019-2020 only, and that staff meet with the organizers to provide an information session regarding the calculation method required when stating room nights and the economic impact of the event.

The following amendment was proposed:

MOVED by Jeff Ransome, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee recommend that Halifax Regional Council increase the proposed Signature Event Grant for the Royal Nova Scotia International Tattoo from \$94,000 to \$100,000 for one-year - 2019-20, and re-evaluate future years' funding levels (2020/21 and 2021/22) on receipt of the 2019 final report and pending further review and clarification on associated room nights/economic impact

MOTION TO AMEND PUT AND PASSED.

The motion before the Committee now reads:

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:
1. Approve 21 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- **Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM;**
- **Increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event;**
- **Increase the proposed Signature Event Grant for the Royal Nova Scotia International Tattoo from \$94,000 to \$100,000 for one-year - 2019-20, and re-evaluate future years' funding levels (2020/21 and 2021/22) on receipt of the 2019 final report and pending further review and clarification on associated room nights/economic impact.**

2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;

5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

The following amendment was proposed with respect to the B1 Fishing | Shop. Fish. Win event:

MOVED by Ken Bagnell, seconded by Bruce Holland

THAT the Special Events Advisory Committee recommend that Halifax Regional Council approve the addition of a grant under the Distinguished Event Program in the amount of \$1,500 to B1 Fishing Shop Fish Win.

MOTION TO AMEND PUT AND PASSED.

The motion before the Committee now reads:

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:
1. Approve 22 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- **Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM;**
- **Increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event;**
- **Increase the proposed Signature Event Grant for the Royal Nova Scotia International Tattoo from \$94,000 to \$100,000 for one-year - 2019-20, and re-evaluate future years' funding levels (2020/21 and 2021/22) on receipt of the 2019 final report and pending further review and clarification on associated room nights/economic impact;**
- **Approve the addition of a grant under the Distinguished Event Program in the amount of \$1,500 to B1 Fishing Shop Fish Win;**

2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;

5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

The Committee applied the same lens to the application received from the FIN Atlantic Film Festival approving the \$40,000 event grant recommendation as noted in the May 3, 2019 staff report for 2019-20 only. The Committee discussed a re-evaluation of the funding level based on further clarity around the amount of room nights generated and the economic impact of the event.

The following amendment was proposed:

MOVED by Jeff Ransome, seconded by Allison Gillian

THAT the Special Events Advisory Committee recommend that Halifax Regional Council approve the Signature Event Grant of \$40,000 for the Atlantic FIN Festival for one-year - 2019/20 and re-

evaluate future years funding awards (2020/21 and 2021/22) on receipt of the 2019 final report and clarification on room nights/economic impact.

MOTION TO AMEND PUT AND PASSED.

The motion before the Committee now reads:

MOVED by Bruce Holland, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee (SEAC) recommends that Halifax Regional Council:
1. Approve 22 proposed Event Grants for a total of \$1,004,500 as outlined in revised Table 1 of this report in 2019/20 from the Community and Events Reserve, Q621 with consideration to the following:

- **Deferral of the Field Lacrosse Festival and International Professional Field Lacrosse, Rugby Festival & International Men's Rugby Match and Soccer Festival and Professional Soccer Friendly event applications pending required information from the applicant on the previous years financial reports, key dates and team participants for the 2019 feature events, and clarity on the logistics of the events being hosted within and outside of HRM;**
- **Increase the proposed Distinguished Event Grant for Slo-Pitch National from \$5,000 to \$8,000 to assist with additional costs associated with the delivery of the event;**
- **Increase the proposed Signature Event Grant for the Royal Nova Scotia International Tattoo from \$94,000 to \$100,000 for one-year - 2019-20, and re-evaluate future years' funding levels (2020/21 and 2021/22) on receipt of the 2019 final report and pending further review and clarification on associated room nights/economic impact;**
- **Approve the addition of a grant under the Distinguished Event Program in the amount of \$1,500 to B1 Fishing Shop Fish Win;**
- **Approve the Signature Event Grant of \$40,000 for the Atlantic FIN Festival for one-year - 2019/20 and re-evaluate future years funding awards (2020/21 and 2021/22) on receipt of the 2019 final report and clarification on room nights/economic impact;**

2. Pending final approval of the 2020/21 budget, approve 11 Signature Event Grants in the amount of \$493,000, as identified in Table 2 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

3. Pending final approval of the 2021/22 budget, approve 11 Signature Event Grants for the total of \$493,000 as identified in Table 3 of the staff report dated May 3, 2019 from the Community and Events Reserve, Q621;

4. Pending final approval of the 2020/21 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 4 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships; and;

5. Pending final approval of the 2021/22 budget, approve a Major Hosting grant in the amount of \$200,000 from the Community and Events Reserve, Q621, as identified in Table 5 of the staff report dated May 3, 2019 to the Atlantic Division Canoe Kayak Canada for the International Canoe Federation (ICF) Canoe Sprint World Championships.

In reviewing the Marketing Levy Special Events Reserve Grant 2019 Report, the Committee noted the following process recommendations for the consideration of staff:

- A requirement for comprehensive financial and logistical reporting from applicants;
- The consideration of applying a weighted value to applicant scoring based on seasonality;
- The addition of several bullet points in the summaries which explain the nuances that may be applicable in hosting a certain event;
- The application of an equation which can be used by applicants to accurately determine room nights and short-term rental numbers;
- The establishment of a Major Hosting Event Strategy for HRM.

AMENDED MOTION PUT AND PASSED.

10. ADDED ITEMS – NONE

11. IN CAMERA (IN PRIVATE) – NONE

12. DATE OF NEXT MEETING – June 19, 2019

13. ADJOURNMENT

The meeting adjourned at 11:30 a.m.

Liam MacSween
Legislative Assistant