



P.O. Box 1749  
Halifax, Nova Scotia  
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**Item No.**  
**Halifax Regional Council**  
**May 31, 2022**

**TO:** Mayor Savage and Members of Halifax Regional Council  
**SUBMITTED BY:** Original Signed  
Councillor Paul Russell, Chair, Special Events Advisory Committee  
**DATE:** May 13, 2022  
**SUBJECT:** **Marketing Levy Special Events Reserve Grant Report 2022**

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**ORIGIN**

May 11, 2022 meeting of Special Events Advisory Committee, Item 9.1.1.

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter*, R.S.N.S., c. 38 section 79A(1)(a) provide:

- (1) Subject to subsections (2) to (4), the Municipality may only spend money for municipal purposes if
  - (a) the expenditure is included in the Municipality's operating budget or capital budget or is otherwise authorized by the Municipality;

*Halifax Regional Municipality Marketing Levy Act*, R.S.N.S., c.51 section 3(4) provide:

- 3 (4) The levy collected pursuant to this Section shall be used by the Council to promote the Municipality as a tourist destination.

Administrative Order 2014-020-GOV – *Respecting Marketing Levy Special Event Reserve Grants*, Schedule 1 – Special Events Advisory Committee Terms of Reference sections 4.1 and 4.2 provide:

- 4. The duties of the HRM Special Events Advisory Committee are to:
  - 4.1 Advise Regional Council on all matters related to the allocation of the MLSER;
  - 4.2. Continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of *the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV*;

Administrative Order 2014-015 ADM - *Respecting Reserve Funding Strategies*.

**RECOMMENDATION ON PAGE 2**

## **RECOMMENDATION**

The Special Events Advisory Committee recommends that Halifax Regional Council:

1. Approve total funding in the amount of \$1,134,500 from the Community and Events Reserve, Q621 as proposed in the following categories of the staff report dated March 18, 2022:
  - a. 3 Distinguished, 12 Signature and 1 Major Hosting Event Grants for a total of \$731,500 as identified in Table 1;
  - b. 1 New (Emerging) Event Grants (previously approved) for a total of \$13,000 as identified in Table 2;
  - c. 1 Distinguished and 3 Major Hosting Events (previously approved) for a total of \$390,000 as identified Table 3;
2. Pending final approval of the 2023/2024 budget, approve \$766,500 as identified in Table 4 of the staff report dated March 18, 2022; and
3. Pending final approval of the 2024/2025 budget, approve \$616,500 as identified in Table 5 of the staff report dated March 18, 2022.

## **BACKGROUND**

Special Events Advisory Committee received a staff recommendation report dated March 18, 2022 to consider approval of the funding for various 2022/2023 HRM events from the Community and Events Reserve and pending final approval of the funding budgets for 2023/2024 and 2024/2025.

For further information refer to the attached staff report dated March 18, 2022.

## **DISCUSSION**

Special Events Advisory Committee considered the staff report dated March 18, 2022 and approved the recommendation to Regional Council as outlined in this report.

## **FINANCIAL IMPLICATIONS**

Financial implications are outlined in the attached staff report dated March 18, 2022.

## **RISK CONSIDERATION**

Risk consideration is outlined in the attached staff report dated March 18, 2022.

## **COMMUNITY ENGAGEMENT**

The Special Events Advisory Committee is comprised of six citizen members and three Councillors. The agenda, reports, and minutes of the Committee are posted on Halifax.ca.

For further information on Community Engagement refer to the attached staff report dated March 18, 2022.

## **ENVIRONMENTAL IMPLICATIONS**

Environmental implications are outlined in the staff report dated March 18, 2022.

**ALTERNATIVES**

Special Events Advisory Committee did not provide alternatives.

Alternatives are outlined in the attached staff report dated March 18, 2022.

**ATTACHMENTS**

Attachment 1 – Staff recommendation report dated March 18, 2022.

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

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