

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

March 16, 2011

- PRESENT: Councillor Sue Uteck, Chair
Councillor Gloria McCluskey
Deputy Mayor Jim Smith
Brian Rose, Chamber of Commerce
Doug MacDonald, Member at Large
Bill Mont, Member at Large
Timothy Rissesco, Member at Large
Stuart Jolliffe, Destination Halifax
- REGRETS: Jonathan Wilkie, Greater Halifax Partnership
Jeff Ransome, Hotel Association of Nova Scotia
Councillor Brad Johns
Sally Camus, Member at Large
Councillor Dawn Sloane
- STAFF: Mr. Andrew Whittlemore, 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

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1. CALL TO ORDER

Councillor Sue Uteck, Chair, called the meeting to order at 2:35 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – NONE

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

The agenda, as presented, was approved.

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 – NONE

6.3 Presentations

6.3.1 Hallmark Events

(i) Halifax Jazz Festival

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

- A copy of the TD Halifax Jazz Festival 2010 brochure
- A copy of the TD Halifax Jazz Festival 2011 HRM Hallmark Presentation Synopsis
- A copy of the 2011-2013 JazzEast Rising Association: Cash Budget

Councillor McCluskey entered the meeting at 2:38 p.m.

Ms. Heather Gibson, Executive Director, presented information from the 2010 event and the upcoming 2011 event. She noted that the Halifax Jazz Festival is the largest summer music festival in Nova Scotia and includes eight days of free outdoor concerts and nine nights of ticketed concerts at eight venues. Efforts are made to “green” the festival such as: media kits being available digitally, no single serve water on site, a four-stream waste plan, and the use of biodegradable beer cups. In 2010, there were approximately 50,000 attendees with over 70% from the HRM.

The July 2011 event has been relocated to the Cunard lot on the waterfront due to the new central library to be built at the present location at the corner of Spring Garden

Road and Queen Street. The new site will be 13% larger in size which will permit an increase in capacity. 2011 will also have a dedicated social media plan as well as the return of the Festival Parade. 2011 will be the 25th anniversary for the festival.

In 2009, a significant financial loss was experienced due to the Concerts on the Commons which bookended the festival and their ability to access media resulting in 10,000 fewer attendees and a \$123,000 deficit; 43% of that deficit has been eliminated. The 2011 sponsorship goal has been met. An aggressive growth model for the next three years of the Festival has been implemented such as bringing in more marquee artists and significant programming changes.

The ask for 2011 includes a small increase for a total of \$45,000.

Ms. Gibson provided the following additional information in response to questions of clarification from the Committee:

- advertising initiatives have extended to include eleven publications (Transcontinental)
- JazzEast Rising Association is the producer of the Halifax Jazz Fest
- funding is from ticket sales (approximately 27%), provincial government (also requested to provide \$45,000), federal government (Canada Council)
- events will be held in Dartmouth, however; only one site can be sustained at this time and peninsula Halifax was the chosen site for outdoor events
- the Board would like to do a more detailed economic impact analysis including the number of hotel rooms booked for the event.

Mr. Stuart Jolliffe suggested that Ms. Gibson communicate with the provincial Department of Tourism in regard to an analysis of the economic impact and hotel rooms booked as the province has models that could help produce that number. The data would also be beneficial when seeking funding.

Mr. Doug MacDonald commented that in regard to annual funding requests of \$40,000 to \$50,000, a plan of action should be implemented so that by 2013, for example, a municipal grant may not be required. Ms. Gibson responded that the increase from \$40,000 to \$45,000 is to grow all aspects of the festival and the least amount requested is from the government.

Councillor Uteck thanked Ms. Gibson for her presentation and advised that a decision would be made by the end of May.

Councillor Uteck noted that this presentation was the example of how the presentations should be given in that the Committee receives information on the previous year's request, the current request, and any proposed changes to the event.

Councillor McCluskey emphasized that providing budget information to the Committee prior to the presentations was imperative.

(ii) Atlantic Film Festival

Mr. Stuart Jolliffe, Destination Halifax representative, declared a Conflict of Interest for this item as he is employed by the host hotel involved with this event.

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

- A copy of the Atlantic Film Festival presentation
- A copy of the 2011 Atlantic Film Festival Association budget

Mr. Gregor Ash, Executive Director, presented on behalf of the Atlantic Film Festival (AFF), a festival based in Halifax since 1982. He noted that:

- after fifteen years, a new logo is in use
- the AFF has partnered with HRM to bring the AI Fresco theatre to Bedford Days and Alderney Landing in Dartmouth
- View Finders International, the youth event in April, is the most significant in Canada and includes a partnership with the Department of Education; the main venue was Dartmouth Crossing with outreach across the province
- just over 1050 delegates were welcomed in 2010; 2000 people attended the Opening Night event on Citadel Hill
- new initiatives are underway to connect with the public such as free lunch time screenings
- 766 room nights were booked at the Delta Hotel; some guests were also booked at the Lord Nelson Hotel
- the annual audience is approximately 50,000
- the annual operating budget is \$3 million
- the AFF is a charitable, not for profit group with a Board of Directors
- a new strategic plan is underway to reconnect with the roots of the festival to embrace being in Halifax and the strong innovative/creative community that exists.

In response to questions of clarification from the Committee, Mr. Ash provided the following information:

- the audit of the AFF 2010 event will be done next week; there was a deficit in 2010 which is being addressed in 2011
- opening night of the AFF has screenings in three different theatres with Spatz theatre at Citadel High School being the main theatre
- no increase in funding is requested for 2011, although an increase would be deserved
- the ask is for \$40,000

Mr. Ash thanked HRM for its past and continued support.

Councillor Uteck thanked Mr. Ash for his presentation and advised that a response would be available by the end of May.

(iii) Halifax Pride Festival

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

- A Free to Be Halifax Pride July 18-25, 2010 sticker
- A poster of the 2010 Halifax Pride Featured Events
- Information sheets on the 2010 Halifax Pride Festival including the Halifax Pride 2011 budget and Sponsorship information
- Financial Statements, unaudited, from the Halifax Pride Committee dated September 30, 2010
- A Halifax pride 2010 EVENTS GUIDE brochure
- A brochure of the 2011 Annual General Meeting and Conference of Canada Pride dated March 18-20, 2011

Mr. Ed Savage, Chair, presented highlights of the 2010 event and a brief overview of the 2011 plan. He noted that:

- a new Arts Festival is planned with galleries in HRM and outlying areas such as Lunenburg
- a new feature for 2011 is a bus tour with Ambassadors from Truro to Bridgewater and then to Halifax for opening night
- a larger venue is being considered that would hold double the people for Queer X theatre that had two sold out crowds in 2010.

In response to questions of clarification from the Committee, Mr. Ash provided the following information:

- the small surpluses are directed toward repayment of the 2009 deficit; the debt has been reduced to approximately \$20,000 down from \$55,000.
- the bill to the City will be down to \$18,000 from \$30,000 with the objective being to pay the bill in full prior to the end of June
- there are plans to hire a company to assist with an economic impact study including the number of hotel rooms booked for the event and also to determine who is attending and from where
- the national Conference and AGM for Fierté Canada Pride (FCP) will be hosted in Halifax this spring that will raise awareness of HRM and the Halifax Pride Festival to the national level
- a Graphic Designer has just been hired
- the event is growing quickly creating a challenge to keep up with the growth
- \$50,000 in sponsorship has already been obtained with sponsors approaching the organizers to offer assistance
- the ask for 2011 is \$30,000, an increase of \$5,000 from 2010

Councillor Uteck thanked Mr. Ash for his presentation and advised that a decision would be available by end of May.

(iv) Halifax international Busker Festival

This matter was deferred to the April 6, 2011 meeting of the Special Events Advisory Committee as the presenters were out of town.

- 7. REPORTS - NONE**
- 8. MOTIONS – NONE**
- 9. ADDED ITEMS - NONE**
- 10. NOTICES OF MOTION – NONE**
- 11. NEXT MEETING DATE – April 6, 2011**
- 12. ADJOURNMENT**

The meeting was adjourned at 3:39 p.m.

Chris Newson
Legislative Assistant