

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

March 11, 2011

- PRESENT: Councillor Sue Uteck, Chair
Councillor Gloria McCluskey
Councillor Dawn Sloane
Deputy Mayor Jim Smith
Sally Camus, Member at Large
Brian Rose, Chamber of Commerce
Doug MacDonald, Member at Large
Bill Mont, Member at Large
Jonathan Wilkie, Greater Halifax Partnership
Timothy Rissesco, Member at Large
- REGRETS: Stuart Jolliffe, Destination Halifax
Jeff Ransome, Hotel Association of Nova Scotia
Councillor Brad Johns
- STAFF: Mr. Andrew Whittemore, Manager, Community Relations and
Cultural Affairs
Mr. Mike Gillett, Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Ms. Chris Newson, Legislative Assistant

TABLE OF CONTENTS

1.	CALL TO ORDER.....	3
2.	APPROVAL OF MINUTES	3
3.	APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS.....	3
4.	BUSINESS ARISING OUT OF THE MINUTES	
	4.1 Composition of the Special Events Advisory Committee	3
5.	CONSIDERATION OF DEFERRED BUSINESS	
	5.1 Titanic 100	3
6.	CORRESPONDENCE, PETITIONS & DELEGATIONS	
	6.1 Correspondence	5
	6.2 Petitions.....	5
	6.3 Presentations	5
	6.3.1Hallmark Events	5
	(i) Scotia Festival of Music.....	5
	(ii)Bluenose Marathon	6
	(iii)SEDMHA International.....	7
	(iv)Royal International Tattoo.....	8
7.	REPORTS	
	7.1 STAFF	
	7.1.1 O'Neil Cold Water Classic Surf Event.....	9
8.	ADDED ITEMS	9
9.	NEXT MEETING DATE	9
10.	ADJOURNMENT	9

1. CALL TO ORDER

Councillor Sue Uteck, Chair, called the meeting to order at 12:37 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – February 9, 2011

MOVED by Councillor McCluskey, seconded by Councillor Sloane that the minutes of February 9, 2011, as presented, be approved. MOTION PUT AND PASSED.

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

MOVED by Councillor McCluskey, seconded by Deputy Mayor Smith that the agenda, as presented, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 Composition of the Special Events Advisory Committee

Following a brief discussion on potential amendments to the composition of the Special Events Advisory Committee on whether or not to include a representative from the areas of Sports, Culture, the Restaurant Association of Nova Scotia, and; any other group that staff may wish the Committee to consider; staff were requested to provide a report outlining proposed representatives for consideration.

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Titanic 100

The following information was circulated to the Committee at this time:

- A copy of the Titanic 100 Business Plan for the Wake and Commemoration
- A brochure outlining the proposed events for the Titanic 100 Wake and Commemoration
- A poster of the Titanic 100 Wake and Commemoration Event

The organizers of the Titanic 100 event, Mr. Ken Pinto, Mr. Brian Doherty and Mr. Charles Salmon, were in attendance to respond to questions of the Committee following their presentation at the February 9th meeting and the Committee's review of the business case that was submitted at that time. Their ask is for \$190,000 for the 2011/12 fiscal year.

Mr. Bill Mont entered the meeting at 12:41 p.m.

In response to a concern raised by Members of the Committee in regard to the master project budget including travel, Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, explained that the policy only states that no more than 1/3 of the grant funds could be allocated toward operation of an actual event program. The Committee could include a condition that any funding awarded not be used for travel.

Councillor Uteck commented that the Committee's recommendation could be tentative pending confirmation of funding from other levels of government/ partners.

Deputy Mayor Smith suggested that the Committee consider offering \$95,000 over two fiscal years.

In response to questions raised by members of the Special Events Advisory Committee, the Titanic 100 Event organizers provided the following information:

- the original budget has been reduced and a marketing plan added since the February 9th presentation; Mr. Martin will lead sponsorship development
- the Federal (ACOA and Heritage Canada) and Provincial governments have been contacted for funding, however; no response has been received to date
- plans are underway to approach/work with the Charitable Irish Society.
- four (4) staff members plus three (3) students will organize the event; the students will be paid by the Nova Scotia Community College, the Department of Economic Development and Service Canada.
- the \$160,000 noted for the Assistant Director is for the 2011 year.

Mr. Doug MacDonald entered the meeting at 1:05 p.m.

- there are plans to recruit more volunteers
- the total budget is outlined on page 47 of the document circulated to the Committee
- a list of the Titanic 100's Board of Directors will be provided
- HRM funding would be used for the event that is eight to nine months away and not for administration. If the event fails, the taxpayer's money would be safe. Of the \$190,000 requested of HRM, \$60,000 would go toward police services and the remainder for the Commemorative Wake

Mr. Bill Mont suggested that prizes be offered for the Titanic models/paintings requested for display as a means to draw involvement.

- the two concerts proposed in the budget have not been finalized
- the profile of this event is worth millions with an expected draw of 38,000 to 43,000 people to HRM

Councillor Uteck thanked the presenters for their attendance and clarification provided.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence – NONE

6.2 Petitions – NONE

6.3 Presentations

6.3.1 Hallmark Events

Mr. Andrew Cox, Coordinator, Civic Events, circulated a Hallmark Status History sheet at this time.

(i) Scotia Festival of Music

The following information was circulated to the Committee at this time:

- A copy of the 2011 Scotia Festival Of Music brochure
- An Information Card regarding The Music Room
- A copy of the Scotia Chamber Players Statement of Financial Position Year Ended July 31, 2010

Mr. Chris Wilcox, Organizer, Scotia Festival of Music, presented the Scotia Festival of Music's grant request of \$15,000. He explained that there are two activities, 1. The Scotia Festival of Music, an annual two-week chamber music event, 2. The Music Room, located on Lady Hammond Road, a facility used for the performance and recording of music, a community resource for the Kiwanis Music Festival, and; a location for music teachers to host student recitals. The Music Room is offered to non profit organizations at a reduced rate.

Mr. Wilcox provided the following information in response to questions of clarification from Members of the Committee:

- a detailed budget breakdown includes:
 - \$200,000 for artist fees with the remainder used for salaries and the cost of running the Music Room
 - HRM provided \$10,000 last year
 - \$200,000 in revenue was raised through the Car Lottery, however; the Car Lottery only brought in \$140,000 this year; efforts have been made to increase sales such as offering online purchase of tickets
 - staff salaries have been reduced due to reduced funding/revenue received
- all previous sponsors have returned
- the performances are sold out
- 25% of attendees go to all events; many children attend.

Councillor Uteck thanked Mr. Wilcox for his presentation.

Following a brief discussion in regard to the lack of pertinent information being circulated to Committee members prior to the presentations in order for them to review the material and prepare questions, it was **MOVED by Councillor McCluskey, seconded by Mr. MacDonald that staff provide a report, including detailed budget information, for each event in advance of the presentations including whether or not there are any changes to the program from the previous year. MOTION PUT AND PASSED.**

Councillor Uteck retired from the meeting at 1:48 p.m. with Mr. Doug MacDonald, Vice-Chair, assuming the Chair at this time.

(ii) Bluenose Marathon

A copy of the following information was circulated to the Committee at this time:

- A Runner's Guide for the May 2010 Bluenose Marathon
- The Bluenose Marathon Hallmark Event Report for 2010
- A newspaper insert for the May 2010 Bluenose Marathon
- An Information Card on the Bluenose Marathon for the May 2011 event
- The Executive Summary for the May 2011 Bluenose Marathon
- A poster of the May 2011 Bluenose Marathon event

Mr. Rod McCulloch, Co-founder and Co-Chair of the Bluenose Marathon, and Mr. Chris Larsen, Bluenose Marathon General Manager, showed a video of the Bluenose Marathon event. They reviewed an Executive Summary of the event from 2004 to 2010. The focus is on healthy living/active lifestyles. The marathon has experiencing growth each year: 267% since 2004. The Scotia Bank Charity Challenge raised \$236,000 in 2010 and will have over 50 charities involved for 2011. The Bluenose Marathon includes the largest youth run in the country. The HRM grant will permit more marketing outreach in 2011 to areas such as New Brunswick, Prince Edward Island and Newfoundland. The ask is for \$90,000.

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

- a more detailed budget breakdown of all revenue coming in and all expenses going out will be provided
- both Delta hotels are booked solid for the event and other downtown hotels are also benefitting
- the Bluenose Marathon is registered with the province of Nova Scotia as a not for profit group
- the event is trying to become more environmentally sustainable through practices such as proper collection of garbage and how to deal with cups/plastic water bottles; water spigots were used last year to refill bottles
- registration makes up 1/2 of the total revenue
- \$40,000 was requested of HRM in the first year, \$50,000 was requested the next year as a lot of money is spent on police services; police are required every few miles regardless of the size of the crowd or number of runners

Mr. MacDonald thanked the presenters.

The Committee requested a detailed breakdown of the budget including who the sponsors are and more detailed statistical information in regard to the hotel rooms booked.

(iii) SEDMHA International

A copy of the budget from November 2009 to October 2010 was circulated the Committee at this time.

Mr. Wayne MacDonald, Chair of SEDMHA (Shearwater East Dartmouth Minor Hockey Association), and Mr. Ken Blois, presented.

Mr. MacDonald and Mr. Blois provided the following information to the Committee:

- 2010 was the 33rd event and attracted 260 minor hockey teams with 28,000 adults in attendance
- all HRM ice surfaces were utilized
- 2500 tourists were brought into the area during the spring season
- an estimated 6000 room nights were booked across HRM, not just in the downtown
- the event provided a lot of exposure of HRM to young hockey families who then make return visits during the summer months
- revenue was from team registration, at the gate ticket sales and sponsorships
- expenses were ice rental, awards
- 2010 had a loss of \$9,000 due to three contributing factors, one being the \$7,000 expended on developing flags
- the 2011 event is only three weeks away (March 31st to April 3rd) with 250 teams: 120 of those from outside HRM and 63 from out of province
- all ice surfaces in HRM, including the BMO Centre, will be used with the exception of Shearwater and the Metro Centre
- a gain of \$10,000 is predicted for the 2011 event
- the SEDMHA tournament has been a part of the HRM landscape for thirty-four (34) years and is an economic and tourism engine capable of further expansion

In response to questions from the Committee, the organizers provided the following additional information:

- there are no paid executives, all volunteers
- there are no teams from the United States for 2011, however; there are teams from Quebec and St. Pierre / Miquelon
- participants total 5500 including coaches
- SEDMHA is the largest hockey tournament after the Bell Challenge Cup held over the Christmas/New Year's season

- registration for each team is \$850 which could be reduced if more funding was obtained
- \$12 is charged for a pass which provides entry to any event, however; many other tournaments do not charge for passes
- SEDMHA has been an HRM Hallmark event for two years
- the tournament books 1200 hotel rooms directly with more being booked on a one on one bases by family members; more effort will be made to obtain hotel room statistics
- the 2011 ask is \$50,000, the same as 2010

Mr. MacDonald thanked the presenters for the information provided.

(iv) Royal International Tattoo

The following information was circulated to the Committee at this time:

- A copy of the audited financial statements for 2010
- A copy of the Tattoo Times –Spring 2011 Edition

Mr. Thomas Grotrian, Event Organizer, noted that there had been a jump in out of town tourists for 2010, however; the event is not yet a sell out event. More effort will be made to have more locals attend. Eight countries are expected to be represented in 2011, the same as in 2010. Funding through the Marquee Tourism Events Program enabled a national advertising campaign in 2010 in English/French and Italian. The results of the 2010 advertising campaign, with ads on the Discovery Channel, CTV and TV5, as well as the Legion magazine and input into Australia, is expected to be seen in 2011 and beyond. A full audience survey is included in the report submitted. One unfortunate result of the audience report indicates that tourists who are drawn to the event are staying for less time and spending less money and not traveling to other areas of the province such as Cape Breton. From an HRM perspective, things are moving ahead due to the coverage obtained world wide as a result of the Royal visit. One initiative being considered to encourage local attendance is advertising the use of Metro Transit to alleviate parking concerns. Tour groups are also on the increase with approximately 6700 visitors expected for 2011.

In response to questions from the Committee, Mr. Grotrian provided the following information:

- a benefit show on the Dartmouth side has not been done for a couple of years, however; expansion to Dartmouth, perhaps Sullivan's Pond area, is desirable
- although the number of group tours have increased, the size of the tours have decreased with groups of only 20 compared to the once 40 participants
- the parade was expanded in 2010 with further expansion planned with performances at the Grand Parade
- the age distribution is predominantly the elder age group with a two to one female to male ratio, however; the audience is becoming younger each year with the main target audience over 55 years of age

- the Cruise Ship industry does not have the desired impact as there are only three performances that the visitors could attend as it would be a tight schedule for them to attend and return to the ship in time for departure, also; the mark ups required by the cruise ship would raise the cost of the ticket purchased onboard to approximately \$100 when the actual ticket price is only \$30
- it may be possible to arrange with Carnival Tours to have a ship come specifically for the Tattoo that could load up around the world with Halifax as its port of call/destination.

Mr. MacDonald thanked Mr. Grotrian for his presentation.

MOVED by Councillor McCluskey, seconded by Mr. Rissesco that Item 7.1 be deferred due to time constraints. MOTION PUT AND DEFEATED.

Councillor McCluskey exited the meeting at 3:00 p.m. due to a previous commitment.

7. REPORTS

7.1 STAFF

7.1.1 O'Neil Cold Water Classic Surf Event

MOVED by Councillor Sloane, seconded by Mr. Rose that the Special Events Advisory Committee consider the O'Neil Coldwater Classic Series Event even though an application form had not been received. MOTION PUT AND PASSED.

A copy of the O'Neil Coldwater Classic Series presentation was circulated to the Committee at this time.

A verbal presentation was provided by Councillor Jennifer Watts.

Although no application has been received, this matter is being considered for possible funding due to timelines; the first deadline was missed and the second would be too late for the scheduled September 19th to 25th, 2011 event.

Due to time constraints, further discussion was deferred to the April 13, 2011 meeting when a DVD would be shown.

8. ADDED ITEMS - NONE

9. NEXT MEETING DATE – March 16, 2011 (Time: 2:30 p.m. to 5:30 p.m.)

10. ADJOURNMENT

The meeting was adjourned at 3:30 p.m.

Chris Newson
Legislative Assistant