

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

Wednesday, April 13, 2011

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

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1. CALL TO ORDER

The Chair called the meeting to order at 12:07 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

Additions: 9.1 Summer Festival Grant Program Sub-Committee
 9.2 Festival and Events Grant Program Sub-Committee
 9.3 HRM Hallmark Grant Renewals

Move: Items 9.1, 9.2 and 9.3 to be dealt with first on the agenda.

The agenda, as amended, was approved.

9.1 Summer Festival Grant Program Sub-Committee

Information on the Summer Festival Grant Program Sub-Committee was before the Committee.

Councillor Uteck explained that due to the small grant amounts for the Summer Festival Grant Program, ranging from \$250 to \$1,500, it was suggested that the Committee consider the following:

- have staff review all applications for this program
- that staff bring forward a recommendation report directly to the Committee
- that the practice of creating a Summer Festival Grant Program Sub-Committee be discontinued

MOVED by Mr. Stuart Jolliffe, seconded by Mr. Colin Richardson that the Special Events Advisory Committee:

- 1. Discontinue the practice of establishing a Summer Festival Grant Program Sub-Committee.**
- 2. Request that staff bring forward a recommendation report with proposed grant awards for consideration and recommendation by the Special Events Advisory Committee to be forwarded to Regional Council in regard to the Summer Festival Event Grant Program awards.**

MOTION PUT AND PASSED.

9.2 Festival and Events Sub-Committee

Information on the Festival and Events Grant Program Sub-Committee was before the Committee.

This matter was deferred to a future meeting.

9.3 HRM Hallmark Event Grant Renewals

A report dated February 28, 2011 was circulated to the Committee at this time.

The Committee deferred this matter to the May meeting.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Composition of the Special Events Advisory Committee

(Deferred from February 9, 2011)

Mr. Whittemore explained that staff are working on a report that will be brought forward for a future meeting.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - NONE

6.2 Petitions - NONE

6.3 Presentations

6.3.1 FIVB Beach Volleyball Junior World

A copy of the 2011 World Beach Volleyball Host Society Civic Event Grant Application document dated January 28, 2011 was before the Committee.

A copy of the SWATCH FIVB '11 Junior World Championships document was circulated to the Committee at this time.

A copy of the 2011 FIVB Beach Volleyball SWATCH Junior World Championship Event Budget, dated April 11, 2011, was circulated to the Committee at this time.

Mr. Paul Forrest, Coordinator, Community Development, provided an overview of the SWATCH FIVB 2011 Junior World Championships event.

Councillor Uteck welcomed the presenters Mr. Chris Larsen, General Manager, Halifax Host Committee, and Mr. Aarron Legge, Logistics, Sport & Entertainment Atlantic, then explained the presentation procedures.

Mr. Larsen and Mr. Legge provided an overview of the SWATCH FIVB 2011 Junior World Championships (Beach Volleyball) noting the following information:

- Management Structure and Governance: Sport and Entertainment Atlantic (S/E/A) holds the hosting rights as awarded by Volleyball Canada and the Fédération Internationale de Volleyball (FIVB). A not for profit society, 2011 World Beach Volleyball Host Society, has been registered with the Province to provide event management and business governance for the project
- Date: labour day long weekend, August 31 to September 4, 2011 on the Halifax waterfront with a temporary stadium at the Salter Street parking lot area with 2,000 seats
- age of athletes is 19 and 20 year old elite athletes, who are future Olympic and Pro tour stars, from forty participating countries
- Event: 11th annual World Junior Beach Volleyball tournament and the first time being held in North America and first time not held on a beach; 2,000 tonnes of sand (60 truck loads) will be brought in from Coldwater, Nova Scotia to create an 18" thick court at the Salter Street lot
- Halifax will be on the world stage for playing host to a major international athletic competition
- Economic spinoff: estimated at \$5,000,000; difficult to forecast as international spenders tend to spend more so the estimate may be understated
- 650 international sport tourism travellers expected to attend
- the average ten (10) day length of stay equals an estimated 4,000+ hotel room nights: Delta is the host hotel
- the local business impacts include: hotel room revenues; car rentals; downtown hospitality revenue; event catering for onsite meal services; merchandising sales; and sales taxes on all spending
- competitions cannot be held at night by international standards, therefore; lights will be brought in for local evening Fun Tournaments
- food/beverage and noise abatement by-law requests will be forthcoming
- over \$600,000 will be spent on the event
- ticket pricing is affordable at \$10 to \$80 and is a family friendly event
- Legacy: 2,000 tonnes of sand and basic frame-up (poles) will be donated to Volleyball Nova Scotia for the creation of ten (10) permanent court facilities in HRM, and; two new Beach Volleyball courts will be installed at Black Rock Beach in Point Pleasant Park in July as part of the legacy and to ignite pre-event awareness and more infrastructure for the sport of Beach Volleyball in HRM
- Partnership: currently there are fourteen (14) sponsors, and counting
- the ask is for \$100,000 from the HRM Special Event Reserve Fund.

Mr. Larsen and Mr. Legge responded to questions of clarification from Members of the Committee providing the following additional information:

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- any profit that may be generated is required by law to be dispensed to another charity or not for profit group; there is potential for other legacy initiative(s)
 - 55% of total revenue required is from sponsorship (\$350,000) and they are half way to that goal in hard dollars and doing exceedingly well with IN KIND; the strategy has been to build a revenue proposition largely on sponsorship rather than ticket sales
 - in regard to ticket sales, the venue size is appropriate (2,000 seats) compared to other countries who have hosted; in Canada, over 2.5 million participate or coach volleyball; it is the top 5th ranking indoor/outdoor participation sport; there is a very vibrant volleyball community in Nova Scotia
 - in regard to legacy, there will be sufficient infrastructure left to provide for ten (10) volleyball courts in Nova Scotia
 - clinics/instruction open to the general public will be provided for the evening Fun Tournaments which is an opportunity to further grow the sport.

Councillor Uteck thanked the presenters and explained that they would be advised of the decision at a later date.

The Committee requested that staff provide clarification as to why the request was increased from \$50,000, as per the original application, to \$100,000, as requested today. Originally, HRM was to requested to provide \$50,000 of a \$200,000 piece but are now being asked for \$100,000.

6.3.2 Halifax International Buskers Festival

A copy of the Halifax International Busker Festival presentation, dated April 13, 2011, including the 2011 budget was circulated to the Committee at this time.

A copy of the Marketing Levy Special Events Hallmark Grant Final Report Criteria 2010, dated October 27, 2010, was before the Committee.

Mr. Paul Forrest, Coordinator, Community Development, provided an overview of the Hallmark Event advising that the organizers have requested an increase of \$25,000, from \$50,000 to \$75,000, and; an additional \$25,000 for the anniversary celebration. A total of \$100,000 is being requested.

In response to a question of clarification from Mr. Jolliffe, Mr. Andrew Whittemore, Manager, Community Development, explained that HRM Legal Services have advised that HRM may allocate/provide funding to this event even though the intellectual property is owned by a for profit group.

Mr. Forrest introduced the presenters: Mr. Christian Weisenberger, Mr. Christopher White and Ms. Patricia Gallant of the Buskers Society Volunteer Board of Directors, and; Mr. Aly Mawji, Buskers Society Executive Director.

Councillor Uteck then explained the presentation procedures.

The Presenters provided the following information:

- the Buskers Festival, street theatre, is the oldest and largest of its kind in Canada; started in 1987 and celebrating its 25th anniversary in 2011
- it is a free event open to all
- Date and Location; August 4th to 14th , 2011 at the Halifax Waterfront and the Halifax Commons Triangle
- Return on Investment: (ROI): the ROI is very high as the visitor impact is a total annual attendance of 500,000 (more than most events with the exception of the Tall Ships) with 47% of visitors coming from outside HRM
- the average annual spend is estimated at \$41 million; local hotels, restaurants, stores/businesses, vendors/suppliers and the whole of HRM will benefit
- approximately 180 volunteers assist with the event; a strong and dedicated volunteer base in HRM
- ESP Productions is contracted by the Busker Society to manage/produce the event
- Marketing includes conventional media (radio, print, TV, Bus billboards) as well as Social Media (Facebook, Twitter and YouTube).
- Corporate Sponsors include the Hotel Association of Nova Scotia (HANS), Historic Properties and the Spring Garden Road Association as well as many others
- Government support is received from all three levels of government
- Work with the community includes performances planned for the IWK hospital and the North End Library and opportunities for not for profit organizations to have complimentary vending spots during the event
- Budget: 2011 total revenue is estimated at \$535,000; Expenses: estimated at \$536,500 (salaries, management fees, venue/production and administrative costs)
- the ask is for an additional \$25,000 totalling \$75,000 up from \$50,000 and a one time \$25,000 request for the 25th Anniversary for a total request of \$100,000; the extra funding requested will be used to increase the number of performers and uniqueness of the festival.

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

- some costs are still being paid out such as policing and management fees; any outstanding fees are carried over to the next year
- in regard to the two proposed locations for 2011, it was noted that talks are ongoing with the Waterfront Development Corporation in regard to the waterfront location
- the budget presented is a combined budget for the entire festival; the Buskers Society has a small positive balance
- ESP Productions owns the intellectual property rights for the Buskers; the Buskers Society has a contract with ESP Productions to manage/produce the festival

Councillor Uteck thanked the Presenters for the information provided.

In response to a suggestion by Ms Dianne Kokesh in regard to audited financial statements, Councillor Uteck noted that the information would be beneficial considering the unique relationship between the Busker Society and ESP Productions.

Members of the Committee expressed concern with the event potentially moving from the waterfront to the Commons Triangle as the event could lose out on pedestrian traffic along the waterfront.

Councillor Uteck commented that in order for the Committee to consider an increase, audited financial statements should be requested.

Staff offered to clarify the following with the Busker Society: event location; funding from other levels of government, and; confirmation of where the government funding was spent as well as how information on how the provincial government deals with funding they provide such as are receipts required.

The meeting recessed at 1:31 p.m.

The meeting reconvened at 1:39 p.m.

The Committee agreed to deal with Item 6.3.5 at this time.

6.3.5 Truth & Reconciliation – Atlantic National Event

A copy of the Truth and Reconciliation Commission of Canada's Civic Event Grant Application was before the Committee.

A copy of the Truth and Reconciliation Commission (TRC) of Canada's Atlantic National Event, Halifax, Nova Scotia October 26-29, 2011 document was circulated to the Committee at this time.

Councillor Uteck welcomed Mr. Kyle Irving and Mr. Tim Malone from the Truth and Reconciliation Commission of Canada (TRC), and explained the presentation procedures.

Mr. Tim Malone provided a brief overview of the TRC explaining its mandate which is: 1. to listen to, archive and preserve experiences involving Indian Residential Schools (IRS) and to create a National Research Centre as a legacy, and; 2. to educate Canadians on the truth of the Indian Residential School experience(s).

An eight (8) minute video was shown summarizing the first Truth and Reconciliation Commission National Event held in Winnipeg, Manitoba in June 2010. Mr. Malone then provided detailed information on the first National Event that was held in Winnipeg,

Manitoba in June 2010. A National Event in for Atlantic Canada is planned for Halifax, Nova Scotia from October 26th to 29th, 2011. Mr. Malone provided the following information:

- over 45,000 people are expected to attend the event in Halifax
- out of town attendance for Halifax is estimated at 1,500
- over 4000 hotel room nights are estimated to be booked over the four day event
- the Economic Impact for Halifax is estimated at over \$6.5 million
- the Grand Parade Square, World Trade and Convention Centre (WTCC) and the Halifax Metro Centre are the proposed sites
- the TRC Marketing Campaign includes: TV, Public Service Announcements, newspaper partnerships and radio partnerships
- the TRC's financial situation has changed since the original proposal was submitted and the event budget reduced from \$1,300,000 to \$1,100,000
- TRC is contributing \$800,000
- the top 2/3 of the budget is for municipal services; in kind contribution for these services would be welcome
- the cash request to HRM is for \$150,000
- another \$150,000 is expected to be raised from sponsorships and a cash contribution from the Province of Nova Scotia.

Mr. Malone responded to questions from the Committee and provided the following additional information:

- some of the event activities could expand beyond the three proposed sites such as to a theatre for a play
- the Sacred Fire event is planned for the Grand Parade Square with most all other activities to be held in the WTCC and Metro Centre
- the \$700,000 noted as production staff/site expenses for the Winnipeg event was due to the thirty-three (33) venues that had to be set up with audio visual equipment, lighting, maintenance, water, etc.
- a local events planning company will be hired, as well as regional people, to assist with the event as the intent is to properly represent the region
- it is assumed that the Metro Centre will be "provided" for the event with the organizers paying for lighting/sound
- in Winnipeg the In Kind and cash contributions equalled \$0.5 million.

Councillor Uteck thanked the Presenters for the information provided.

Upon consulting with staff, Councillor Uteck clarified that HRM does not provide municipal services IN KIND such as free space at the Metro Centre or Transit Service as the grant is typically to offset those expenses. She requested that staff assist the organizers and provide estimates for municipal services in order for them to better finalize their budget.

The Committee agreed to deal with Item 6.3.4 at this time.

6.3.4 Peggy's Cove Bicentennial

A copy of the Peggy's Cove Bicentennial Civic Event Grant Application was before the Committee.

Mr. Mike Gillett, Coordinator, Community Development, introduced Mr. John Campbell, Chairman of the Peggy's Cove Bicentennial event. Mr. Campbell provided the following information in regard to the Peggy's Cove Bicentennial Celebration event:

- on April 3, 1811 a grant was issued to six Peggy's Cove families by King George III and on April 3, 2011, the opening celebration of the 200th anniversary of Peggy's Cove was held with many local politicians/media /residents attending
- a volunteer group was formed in July 2010 to plan the 2011 Bicentennial event
- a number of events are planned throughout the year such as the opening of the St. John's Anglican Church as a museum for the summer; annual Bay Clean-up and Bay Bounty and Bargains (75 km yard sale type event similar to the Eastern Shore event), an exciting community building opportunity with residents participating from Goodwood to Peggy's Cove, Hubbards to St. Margaret's Bay; the Department of Natural Resources will do interpretative walks throughout the bi-centennial; school and family reunions; art festival; Sackville Community Band playing; RCMP Musical Ride; Pipe and Drum Band and a Fishing Derby
- the closing ceremony on September 24th will hopefully include Symphony Nova Scotia, if funding permits, and a fireworks display around the Peggy's Cove lighthouse area
- anticipated attendance is estimated at 70,000 to 100,000
- over 500 volunteers are expected to participate/100 volunteers already involved
- Marketing and Promotion: the Media Day attracted CBC and Global TV; an article was done by the Chronicle-Herald; there is a FACEBOOK site and a website www.peggyscove.org ; a brochure is being developed for distribution through the Visitor Information Centres (VIC's); a promotional video is also under production: Peggy's Cove is a very high profile area and every attempt will be made to attract media attention whenever possible
- there has been tremendous support from the community from the beginning with many donations already received and volunteers offering to help; letters of support have been received from the St. Margaret's Bay Chamber of Commerce; St. Margaret's Bay Tourism, and; TIANS (Tourism Industry Association of Nova Scotia)
- the Economic impact of the anniversary celebration will be significant and will include attracting over 10,000 new people to the area with over \$150,000 expected to be spent over the summer
- 20% of guests will come from outside HRM (14,000 to 20,000)
- Budget: Revenue - \$238,000 and Expenses - \$238,000; over \$10,000 has already been raised from corporate and community groups; provincial funding has been received for promotional brochures; funding has been provided to hire two summer students.

Mr. Campbell responded to questions of the Committee and provided the following additional information:

- no answer has been received as yet from the Provincial or Federal governments in regard to funding, however; there has been a positive reaction and a response is expected by late May. Letters have been sent to them as recent as today requesting an update.
- there has been good support from the local MLA who has attended many of the meetings
- in regard to artist fees, most will be for fishing demonstrations with the goal being to hire as local as possible with three different locations proposed, however; only one location would have a Fisherman at a time
- it is hoped that 14,000 to 20,000 visitors from outside HRM will be attracted to this event; the busiest time at Peggy's Cove is between 11:00 a.m. and 3:00 p.m. so most events have been planned to attract people after that busy period
- Peggy's Cove does not have a lot of accommodation, only one B&B, so many visitors will stay in the city or surrounding area and drive out later in the day
- the events are free and open to the public, however; there has been discussion concerning a possible charge, however; we do not really want to charge people to come to the area; there are places to make donations
- in regard to Cruise Ship business; discussion has been held, however; they require a one year lead in as they plan and price in advance so perhaps this could be a consideration for future years.

Councillor Uteck thanked Mr. Campbell for his presentation and advised that they would be advised of Council's decision later in May.

Mr. Ransome retired from the meeting at 2:24 p.m.

The Committee agreed to deal with Item 6.3.3 at this time.

6.3.3 O'Neill Cold Water Classic

A copy of the HRM Civic Event Grant Application for the O'Neill Cold Water Classic was before the Committee.

A brochure entitled Halifax Regional Municipality O'Neill Cold Water Classic – Event Presentation April 2011 was circulated to the Committee at this time.

Mr. Paul Forrest, Coordinator, Community Development, introduced Mr. Leonard Marcovitch, President, O'Neil Cold Water Classic Canada, and Mr. John Fluke.

Mr. Marcovitch presented a video briefing on the O'Neil Cold Water Classic event. He then provided the following information:

- the O'Neill Cold Water Classic takes its name from neoprene wetsuit inventor and Surfer Mr. Jack O'Neill, in order to stay in colder water and surf longer

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- O'Neill Cold Water Classic series started in 2009 and is a 6-Star Association of Surfing Professionals (ASP) World Qualifying Series held on three continents (Gisborne, New Zealand; Tofino, BC/*Halifax, NS*, Canada, Santa Cruz, California, USA; Thurso, Scotland, UK), encompassing four unique and extreme locations such as the most northern, the most southern, the coldest and most classic areas with the final series held in Santa Cruz, California (home to O'Neill)
 - the event will follow the world's richest surf competition – the Quicksilver PRO - to be held in New York from September 4th to 14th, 2011 and will bring everyone east and closer to the Halifax event to be held September 19th to 25th
 - due to its proximity to New York, Halifax is a logical focus for surfers/media
 - this is the only professional surfing event to take place on Canadian soil
 - the competition will attract 150 competitors from around the world and offers a total prize purse of \$600,000 USD: the higher the prize money the more surfers attracted to the event
 - the prize money for each event is \$145,000; most of the funding will go to prizes
 - the finals will determine the O'Neill Cold Water Classic Series Champion
 - Nova Scotia has the best surf tides in September and there is an interest in moving the event from the west coast (BC) to the east coast (NS)
 - due to the close geographic locations and the media following the New York event, the Halifax event will have a tremendous following
 - a website has been created, which would have a minimum of 1,000,000 viewers during the event (live cast) and would highlight the local community; Social Media is also used with constant feeds in the media as well as a free iPhone download application; videos created by O'Neill; TV coverage
 - the O'Neill Cold Water Classic event is a free, low key, family oriented event open to all
 - HRM has a high population and due to the site being located close to the urban area the attendance is expected to be high; the event has never been held so close to a major municipality
 - the value to Tofino, BC was \$900,000
 - Funding and Support: total budget is \$600,000 cost for the event not including athlete/staff travel
 - O'Neill owns and organizes the event and contributes 2/3 of the budget (\$350,000)
 - the host community/area is requested to contribute \$200,000 as a combination of Cash/In Kind (such as free accommodation)
 - detailed budget information can be provided that would include information from port-a-pottie rental costs to video production costs
 - the major expenditure is the cost of prize money, judges and video production

Mr. Marcovitch responded to questions from the Committee and provided the following additional information:

- the surfing community is quite small, however; O'Neill has the highest market share than anywhere in Canada; families from grandparents to grandchildren come to watch the event

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- the judges will be placed on flatbeds so that they may be positioned/re-positioned in the best locations and will disappear after the event
 - the intention is to continue the O'Neill Cold Water Classic event, however; they cannot commit to Halifax as a permanent site although it is hoped it will go on for several years; this is the first time the event will be held in New York; the event does tend to move as they are always seeking something new/different
 - the event will celebrate HRM's natural coasts and surfing community with generous global media coverage; pre-event and post event promotion will ensure HRM's tourism visibility worldwide
 - Art and Culture: local artists/musicians are encouraged to be approached, either by O'Neill or HRM, to add to the atmosphere of the event such as the ECO-O'Neill that was held in Tofino, BC.

Councillor Uteck thanked Mr. Marcovitch for his presentation then explained that he would be advised of Council's decision by end of May.

In response to a question by Mr. Jolliffe, Mr. Whittemore explained that this application was submitted by a not for profit branch of O'Neill and is deemed to be a tourism event.

7. REPORTS - NONE

8. MOTIONS - NONE

9. ADDED ITEMS

9.1 Summer Festival Grant Program Sub-Committee

This item was dealt with earlier in the meeting. See page 3.

9.2 Festival and Events Grant Program Sub-Committee

This item was dealt with earlier in the meeting. See page 4.

9.3 HRM Hallmark Event Grant Renewals

This item was dealt with earlier in the meeting. See page 4.

10. NOTICES OF MOTION - NONE

11. DATE OF NEXT MEETING

Due to the Union of Nova Scotia Municipalities (UNSM) conference scheduled for the week of May 11th, the Committee agreed to change their May 11th meeting date to Monday, May 2nd pending availability of Committee members.

12. ADJOURNMENT

The meeting was adjourned at 2:54 p.m.

Chris Newson
Legislative Assistant

Information Items - NONE