

Halifax Regional Municipality

SPECIAL EVENTS ADVISORY COMMITTEE
Minutes

March 24, 2010

- PRESENT: Deputy Mayor Brad Johns, Chair
Mr. Douglas MacDonald, Member at Large & Vice-Chair
Councillor Dawn Sloane
Councillor Lorelei Nicoll
Mr. Stuart Jolliffe, Destination Halifax
Mr. Brian Rose, Halifax Chamber of Commerce
Mr. Bill Mont, Member at Large
Mr. Timothy Rissesco, Member at Large
- REGRETS: Mr. Jeff Ransome, Hotel Association of Nova Scotia
Ms. Sally Camus, Member at Large
- STAFF: Mr. Andrew Cox, Coordinator, Civic Events
Mr. Mike Gillett, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Mr. Paul Forrest, Cultural Researcher, Community Development
Ms. Chris Newson, Legislative Assistant

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1. **CALL TO ORDER**

Deputy Mayor Brad Johns, Chair, called the meeting to order at 12:47 p.m. in the Media Room, 1st Floor City Hall, Halifax.

2. APPROVAL OF MINUTES - March 10, 2010

MOVED BY Mr. Timothy Rissesco, seconded by Councillor Lorelei Nicoll that the minutes of March 10, 2010, as presented, be approved. MOTION PUT AND PASSED.

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

Additions: 11.1 Special Events Grant Funding Request staff report

MOVED BY Mr. Doug MacDonald, seconded by Mr. Stuart Jolliffe that the agenda, as amended, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. MOTIONS OF RECONSIDERATION - NONE

6. MOTIONS OF RECISSION - NONE

7. CONSIDERATION OF DEFERRED BUSINESS

7.1 HRM Hallmark Event Grant Renewals

- A report dated February 3, 2010, previously circulated, was before the Committee.

Deferred to the April 14, 2010 meeting.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS

8.1 Correspondence - NONE

8.2 Petitions - NONE

8.3 Delegations

8.3.1 Presentations

I. CIS Men's Basketball Championship (2011/2012)

Deputy Mayor Johns welcomed Mr. John Patterson, Event Chair, and Mr. Phillip M. Currie, Executive Director, Atlantic University Sport, then reviewed the procedures for presentations.

Mr. Patterson and Mr. Currie presented a short video explaining why it was necessary to achieve the financial support requested.

Councillor Sloane entered the meeting at 12:57 p.m.

The following points were raised during the presentation:

- AUS is the Atlantic University Sport group and involves eleven (11) universities from Atlantic Canada with over 2000 athletes participating
- the upcoming CIS event will provide the champion team with an automatic birth to the nationals
- Halifax successfully hosted the CIS Men's Basketball Championships for 24 years resulting in a huge economic impact for Halifax
- a professional Economist was hired to review the economic impact; the result showed that the cumulative total over the life of the event was \$19 m.
- attendance statistics showed 50% were from HRM; 30% from Nova Scotia, 5.5% from other parts of Canada and 1% were international
- over 185,792 volunteers supported the event
- financial support is required as the 2011/2012 bid was based on securing a 50/50 split between the provincial and municipal government to cover the \$130,000 guarantee; the province has committed to \$65,000; securing municipal funding is crucial for the event to move forward
- HRM has been a great supporter of the event

In response to questions/comments from the Committee, Mr. Patterson and Mr. Currie provided the following additional information:

- Ottawa won the bid for three (3) years and Halifax now has it back for two (2) years
- Halifax has the fan base, the volunteers, the knowledge and ability to host the event and is the right size city to host this event
- there will be a bid competition for 2013/14 and Halifax hopes to be established

- and show that Halifax is the basketball championship area for Canada and obtain the event for the long-term
- the event is run on a break even budget with any balance due to the promoter (AUS Office); consideration of a certain amount of the return given to offset the \$65,000 requested would have to be discussed by the eleven (11) member Board as well as further discussion with the province who would have to be offered the same sort of deal
 - the AUS board will keep 75% of the Sponsorship inventory; the local group is able to keep what they raise
 - the province has committed to \$130,000 to the event over two years

Deputy mayor Johns thanked Mr. Patterson and Mr. Currie for their presentation and advised that they would be informed of the Committee's decision following the April meeting.

ii. Baseball Championships - 2010 Senior Mens

Deputy Mayor Johns welcomed Mr. Paul Arsenualt and explained the procedures for presentations.

Mr. Arsenualt provided the following information during his presentation:

- 10 provinces will compete for the national championship
- players range in age from ten (10) to thirty-five (35) with teams featuring several ex pros, US College players and silver/gold medalists
- the event will be hosted by the Dartmouth Moosehead Dry Baseball Club, three time Canadian champions and seven time medalists, who will host a successful community event that will set the standard by which future baseball championships will be modelled
- baseball is growing in Halifax/Dartmouth with a Nova Scotia sport audience comprised of 59% male; 41% female with 65% living in Metro and 35% outside metro
- attendance in 2009 was predicted to be 30,000 but due to Hurricane Bill only 25,000 attended with 23,000 for the final day
- there will be twenty-six (26) games including a quarterfinal; semi-final and bronze/gold medal games
- the economic spinoff is estimated at \$1.2 million
- the venues will be Beazley Field (seating to be increased to 3000) and the Mainland Common
- events planned include a Home Run Derby, participant Welcoming Reception, a licensed viewing area and Opening/Closing ceremonies

- objectives of the Championship is to determine the best senior team in Canada and to expose Nova Scotia to the highest amateur baseball in Canada while providing a family experience showcasing the development of minor baseball within the province
- a reduced rate will be offered for children up to age 18
- the event will partner with the Tim Horton's Timbits program to bring younger teams out to do drills

Mr. Arsenault explained the budget as follows: expenses include \$53,000 for accommodations; \$24,000 for marketing; \$188,000 for security and \$24,000 for transportation (to be provided by Ambassatours); and \$3,500 for meals. In 2010 they are required to put the teams up in hotels with eight (8) rooms booked per team. The umpires have also been booked into the hotels which increased the room night bookings. Seven of the ten teams have already requested additional hotel rooms which has increased the costs significantly. Mr. Arsenault provided the following additional information in regard to the proposed expenses:

- Marketing - they hope to work with Eastlink and HRM's Civic Events staff. They have their own website with a link to the HRM site.
- Seating at the venue (Beazley Field) will cost \$10,000 as the seating purchased by HRM in 2009 has been dispersed, therefore, seating will have to be brought in for 2010
- Security - due to the equipment being left at the venues overnight, security had to be hired
- Room nights - a minimum of 3000 room nights are expected to be booked for the tournament

Mr. Arsenault provided the following information in response to comments/concerns raised by the Committee:

- consideration has been given in regard to using *Premier* rather than *Senior* to promote the event
- the HRM fields were in great condition for the 2009 event with many teams commenting on how good all the fields were; the only thing lacking was amenities around the fields
- the teams enjoyed their Halifax experience and were looking forward to coming back and bringing more family with them
- there was a loss of \$96,000 to the team but nothing owing to HRM; the \$8000 to HRM was to cover the field crew overtime
- the ask for 2010 is \$50,000, an increase from the \$15,000 requested in 2009
- the beer area was well separated from the family area with additional security personnel hired; there were no incidents in 2009
- the \$1.2 million economic spinoff figure was provided by the Trade Centre

Limited

- the event does not have one large sponsor; due to the economic situation obtaining sponsorships is more challenging
- when Windsor, ON withdrew as the host city in November 2009, Halifax was given the opportunity to host the event, therefore; they are off to a late start in regard to obtaining sponsorships for the event

Deputy Mayor Johns thanked Mr. Arsenault for his presentation and advised that he would be informed of the Committee's decision following their April meeting.

The meeting was recessed at 1:45 p.m.

The meeting was reconvened at 1:51 p.m.

iii. 2011 Canada Games New Year's Eve Family Celebration

This item was deferred to later in the meeting. See page 13.

iv. Membertou 400 Pow Wow 2010

Deputy Mayor Johns welcomed Ms. Andree Gracie, Event Manager, and Ms. Deborah Ginnish, Executive Director, Mi'kmaq Association of Cultural Studies, then explained the procedures for presentations.

Ms. Gracie and Ms. Ginnish provided the following information during their presentation:

- the event is to commemorate the baptism of Grand Chief Membertou (1610 in Port Royal); an event of historical significance as Chief Membertou was the first Aboriginal in Canada to be baptised in the Roman Catholic faith thereby strengthening relations with Europe
- the event will be a three day celebration of the rich and distinct culture featuring a Mi'kmaq Village with a praying Counsel; opening concert with Buffy St. Marie; a production by Brooks Diamond; crafts/artists/authentic food products and will be open to all
- youth are encouraged to be part of the event
- a major concert is planned on the Commons for Saturday night with an open air Mass on Sunday
- elders who annually attend celebrations in St. Anne de Beaupre, Quebec are being encouraged to come to Halifax
- high level participants from the Roman Catholic Church, including a Cardinal

from the Vatican, will be participating as well as representatives from all levels of government; 1000 participants, including drummers/dancers, are expected from across the country

- attendance is expected to be in excess of 100,000 people
- it will be the first national Pow Wow east of Toronto
- the event is free, family oriented and dry (no alcohol)
- confirmation has been received of western Native participants who will be first time visitors to Halifax; the event will provide an opportunity for repeat visitation; this will be an opportunity to build cross cultural awareness and understanding of the first people of Nova Scotia
- over \$2.5 million is expected in economic spinoff; they are working with Events Nova Scotia to quantify the projected economic impact
- there will be National and International media exposure that will showcase HRM as a region of cultural diversity
- this event is a new opportunity for HRM
- the Event Committee includes representatives from the Federal Government of Canada; Tour Tech; Catering; Pow Wow Planner from Western Canada; Video and Marketing expertise as well as advice from Elders on the Band Counsel and support from Corporate Partners and opportunities for partnering with events such as the 100th Anniversary of the Canadian Navy
- marketing will also include bridge banners, street banners; an interactive website; Catholic and Aboriginal networks
- funding from HRM would help cover the costs to implement the major event on the Commons such as a proper sound system, seating, signage, logistics and clean-up
- HRM will be recognized as a major contributor with acknowledgement in all media releases

In response to comments/concerns raised by the Committee, the presenters provided the following information:

- ACOA is providing \$200,000 to cover staff/office space and discussions are planned with Community Affairs in regard to corporate sponsorship
- other corporate sponsors will be approached, specifically those who work with the first nations people in the community such as the Seafood and Pulp and Paper industry, Offshore Oil and the Nova Scotia Gaming Corporation
- the event will be ecumenical and will be the first sanctioned National Pow Wow
- the ask is for \$250,000

Mr. Billy Comer, Coordinator, Civic Events, clarified that the issue of camping on the Commons during this event and any issues concerning the Noise By-Law will be brought to Regional Council. Mr. Andrew Cox, Coordinator, Civic Events, explained that

the 1752 treaty rights permits First Nations people to exercise their right to camp on public ground.

Deputy Mayor Johns thanked the presenters and advised that they would be notified of the Committee's decision following the April meeting.

v. Manifesto East Atlantic Chapter

Deputy Mayor Johns welcomed the presenters, Mr. Drew Moore, Chair, Manifesto and Concrete Roots, Ms. Rebecca Streeter, Teacher, Mr. Alex Huszagh (FLASH Crew), Mr. George Grigoryan, Mr. Gerzen Faradgiv, Mr. Jeff Lin and Mr. Gezim Topalli (Eastern Bloc), and reviewed the procedures for presentations.

The presenters performed a Hip Hop dance routine for the Committee.

Mr. Moore, Director for the Breakthru Dance Society, explained that the festival was based on the Toronto Manifesto event that recognizes Hip Hop culture and the urban arts. The goal is to showcase Halifax as a cultural centre for Hip Hop.

Mr. George Grigoyan, Eastern Bloc performer, explained that Hip Hop came from Bboy/graffiti writing that started in New York. He became involved in the after school program because it was fun and provided him an opportunity to express himself.

Mr. Moore advised that the performers train approximately ten (10) to twenty (20) hours per week. There is usually a negative connotation given to Hip Hop when in reality the performers have no time to get into trouble due to the time commitment invested for training. He then provided the following information in regard to the Manifesto event:

- the kick-off will take place on September 30, 2010 in the Grand Parade
- eleven (11) events are planned over the four (4) days
- the event will be a positive celebration of Hip Hop culture that is not limited by age, culture or economics
- the DJ Olympics, an activity that provides merging artists a voice and public exposure, will commence the weekend event
- schools across HRM will be invited to participate and learn to dance/DJ; Youth Leadership groups will be participating by providing information to youth on the arts and on how to empower themselves

Mr. Alex Huszagh, member of FLASH Crew, advised that there was a student created/run group of 140 participants at Citadel High School who offer student volunteer services to businesses/groups in the area; for example, wearing T-shirts

promoting/advertising the Bluenose Marathon.

Mr. Moore explained that:

- Hip Hop celebrates women and noted the feminist approach to Hip Hop
- a variety of groups have been invited to participate in the Manifesto along with an open circle where anyone may take part in various activities such as a drum circle; poetry circle; Hip Hop circle; Open mic.
- Friday and Saturday will have the National 101 Bboy Battle with eight (8) regions being represented from across Canada; the winner from each region will come to Halifax to take part in the Bboy Battle.
- the event will showcase the similarities and differences in culture across Canada
- Sunday's celebration will include the final performance from each genre on the main stage.
- Hip Hop has its own language, philosophy, music, dance and clothing fashion

Ms. Rebecca Streeter, Elementary School Art Teacher and Dance Instructor, advised that she had been a ballet dancer then transitioned into Hip Hop and feels very accepted. She noted that sneakers are a huge part of the scene and rather than criticize how someone 'looks' they compliment each other. The general public will be given an opportunity to practice graffiti on t-shirts during the event.

The presenters provided the following additional information in response to comments/concerns raised by the Committee:

- the paint gallery will be open to graffiti artists with legal walls for them to practice their craft
- most events will have free admission; some will be ticketed, such as weekend passes for the DJ event
- the ticketed events will provide an opportunity for revenue generation other than government sponsorship/grants
- venues for the event include the Grande Parade, DuMaurier Theatre, the former Marquee on Gottingen Street, the Attic and the Waterfront Warehouse
- a festival in East Hants drew over 300 dancers and 700 spectators
- the ask is for \$60,000

Deputy Mayor Johns thanked the presenters and explained that they would be advised of the Committee's decision following the April meeting.

vi. Navy 100

Deputy Mayor Johns welcomed Mr. Frank Cleyson, Navy 100 Personnel Support

Program, and explained the procedure for presentations.

Mr. Cleyson advised that, as part of the Canadian Naval Centennial year, Formation Halifax will be hosting an international Fleet Review week from June 25 to July 2, 2010. He explained that:

- twenty (20) foreign war vessels are expected to participate on June 29 and will remain in the harbour for the full week with an additional 5000 personnel expected
- 600,000 visitors are estimated to attend
- the Halifax Dockyard will be used as a platform for an array of services for the visiting fleet
- corporate sponsorship/grants are the two main revenue sources
- the ships will be open to the public on June 26, 27 and July 1
- there will be receptions and galas, especially for the foreign ships who want to host receptions
- the sailors will be offered the following services: Internet Café, tourism information/tours, sport events (soccer/rugby), concerts, phone services and retail services
- most ships will be at the Halifax Dockyard with the larger ships positioned at Pier 21 or Sackville Landing
- the south end of the dockyard parking lot will be used as an International food service area where the crews can watch TV/use the internet
- a diagram of the berthing plan was included in the handout
- buses will run every 20 minutes to the downtown
- the Snowbirds will do an air display; vintage aircraft will be part of the event
- the website for further information is www.halifaxIFR.ca

Mr. Cleyson provided the following additional information in response to comments/concerns raised by the Committee:

- the Shearwater Museum is not involved with this event
- the ask is for \$50,000
- corporate sponsorship is noted in the budget at \$120,000
- there will be free activities for families (children's rides etc.)
- the IFR Committee has been in discussion with the provincial government

Deputy Mayor Johns thanked Mr. Cleyson and advised that he would be informed of the Committee's decision following the April meeting.

vii. NYE

Deputy Mayor Johns welcomed Mr. Andrew Cox, Coordinator, Civic Events, Mr. Ian McArthur, Sales Manager, CTV Halifax, and Mr. John Silver, Executive Producer, CTV Halifax, then explained the procedures for presentations.

Mr. Cox circulated handouts outlining the 17th Annual New Year's Eve event. The presenters then provided the following information:

- thousands attend the free event held in the Grand Parade
- the event is also an opportunity for fundraising for international/local matters such as Tsunami Relief as well as recognition of significant anniversaries such as the upcoming 100th Anniversary of the Canadian Navy
- there is a unique relationship between the private broadcaster and public (HRM) that enables the production/distribution of a completely free show to those watching on television and those in live attendance
- significant talent is featured on the show providing them an opportunity to be profiled
- another unique feature is the significant partnerships between private and public sponsorship
- the budget submitted on January 28, 2010 did not reflect the discussion with province in regard to their request to purchase airtime at \$213,000
- the ask is for \$50,000 to boost the show to the next level by attracting entertainment to reach a new audience
- the budget does not reflect goods in kind such as infrastructure and equipment
- a key partner is the 2011 Canada Winter Games who will promote the upcoming Halifax event and commence the forty (40) day countdown to the Games
- CTV has been producing the popular New Year's Eve event, showcasing Halifax and Nova Scotia, for the last sixteen years
- it is the only broadcast New Year's Eve event east of Toronto
- CTV brings in big sponsors to support the event, however; the challenge is in securing entertainment
- requests to host the show from other areas of the Maritimes have been received, however; the event is unique to Halifax
- the event is a two-hour program ending with a fireworks display at City Hall and is commercial free
- sponsors are provided a three week campaign to promote the event
- viewers are national and international; the show continues to promote Halifax
- staff and crew of HRM and CTV have given up their New Year's Eve for sixteen years to put on this show
- it is an iconic and mainstay event
- to keep the spirit of the event moving forward, the level of entertainment must be increased and in order to do so the budget for entertainment must be increased; only \$7,000 was spent on entertainment for the 2009/10 event with almost

- \$100,000 spent in producing the show
- entertainers are offered studio time in lieu of their performances; the exposure also helps the groups
- more sponsors would participate if there were a higher level of entertainment

The presenters provided the following additional information in response to comments/concerns raised by the Committee:

- there is no room for a designated dance area as the goal is to get as many people in the area as possible; people do dance where they stand
- the event is interactive with the hosts from Breakfast Television going into the audience during the show
- the costs from HRM for police/fire/parking for the event is approximately \$58,000, the same user fee for every event
- attendance has been high each year; the record attendance was for the 1999/200 millennium event at approximately 300,000

Deputy Mayor Johns left the Chair at 3:18 p.m. Mr. Doug MacDonald, Vice-Chair, assumed the Chair at this time.

- corporate sponsorship was shrinking; a lot of sponsorship dollars was due to the viewing audience who would see the Sponsor's greetings on screen
- people will start to take the event for granted, therefore, more synergy had to be put into the product to keep it from moving to St. John or Moncton, NB
- moving to the next level of entertainment would also keep the staff volunteers excited and involved; there are over sixty (60) municipal and thirty (30) CTV employees who support the event
- the 2011 Canada Games New Year's Eve event would not conflict with this event as it would be held earlier in the day/evening and target an audience, such as young families, who did not stay up until midnight
- sponsorship revenue goes to the event with CTV giving back to the sponsors through advertisement; the municipality would not be able to afford the airtime provided for this event
- the maximum number of sponsors would be six with a sponsorship package going for \$20,000; the package would offer banners at the event/commercials during the show etc.
- SOCAN fees are paid
- advertising would start the first week of December and could also be incorporated through a webpage.
- the venue has the magic shot of the long parade with City Hall at end
- there would be no shelter at the Commons for the winter conditions and Citadel Hill is a federal facility, therefore; HRM's use of that facility would be limited

Deputy Mayor Johns thanked the presenters and advised that they would be informed of the Committee's decision following the April meeting.

The Committee agreed to deal with Item 8.3.1 (iii) at this time.

iii. 2011 Canada Winter Games New Years Eve

Deputy Mayor Johns welcomed Mr. Mike Gillett, Coordinator, Civic Events, and reviewed the procedures for presentations.

Mr. Gillett advised that:

- Regional Council had approved, in 2007, that major civic celebrations could utilize the Special Reserve Grant funds
- there will be an additional 7,000-10,000 visitors to Nova Scotia for the 2011 Canada Winter Games
- the event itself will not be a huge tourism draw but will provide an activity/entertainment to bring people downtown earlier
- this is an opportunity to have an event for the citizens celebrating a special moment in HRM's history and also encourage physical activity by utilizing the 2011 long track speed skating oval at the south east corner of the Commons with the capacity to have 1000 skaters at one time
- the economic impact of the games is estimated to be \$42 million with \$15 million in capital upgrades
- it will be a late afternoon/early evening event for families with a firework show at dusk and the possibility of on stage musical with visual art (ice sculptures) in the centre of the oval
- possible coverage by MuchMusic with entertainment such as Scratch Bastid
- this may be a catalyst for an additional annual activity every year to bring families downtown between the hours of 4:00 p.m. to 6:00 p.m.
- the oval would be open to the public for three months and in use by the Winter Games for only four days
- the intent is to have ice sculptures on the oval for three months
- the 2011 Canada Winter Games group will be building the skating oval; actual ownership of the oval was uncertain; six chillers have been purchased by the province/society that will be redistributed after the Games with one being given to HRM and four to the province for use in rinks around the province with one available for whomever needed it
- the Canada Games Society has been in discussions with some sponsors in relation to this event

- the ask is for \$75,000

Deputy Mayor Johns thanked staff for their presentation.

Councillor Sloane acknowledged her support for the event and encouraged staff to discuss the possibility of ice sculptures/art with NSCAD.

Mr. Jolliffe expressed concern with utilizing the Special Event Reserve funds for this event as the fund was intended for events that would generate tourism. He noted that neither New Year's Eve event would draw more tourists downtown as they would already be here. He noted that although it was a great idea, it was not the intended use of the Special Event Reserve Marketing Levy fund. Considering that HRM is facing a \$30 million deficit, the Committee has to be prudent with its spending.

Mr. Brian Rose noted that although the ideas were impressive, the reality is that there is not enough money to support all the requests. The funds will have to be divvied up very carefully. Many of the funding requests currently before the Committee have been enormous with one group's budget showing the municipality contributing more than the Federal government. He questioned how many applicants had taken into consideration that the asks were out of line when determining that an event expected to bring 10,000 -15,000 spectators would make \$1.5 million.

Mr. Rissesco advised that he was impressed with the event as it would be an event young families could participate in rather than travelling to Boston or Toronto for the early evening celebrations. He noted that there is a market for young families who have money to spend on New Year's Eve. The event would be another way to see Halifax as a great city.

Mr. Jolliffe noted that, currently, there is enough local business on New Year's Eve to book the hotel rooms. He commented that if the same facility were used for both New Year's Eve events there would be a better chance of reducing expenses.

In response to Mr. Doug MacDonald's request for the event's budget, Mr. Gillett offered to forward the budget to the Committee.

Deputy Mayor Johns explained that following review of this year's applications, the Committee's discussions will centre around redefining the policy/criteria for grant funding with staff bringing forward suggestions for the Committee's consideration as well as a definition of the event categories.

9. REPORTS - NONE

10. MOTIONS - NONE

11. ADDED ITEMS

11.1 Special Events Grant Funding Request

- A report dated March 4, 2010 was distributed to the Committee at this time.

This item was deferred to the April meeting.

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - April 14, 2010

14. ADJOURNMENT

The meeting was adjourned at 4:02 p.m.

Chris Newson
Legislative Assistant

Information Items

1. Membership Update