

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE MINUTES

February 25, 2009

PRESENT:

Councillor Brad Johns
Councillor Dawn Sloane
Mr. Bill Mont, Citizen Representative
Mr. Brad Smith, Greater Halifax Partnership
Ms. Sally Camus, Cultural Advisory Committee
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Stuart Jolliffe, Destination Halifax

REGRETS:

Ms. June Buchanan, Cultural Advisory Committee
Mr. Joe Gillivan, Hotel Association of Nova Scotia
Mr. Douglas MacDonald, Vice-Chair
Councillor Lorelei Nicoll

STAFF

Mr. Mike Gillett, Coordinator, Civic Events & Festivals
Mr. Andrew Cox, Civic Events Coordinator
Mr. Andrew Whittemore, Manager, Community Development
Mr. Billy Comer, Civic Events Coordinator
Mr. Grant MacDonald, Events Halifax
Ms. Barbara Coleman, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER	3
2.	APPROVAL OF MINUTES	3
3.	APPROVAL OF ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS	3
4.	CORRESPONDENCE, PETITIONS & DELEGATIONS	3
5.	PRESENTATIONS	
5.1	Atlantic Jazz Festival	4
5.2	Royal Nova Scotia International Tattoo	6
5.3	Blue Nose International Marathon	7
5.4	Atlantic Film Festival	9
6.	REPORTS	
6.1	Paperless Agenda Packages	11
7.	ADDED ITEMS	
7.1	Halifax Pride as a Hallmark Event	12
7.2	Greater Blues and Beyond Update	12
7.3	Confirmation of Chair	12
7.4	Membership Status of the Cultural Advisory Committee Representatives	12
8.	DATE OF NEXT MEETING	13
9.	ADJOURNMENT	13

1. CALL TO ORDER

The Chair called the meeting to order at 12:40 p.m in the Media Room, 1st Floor, City Hall without quorum present.

2. APPROVAL OF MINUTES

The minutes of January 28, 2009 were deferred at the discretion of the Chair.

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

<u>Additions:</u>	7.1	Halifax Pride
	7.2	Greater Atlantic Blues and Beyond Festival
	7.3	Confirmation of Committee Chair and Vice-Chair
	7.4	Amendment to Terms of Reference

MOVED By Councillor Sloane, seconded by Ms. Sally Camus that the Order of Business, as amended, be approved. MOTION PUT AND PASSED

4. CORRESPONDENCE, PETITIONS & DELEGATIONS

4.1 Correspondence - NONE

4.2 Petitions - NONE

4.3 Delegations

See Item 5. Presentations.

5. PRESENTATIONS

- A draft report dated February 2, 2009 on HRM Hallmark Event Grant Renewals was before the Committee.

Mr. Andrew Whittemore, Manager, Community Development, presented the report. He noted that staff were recommending status quo funding for each of the events.

Mr. Jolliffe noted an error on Page 3, Item 3 of the report advising that "*Atlantic Film Festival*" should be replaced with "*Royal Nova Scotia International Tattoo*" in the last sentence.

The Committee agreed that Mr. Grant MacDonald, Events Halifax, should remain during the presentation and excuse himself from the meeting prior to the Committee's deliberation on the award allocations.

5.1 Atlantic Jazz Festival

Councillor Brad Johns, Chair, explained the procedures for presentations and introduced the Committee and staff members in attendance.

Ms. Sarah Watling, Deputy Director of the Atlantic Jazz Festival, presented a brief overview of the 2008 event noting that:

- The event had been very well attended with over 56,000 people counted.
- The strong volunteer core of 450 persons, many of whom return each year, account for approximately \$80,000.00 in unpaid labour.
- The 25th Anniversary will be celebrated in two years with significant events already being planned with Corporate and Government partnerships.
- The parade returned in 2008 with significant support from the Spring Garden Road Business Association. The parade was a \$20,000 operation with no revenue return as it was a free event funded through the Canada Sponsorship Program and excess funds from DuMaurier.
- The parade is a platform for tourism development as it attracts families.
- The Jazz festival is now multi-faceted and multi-venued with over 400 artists; 50% of whom are international.
- The 2009 festival will contribute approximately \$900,000 to HRM through direct and indirect spending.
- The Marquee of events for 2009 will be market ready by the end of March, two months ahead of the usual June market date.
- A second main stage will open at the Delta Halifax.
- A greening effort was commenced a few years previous and the Chalmers Communications Strategy is assisting with green priorities. The goal is the reduction of single use items during operations.
- Major Canadian and New York journalists are being invited to report on the festival to outside markets.
- A Jazz Panel is being programmed to speak on relative jazz themes which would follow the education mandate for the event.
- New events being planned include a one-night concert that would be much larger than any done in the past.

Ms. Watling provided the following comments in response to questions of the Committee:

- The Atlantic Jazz Festival does partner with other events such as Halifax Pride and would be interested in similar partnerships with other events such as the Tall Ships.

- The Halifax venue will be relocated closer to the skate park area at the Halifax Commons.
- In regard to the tourism value of the Atlantic Jazz Festival, 15% of online ticket sales were from out of province. 40% of the ticket sales were online sales. Plans for the 2009 event include more investment in the collection of tourism data.
- There are funding concerns in regard to the recent economic downturn, therefore, plans are going month to month.
- The 2008 event was very successful due to the changes in marketing; recruiting funds from other areas; cutting back on print material and some educational pieces as well as the good weather.
- HRM was acknowledged as a sponsor last year in the same manor as other major sponsors.
- The Federal government provided \$100,000 not including the Canada Council or project specific funds; the major sponsor category is for cash sponsorship in the amounts of \$25,000 to \$50,000. The Provincial government provided \$45,000.
- 50% of the remaining debt is planned to be retired this year. \$60,000 of the \$100,000 outstanding last year has been retired, \$10,000 of which was forgiven.
- Funding will also be placed in a capital reserve for the upcoming 25th Anniversary celebrations.
- The Atlantic Jazz Festival's current ask from HRM is \$75,000 which would be an increase from last year. The reasons for the increase are outlined in the material previously submitted to staff.

The Chair thanked Ms. Watling for her presentation. He advised that staff would be contacting her at a later date in regard to the Committee's decision.

During the ensuing discussion, Councillor Johns noted that the Committee had not expected a request for an increase. In response to Ms. Camus, Mr. Whittemore explained that the Committee had agreed not to request an application from the groups each year but would require that they present to the Committee each year. The intent was not for the event organizers to request an increase, it was for the Committee to determine if the event had met its goals from the previous year and whether they merited a status quo allocation, an increase, or perhaps a decrease in funding.

Mr. Bill Mont entered the meeting at 1:21 p.m. Quorum was obtained at this time.

Councillor Sloane suggested that a policy be put in place to deal with significant anniversary dates for events so that the Committee would be aware at least a year in advance and be prepared for an possible increase to support significant milestones.

Mr. Jolliffe also noted that he would prefer to be aware of a requested increase in advance

of the meeting so that he could better prepare his questions.

Mr. Grant MacDonald suggested that event organizers be encouraged to track the economic impact of events as the \$900,000 in direct/indirect impact reported for this event was probably low and would more likely have been in the millions. The economic impact assessment would assist the Committee in making its decision in regard to allocation amounts.

5.2 Royal Nova Scotia International Tattoo

- A copy of the 2009 Royal Nova Scotia Tattoo Hallmark Event Evaluation booklet was circulated to the Committee at this time.

Councillor Brad Johns, Chair, explained the procedures for presentations and introduced the Committee and staff members in attendance.

Mr. Alan Abraham, Chairman, introduced Ms. Ann Montague, Chief Executive Officer, and Colonel Ian Fraser, Artistic Director, all with the Royal Nova Scotia International Tattoo.

Colonel Fraser presented a brief overview of the 2008 event and the upcoming 2009 event. Highlights of his comments are as follows:

- The event commenced in 1979 as a two (2) day event and was now presented annually. It has grown to an eight (8) day production with a cast of up to 2000 with as many as ten (10) countries participating.
- The Tattoo is considered the best show of its type in the world.
- The Board of Directors is a not-for-profit charitable group of volunteers with 825 persons serving as back stage support.
- The total viewing audience last year was 59,296.
- 21,464 members of the audience were tourists and 13,072 of those tourists were drawn to the HRM solely because of the event.
- The budget last year was just over \$2.7 million. The financial statement from 2008 was included with application submitted to staff as well as projections for the 2009 event.
- 12% of budget is devoted to advertising and marketing which is directed to local, national and international markets.
- The venue is the Halifax Metro Centre with other events throughout the HRM.
- Community support is extensive with 26 major businesses participating in sponsorship programs with many other small businesses also contributing in amounts of up to \$5,000.00.
- The economic impact of the Royal Nova Scotia International Tattoo is enormous

- and estimated to be \$19.6 million.
- Cast members are not paid.
 - The majority of the revenue raised remains in the area.
 - HRM funding is essential.
 - The 2009 dates are July 1-8th with a July 1st, Canada Day, opening.
 - Due to HRM being the greatest single economic beneficiary of the event, the organizers are requesting \$125,000 in funding support from HRM.

Colonel Fraser responded to questions of the Committee as follows:

- An additional \$35,000 is being requested from HRM over last year's amount to help with the economic situation as a significant drop is projected in tourism. He noted that one sponsor was lost just that morning due to the economic situation.
- There is a succession plan in place, the restructuring will be presented next year.
- 42% of the survey audience was from outside Nova Scotia; this amount seems to have remained fairly constant from the previous year.
- Tickets for Kids and Veterans are provided from smaller sponsorships of under \$5,000. The tickets are acknowledged as having been provided through the sponsorship of the specific group(s). There was a tremendous response (letters of appreciation) from the children in regard to this strategy.
- With the assistance of the Atlantic Canada Opportunities Agency (ACOA), a new stage was built including new video screen and projectors. It is hoped that ACOA will assist with the purchase of new, high-end sound equipment. The lighting setup will also be upgraded and hopefully contracted locally. The total cost would be approximately \$275,000.
- One of the conditions of the funding was that the stage be available for other groups/events. It is the biggest stage in the world.

The Chair thanked Colonel Fraser for his presentation. He advised that staff would be in contact in regard to the Committee's decision.

5.3 Blue Nose International Marathon

- A copy of the Blue Nose international Marathon 2009 Preview was circulated to the Committee at this time.

In response to Mr. Jolliffe, Mr. Whittemore advised that the ask last year was for \$75,000: HRM awarded \$40,000.

Councillor Brad Johns, Chair, explained the procedures for presentations and introduced the Committee and staff members in attendance.

Mr. Rod McCulloch, Co-Chair of the Blue Nose International Marathon, presented a brief overview of the event. Highlights of his presentation are as follows:

- No increase in funding is being requested from HRM.
- The event was established in 2004 by Nova Scotians for Nova Scotians and is not for profit. The event was in response to a request from Destination Halifax for an event on the Victoria Day weekend to encourage early tourism to the area.
- It is now the largest marathon weekend east of Ottawa.
- There have been 29,000 participants over five (5) years and it is growing.
- Awards have been won for the Public Relations Program and Marketing associated with the event.
- The Marathon is an all inclusive event with walking/running events and is a "people's marathon". It is not a race; it is a competition for each individual and geared around healthy living and an active lifestyle.
- Goals that drive the brand are: health/fitness; to raise charitable money; to showcase Halifax by having the run include parts of Halifax and Dartmouth; involves the entire community; youth is a focus with a Youth Run incorporated; all health levels are accommodated.
- 2008 had nearly 2900 youth participants.
- Active Living Expo in 2008 was the largest yet with over 1000 volunteers.
- 2008 also saw the introduction of the Nature Year with Scotia Bank as the sponsor.
- The charity of choice has been the Strong Kids program with over \$180,000 raised over five (5) years.
- Team Mild program has 32 people involved who start off with an opening reception in January to discuss issues such as diet, shoes and membership at Nubody's as well as personal trainers to assist the runners train for the event.
- 2009 will see the introduction of the ScotiaBank Charity Challenge - fifteen to twenty charities will be highlighted for runners to choose from.
- There was a problem with the route last year with some participants running too far and others not far enough at the Argyle Loop but that has been corrected and the route modified.
- Community engagement will be encouraged along the routes to have more people cheering the runners.
- The goal is to have 9000 runners in 2009 and 10,000 runners in 2010.

Mr. Brad Smith noted a conflict of interest as he was past Chair of the Blue Nose Marathon.

Mr. McCulloch responded to questions of the Committee as follows:

- Door-to-door communication will be maintained with a focus on Maynard Street as that is a new area on the run.
- Participants from outside HRM total approximately 12% and result in approximately

- 250-300 hotel rooms being booked.
- Fundraising is a separate aspect, the marathon is a vehicle for fundraising. The allocation from HRM would not be included in that “fundraising”.
- The organizers are starting to use Facebook and Internet as part of the Public Relations/Marketing.
- Appearance money will not be paid for participating in the marathon. Everyone is treated as an “elite” participant.
- The Corporate Challenge Relay is no longer operating due to the struggle to get teams and the poor team “building” dynamics as the situation was that you would run for twenty minutes and then stand around for a few hours. The ScotiaBank Challenge is now replacing the team relay event.
- The Youth Run includes youth from across the province. Doctors Nova Scotia started a virtual marathon where the youth commence their run in January and by race day in May they have accumulated 90% of the marathon. On race day they run the additional 4.2 km and then receive their marathon medal. The goal is to encourage healthy habits. Children from areas such as Yarmouth and Annapolis Valley have participated. A future goal is to have a number of youth runs across the province that would commence at 11:00 a.m. on the Saturday morning. Currently, the Department of Education is not a partner with this initiative. Doctors Nova Scotia have a contact with the schools. The downside of this is that the marathon organizers are not aware of how many children would be participating each year.
- Debt repayment: \$125,000 is owed to HRM and is on target for being paid off within three years; the Trade Centre Limited is also on target; one supplier (T-shirts) is also being paid down.
- Revenue from the 2008 event was a profit of \$10-\$15,000.
- The bill from HRM was approximately \$49,000 and they received \$40,000 in funding from HRM.

Councillor Johns thanked Mr. Rod McCulloch for his presentation. He advised that staff would be in contact at a later date in regard to the Committee’s decision.

5.4 Atlantic Film Festival

- A copy of the PowerPoint presentation was circulated to the Committee at this time.

Councillor Brad Johns, Chair, explained the procedures for presentations and introduced the Committee and staff members in attendance.

Mr. Gregor Ash, Atlantic Film Festival Association, presented an overview of the 2008 and 2009 events. Highlights of his presentation are as follows:

- The request last year was for \$75,000; \$40,000 was received.

- The Atlantic Film Festival is a ten-day celebration of film, video and music from the Atlantic Provinces, Canada and around the world. It was created by the regional film making community to showcase their work to the industry and the public.
- The 2008 event included the Inspired Music, Documents and Script program; the Gerd Kurz Memorial Golf Tournament, hosted Strategic Partners the International co-production market; the Viewfinders International Film Festival for Youth; the Al Fresco Film Festival on the waterfront; Music and Image, a collaboration with the East Coast Music Association, and; the new event Short Film Face-off that ran on CBC throughout Atlantic Canada.
- The operating budget in 2008 was \$2.8 million including \$996,000 of in-kind support such as donated equipment.
- The total audience was 65,000 with an additional 45,000 who watched on CBC.
- There are five (5) major events with a growing number of sub events and activities that will happen all year.
- There is a strong focus on community development and education with a free Al Fresco event on the waterfront with “suggested” donation.
- 17 full time staff, 65 seasonal/part time staff and over 300 volunteers support the event.
- The International presence was obtained through the Strategic Partners with Canada being one of the 2008 focus countries.
- The festival is one of the top four film festivals in Canada with over 1200 registered industry delegates in 2008 and is the major showcase and business market for the regional film, television and music industry.
- 600 room nights were booked at Delta Halifax in 2008 with an additional 150 at various hotels throughout HRM.
- Over 40 parties and receptions were held in 2008 with 14 being official and the remainder being third party events. The venues were throughout HRM.
- The Inspired Industry Sessions resulted in 18 artists being showcased and provided opportunities to meet with international buyers; 42 artists were showcased via 3500 compilation CD’s distributed at various international marketplaces.
- One local scriptwriter, Scott Simpson, received \$20,000 in development financing through the Inspired Script Writing series.
- The event provides an opportunity to engage with Strategic Partners (SP) and to focus on developing relationships key to increasing exports and growing the local film and TV sector.
- 165 projects were initiated under the Strategic Partnership with an indicated spend of \$36 million for Nova Scotia.
- The event brings approximately 345 delegates from outside the Atlantic region for a total of 1200 delegates and an estimated 1200 hotel room nights booked.
- The event brings a major economic impact to HRM’s bars and restaurants.
- The projected revenue for 2009 is \$2.9 million.

- Challenges for 2009 include:
 - the Economic Crisis which threatens sponsorship;
 - Competition - a growing number of events would be competing for static or decreasing funding;
 - Venue - the Argyle Street location is no longer an option for the Opening Night event;
 - Media - due to all the local events in 2009, media coverage at both the local and national levels will decline.
- Goals for 2009 include:
 - a ten-day event with 225-225 films and 10-15 showcasing artists;
 - 1350 delegates - 500 of whom will be from outside the Atlantic area with 1350 room nights booked,
 - 14 major parties/receptions planned;
 - Opening Night to be held at a new location (location to be determined);
 - 12th Strategic Partners opportunity
 - Introduction of a new, separately funded five-day international co-production training program (TAP) that would bring an additional 40 delegates to the event for six-days.

Mr. Ash responded to questions of the Committee as follows:

- The 2008 deficit was due to a loss in sponsorship of \$125,000.
- The date of the event rotates in relation to the Labour Day weekend and the Toronto Film Festival event, it is the second Thursday after Labour Day each September. (September 17th to 26th, 2009).
- The organizers are confident that the increase in projected Sponsorships for 2009 will be met as some sponsors have already indicated that they would be interested in compiling their send for one event that would provide the impact they require rather than dividing that funding into smaller amounts for a number of one time events.
- The marketing team is younger this year and will be utilizing social networking opportunities available electronically.
- Nova Scotia Power will be purchasing an inflatable outdoor screen for the AI Fresco theatre along with the projection and sound equipment.

Councillor Johns thanked Mr. Ash for his presentation. He advised that staff would contact him at a later date in regard to the Committee's decision.

6. REPORTS

6.1 Paperless Agenda Packages

Ms. Barbara Coleman, Legislative Assistant, presented the option of a paperless agenda/agenda package to the Committee. Members of the Committee expressed concern with a paperless agenda/agenda package due to the size of the documents they would be required to review as well as the necessity of receiving the scoring sheets and budget information for each event. The Committee agreed to a trial period for the paperless agenda/agenda packages with the caveat that the complete agenda package be provided in the same format: either all paperless or all hard copy, and that the packages arrive well in advance of the meeting.

7. ADDED ITEMS

7.1 Halifax Pride

MOVED BY Councillor Sloane, seconded by Mr. Brian Rose that the Special Events Advisory Committee request a staff report on including the Halifax Pride event as a Hallmark Event for 2009 and continuing years forward. MOTION PUT AND PASSED.

7.2 Greater Atlantic Blues & Beyond Festival

Councillor Johns requested, in response to the Committee's request to be kept informed on this matter, that a staff update be provided for the next meeting.

Councillor Sloane requested that, in future, staff inform the Councillors and Committee members in advance on such matters.

7.3 Confirmation of Committee Chair and Vice-Chair

MOVED BY Councillor Sloane, seconded by Mr. Brad Smith that Councillor Brad Johns be elected Chair of the Special Events Advisory Committee and that Mr. Doug MacDonald be Vice-Chair for the 2009 term. MOTION PUT AND PASSED.

7.4 Amendment to Terms of Reference

Ms. Camus advised that the Cultural Advisory Committee's (CAC) terms had not been extended and that she would be interested in continuing with the Special Events Advisory Committee. Following a brief discussion regarding the Cultural Advisory Committee representation on the Special Events Advisory Committee, the following motion was made:

MOVED By Mr. Stuart Jolliffe, seconded by Mr. Bill Mont that the Special Events Advisory Committee recommend that Regional Council amend the Special Events

Advisory Committee's Terms of Reference as follows:

- 1. Delete the requirement for two members from the Cultural Advisory Committee;**
- 2. Expand the Members at Large from two (2) to four (4);**
- 3. Appoint Ms. Sally Camus and Ms. June Buchanan as Members at Large to November 2011 to fill the above expansion of the Committee's composition.**

MOTION PUT AND PASSED

8. DATE OF NEXT MEETING

The March 4, 2009 meeting was cancelled. The next meeting was scheduled for Wednesday, March 25, 2009; location to be determined.

9. ADJOURNMENT

The meeting adjourned at 3:00 p.m.

Minutes completed by
Chris Newson
Legislative Assistant
on June 15, 2009.