

HALIFAX REGIONAL MUNICIPALITY

**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

March 19, 2008

PRESENT:

Councillor Sheila Fougere, Chair
Mr. Douglas MacDonald, Vice-Chair
Councillor Dawn Sloane
Councillor Brad Johns
Mr. Stuart Jolliffe, Destination Halifax
Mr. Richard O'Beirne, Hotel Association of Nova Scotia
Ms. Sally Camus, Cultural Advisory Committee
Mr. Bill Mont, Citizen Representative
Mr. Brad Smith, Greater Halifax Partnership
Mr. Brian Rose, Halifax Chamber of Commerce

REGRETS:

Ms. June Buchanan, Cultural Advisory Committee

**STAFF AND
OTHERS:**

Mr. Andrew Whittemore, Manager, Community Relations,
Community Development
Mr. Andrew Cox, Coordinator, Civic Events & Festivals
Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Ms. Shawnee Gregory, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 11:15 a.m. in the Media Room, City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF THE MINUTES - January 16, 2008

MOVED BY Mr. Jolliffe, seconded by Mr. O'Beirne, that the minutes of January 16, 2008, be approved. MOTION PUT AND PASSED.

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

Deletions:

6.3.8 World Junior Hockey Championship

MOVED BY Mr. MacDonald, seconded by Mr. Jolliffe, that the Councillor quorum required in the Special Events Advisory Committee Terms of Reference be changed from two Councillors to one. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS - NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions

6.3 Delegations

6.3.1 Royal Nova Scotia International Tattoo

C A copy of the audience survey was submitted.

Mr. Alan Abraham, Ms. Ann Montague and Mr. Ian Fraser provided the presentation on the Royal Nova Scotia International Tattoo. Highlights of their presentation were as follows:

- C An audience survey, which is kept at arms length, has been completed since 1983. Approximately ten thousand (10,000) surveys are sent out to randomly selected audience members each year and roughly fifteen hundred (1500) are sent back;
- C The typical audience member visiting from outside of HRM spends approximately five point one (5.1) days in the area and an additional four (4) days throughout Nova Scotia. On average, they spend two hundred and forty (240) dollars per person per day while they are visiting HRM;
- C Approximately twenty two thousand (22,000) tourists attend the Royal Nova Scotia International Tattoo each year and they contribute twenty two point seven million (22,700,000) dollars to the area;
- C In 2007, there were eight hundred (800) Tattoo cast members from outside of HRM and they were in the area for an average of seventeen (17) days and spent roughly sixty three (63) dollars a day. These performers are not paid; they come based on the Tattoo's reputation;
- C The Royal Nova Scotia International Tattoo is recognized as a world class event.

Mr. Rose entered the meeting at 11:23 a.m.

Mr. Jolliffe entered at 11:30 a.m.

As there were no questions from the Committee the Chair thanked the presenters.

6.3.2 Tall Ships 2009

Mr. Bill Campbell and Ms. Leanne Strathdee provided the presentation on Tall Ships 2009. Highlights of their presentation were as follows:

- C There will be sixty (60) to eighty (80) tall ships at the 2009 international gathering;
- C The international race will take place from Halifax, Nova Scotia to Belfast, Ireland;

Councillor Johns entered at 11:36 a.m.

- C Geographic distribution will be on the entire Halifax waterfront and possibly a portion of Dartmouth;

- C The festival is currently seeking corporate sponsorship;
- C There is a Sail Star Program to encourage youth to get aboard tall ships and, in particular, sail with the race to Ireland;
- C Halifax is considered the gold standard port amongst captains and crew from around the world;
- C The Tall Ships Festival provides more economic impact than all other events in Nova Scotia;
- C In 2009, there will be forty five hundred (4500) crew members in Halifax and they will primarily be youth.

A discussion ensued with the presenters responding to questions. The following points were noted:

- C There will be many family and youth oriented activities taking place on both the Halifax and Dartmouth waterfronts during the festival;
- C There will be a Naval theme for the 2009 festival to tie in with the two hundred and fiftieth (250) anniversary of the Halifax Dockyards and the Naval Centenary in 2010.

Mr. Smith entered the meeting at 12:01 p.m.

6.3.3 Bosom Buddies Atlantic Survivors Dragon Boat Festival 2008

Ms. Debbie Pottie and Ms. Natalie Burke provided the presentation on the Bosom Buddies Atlantic Survivors Dragon Boat Festival 2008. Highlights of their presentation were as follows:

- C This will be HRM's first Dragon Boat Festival for breast cancer survivors. It also celebrates the tenth anniversary of Ms. Pottie and Ms. Burke's team;
- C Dragon boating dispels the myth that breast cancer survivors cannot do upper body activities;
- C Women of all ages and backgrounds come together to spread the message that there is life after breast cancer;
- C They were hoping for one hundred (100) to one hundred and fifty (150) volunteers for the event. There is an application and waiver form on their website;
- C There will be a "splash of pink" campaign; asking businesses to create pink window displays and put up posters advertising the Bosom Buddies Atlantic Survivors Dragon Boat Festival;

- C There will be a Survivors Cup race on the Saturday of the event for all teams to compete and on Sunday there will be a Memorial Cup in memory of those paddlers who are no longer with us;
- C There will be a pink carnation ceremony at which all teams paddle across finish line together to show support and memory of those no longer with us;
- C There will be a market place with food and vendors;
- C Unlike the Manulife Dragon Boat race this will be a one time event with breast cancer survivors as participants rather than corporate teams.

A discussion ensued with the presenters responding to questions. The following points were noted:

- C Poster advertising has already begun and the festival has received permission from the Bridge Commission to fly a banner in advance of the event;
- C The event did not lobby for federal funding.

Councillor Sloane entered the meeting at 12:35 p.m.

Mr. Jolliffe left the meeting at 12:47 p.m.

6.3.4 Amistad/Black Loyalists

Mr. John Hennigar - Shue and Mr. Ken Pinto provided the presentation on the Amistad/Black Loyalists. Highlights of their presentation were as follows:

- C The group has sponsored the coming of the Amistad which commemorates the most important black freedom event in the United States. There is a particularly special bond because of the black loyalist event which is also occurring this summer;
- C The black community in HRM is the largest group of descendants from the black loyalists;
- C This summer also marks the twenty fifth (25) anniversary of the Africville reunion and the black cultural centre and the one hundred and seventy fifth (175) anniversary of the abolishment of slavery within the British empire;
- C A large part of the program is youth focussed and there will be an opportunity for youth to sail;
- C A Ghanaian chief will be in attendance to apologise for the Ghanaian Chiefs role in slavery;
- C There will be cultural events such as an evening of poetry with local artists;
- C There will be a mini parade of sail.

A discussion ensued with the presenters responding to questions. The following points were noted:

- C The event will be free so there will be no economic barrier;
- C There will be a ramp up to the event as a major part of the budget is for communication.

6.3.5 Nova Scotia International Air Show

Mr. Colin Stevenson provided the presentation on the Nova Scotia International Air Show. Highlights of his presentation were as follows:

- C The Air Show is a longstanding event in HRM as it goes back to 1981 when the event was first held at Shearwater and was funded by the military;
- C In 2003, the show moved to the Halifax International Airport and thus became more expensive to run as there were less volunteers and post 9/11 security regulations;
- C There are approximately three hundred (300) volunteers for weekend shows; they help sell tickets and food and they also aid with parking;
- C The Air Show could not take place in 2007 because of the reconstruction and resurfacing of the airport runways;
- C There will not be a static aircraft section this year because a runway is being shut down due to resurfacing;
- C Fifty (50) percent of fans come from outside of the HRM.

A discussion ensued with the Mr. Stevenson responding to questions. The following points were noted:

- C There will also not be a runway market this year due to resurfacing;
- C The Canadian Forces pay for fuel costs;
- C Federal funding has come through the Canadian Forces at the amount of sixty eight thousand (68,000) dollars.

6.3.6 Laser Sailing Championships

Ms. Barbara Pyke, Mr. Rod Millar and Mr. Frank Denis provided the presentation on the Laser Sailing Championships. Highlights of their presentation were as follows:

- C The event will attract three hundred (300) participants from around the world. Those who travel to the event make it a vacation;
- C The competition takes place in Saint Margaret's Bay, however, there were hopes of bringing the event downtown for opening and closing ceremonies;
- C This will be the largest competitive sailing event that has taken place in eastern Canada in twenty (20) years;
- C This is a highly competitive Olympic class of sailing;
- C There will be no fee for spectators and community participants;
- C The event will involve at least five hundred (500) volunteers.

A discussion ensued with the presenters responding to questions. The following points were noted:

- C Sport Canada is a promoter of the event;
- C There is a possibility for live television coverage being broadcast in the downtown area. On site viewing will be from the French Village shore front.

6.3.7 Atlantic Jazz Festival

Mr. Andrew Cline, Mr. John Hennigar-Shue and Ms. Sarah Watling provided the presentation on the Atlantic Jazz Festival. Highlights of their presentation were as follows:

- C There will be a creative music workshop for young musicians;
- C There is a community of over five hundred (500) volunteers;
- C The average annual audience surpasses the sixty five thousand (65,000) mark;
- C The festival employs over two hundred and forty (240) local musicians;
- C Many jazz albums have been recorded at the festival.

A discussion ensued with the presenters responding to questions. The following points were noted:

- C The Atlantic Jazz Festival has three (3) full time and two (2) part time staff members;
- C The festival has a one hundred thousand (100,000) dollar debt load from the past two (2) years;
- C A good year for the festival is typically a profitable one and they were not asking for debt relief from the municipality.

Mr. Jolliffe entered the meeting at 2:57 p.m.

The Committee recessed at 3:00 p.m.

The Committee reconvened at 3:16 p.m. with the same members present.

7. REPORTS

7.1 2007-08 Clipper Round the World Yacht Race

C A staff report dated February 4, 2008 was submitted.

MOVED BY Mr. MacDonald, seconded by Councillor Sloane that the Special Events Advisory Committee recommend that Regional Council award \$25,000 to Events Halifax and approve an unbudgeted reserve withdrawal from the Marketing Levy Special Events Reserve Q315 as per the budget implications section of this report. MOTION PUT AND PASSED.

8. ADDED ITEMS

8.1 Budget - Financial Allocations from the MLSER

It was noted that Ms. Camus requires a Special Events binder.

The definition of a Hallmark Event is as follows:

A recurring event possessing such significance in terms of tradition, attractiveness, image or publicity that it provides to the host community with a competitive advantage. These events are associated with HRM's identity; will raise it's profile globally and position it as a place to invest. Over time the events and destination can become inseparable in terms of their image.

The Hallmark Status of events was discussed. The following decisions were made:

Royal Nova Scotia International Tattoo

MOVED BY Mr. Smith, seconded by Mr. O'Beirne that, based on the definition, the Royal Nova Scotia International Tattoo is a Hallmark Event. MOTION PUT AND PASSED.

Nova Scotia International Air Show

MOVED BY Councillor Sloane, seconded by Councillor Johns that, based on the definition, the Nova Scotia International Air Show is not a Hallmark Event.

A discussion ensued regarding the motion. The following points were noted:

- C Council had previously granted the Nova Scotia International Air Show Hallmark status;
- C Hallmark Events were meant to be recurring, however, this event has not been taking place every year;
- C Air shows appear to be on a decline in popularity;
- C Concerns were raised regarding the financial stability of the Air Show;
- C Concerns were raised regarding the message that was being sent by the removal of Hallmark Status and what impact that would have on economic factors such as aerospace and defense;
- C Even if the Air Show was to remain a Hallmark Event that still does not guarantee funding. The only guarantee is that these events may apply for funding annually;
- C Concerns were raised regarding the abandonment of the event at a time when it potentially needed more aid than ever.

MOTION LOST.

Atlantic Jazz Festival

MOVED BY Councillor Johns, seconded by Ms. Camus, that, based on the definition, the Atlantic Jazz Festival is a Hallmark Event. MOTION PUT AND PASSED.

Under 20K Events - Halifax Pop Explosion and Scotia Music Festival

MOVED BY Mr. MacDonald, seconded by Councillor Sloane that, based on the definition, the Halifax Pop Explosion and the Scotia Music Festival are not Hallmark Events. MOTION PUT AND PASSED.

Mr. Whittemore advised the Committee that when taking into account all funding that has been requested to date it equals an approximate one point four million (1,400,000) dollar total ask. He noted that the Committee had previously decided to allocate funds up to eighty (80) percent. He proposed looking at the scores for each event and ranking them in three (3) ranges; low, medium and high of what the actual request was. He also suggested that an event have a score of at least fifty (50) percent in order to receive any funding.

Mr. Whittemore proposed the following ranges:

50-60 % = low range
60-70 % = medium range
70-80 % = high range
80 plus % = full amount granted

Mr. Whittemore also noted that the full amount of funding requested had rarely been granted to any event in the past.

Mr. Cox noted that the only request that caused a potential danger of overspending was the larger than anticipated request of seven hundred and fifty thousand (750,000) dollars from the Tall Ships 2009 Festival.

The Chair advised that Special Events staff would take the above noted information and draft it into a report along with scoring and category grids and recommendations for the Committee. The Committee will look at all the events individually at the next meeting and will compare scoring sheets.

9. DATE OF NEXT MEETING

The next meeting was scheduled for April 16, 2008 at 12:00 p.m..

10. ADJOURNMENT

The meeting was adjourned at 4:37 p.m.

Shawnee Gregory
Legislative Assistant