

SPECIAL EVENTS ADVISORY COMMITTEE
AGENDA

Wednesday, May 4, 2011

PRESENT: Councillor Sue Uteck, Chair
Councillor Gloria McCluskey
Councillor Dawn Sloane
Deputy Mayor Jim Smith
Dianne Kokesh
Lisa Monk
Colin Richardson
Jeff Ransome
Timothy Rissesco
Brian Rose

REGRETS: Councillor Brad Johns
Stuart Jolliffe
Jonathan Wilkie

STAFF: Mr. Andrew Whittemore, Manager, Community Development
Mr. Mike Gillett, Coordinator, Community Development
Mr. Andrew Cox, Coordinator, Community Development
Mr. Billy Comer, Coordinator, Community Development
Mr. Paul Forrest, Coordinator, Community Development
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

The meeting was called to order at 12:32 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – March 11, 2011

MOVED by Mr. Colin Richardson, seconded by Councillor Gloria McCluskey that the minutes of March 11, 2011, as presented, be approved. MOTION PUT AND PASSED.

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

Additions: 9.1 Approval of March 16, 2011 and April 6, 2011 Minutes
 9.2 Financial Statements – Halifax International Marathon Society
 9.3 Financial Statements – Atlantic Buskers Festival Society

MOVED by Councillor Dawn Sloane, seconded by Deputy Mayor Jim Smith that the agenda, as amended, be approved. MOTION PUT AND PASSED.

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. Andrew Whitemore, Manager, Community Development, advised that a report is being prepared, as requested by the Committee, considering a potential amendment to the Composition of the Special Events Advisory Committee to including the following representatives: Restaurant Association of Nova Scotia, Sports Club, Cultural Community Representative, and any other representative that the Committee/staff may wish to consider. The report should be ready for the June meeting.

5.2 Appointments to the Summer Festival Grant Sub-Committee
(Deferred from April 13, 2011)

Discussion ensued on appointing two additional Councillors, representing the former County areas, to serve on the current Summer Festival Grant Program Sub-Committee along with Councillor Johns, who has already accepted the nomination. It was suggested that Councillors David Hendsbee and Steve Streach be approached to serve on the Sub-Committee.

Councillor McCluskey requested that the appointment process be a fair process.

Councillor Sloane suggested that, to ensure a fair process, the former County area Councillors should decide amongst themselves who they want to serve on the Sub-Committee.

MOVED by Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend that two additional Councillors, representing the former County Area, be temporarily appointed to the Special Events Advisory Committee to serve on the Summer Festival Grant Program Sub-Committee for a term to run from May 25th to June 30th, 2011. MOTION PUT AND PASSED.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

7. REPORTS

Discussion ensued on the process and role of the Special Events Advisory Committee in regard to the reserve; is the Committee to grow the reserve or seek further strategic suggestions. Some members understood that part of having a reserve is to build the levy to help with future events. The Committee requested that staff provide an annual analysis of the program budget and advise the Committee of the balance remaining from the previous year.

Councillor Uteck requested that the role of the Committee in regard to the levy/reserve be added to the next agenda.

7.1 O'Neill Cold Water Classic Grant

A staff report dated March 23, 2011 on the O'Neill Cold Water Classic Grant Application had been previously circulated to the Committee on April 13, 2011.

Mr. Paul Forrest and Mr. Andrew Cox, Coordinators, Community Development, presented the O'Neil Cold Water Classic report dated March 23, 2011. The advised that there was an error in the report and that the recommended grant award should be in the amount of \$144,000 not \$142,000. The funding request was for \$150,000 to \$200,000.

In response to concerns raised by the Committee, Councillor Uteck read into the record a portion of the HRM Civic Event Application form that advises applicants completion and submission of a Civic Events Grant application does not guarantee funding.

Discussion ensued during review of the event Criteria Score Sheet with the following comments noted:

- there is great interest in surfing, especially surfing in extreme weather conditions; the Surfing Film Festival was well attended
- the New York surfing event occurring one week prior to the proposed Halifax event will draw attendees to Halifax

- a map outlining the Regional Plan's urban/suburban/rural area was requested in order to assist the Committee in understanding how the Geographic Distribution categories of urban/suburban/rural are determined; this event scored 10/10 under the GEOGRAPHIC DISTRIBUTION section of the Criteria Score Sheet as it is to be held in a rural area
- the Committee noted that more detailed budget information should be provided
- concern was expressed in regard to parking during the event
- as a tourism event, this type of activity (surfing) could be a huge draw.

MOVED by Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend the proposed \$144,000 2011/12 Non Annual grant award be increased by \$1,000 for a total recommended grant award of \$145,000 for the O'Neil Cold Water Classic Event, to be funded from the Marketing Levy Special Events Reserve (Q315), as outlined in the Budget Implications section of the March 23, 2011 staff report. MOTION PUT AND PASSED.

7.2 HRM Non Annual Events & Event Infrastructure Report

A staff report dated April 6, 2011 on HRM Non Annual Events & Event Infrastructure was previously circulated to the Committee on April 12, 2011 via electronic means.

Referencing Table 2, Attachment 1 of the April 6, 2011 staff report, and; upon review of the Criteria Score Sheet for each application, the following motions were placed:

Sporting Events

FIVB Beach Volleyball Junior World Championships

Staff clarified that the original request received was for \$50,000, and; based on that amount; staff reviewed the Criteria Score Sheet and applied the formula for determining a proposed grant award resulting in a recommended grant in the amount of \$25,500. FIVB then submitted a request for an increase to \$100,000. Staff reapplied the formula based on the revised amount of \$100,000 and determined a proposed grant award of \$51,000.

MOVED by Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend a grant award of \$51,000 from the Marketing Levy Special Event Reserve (Q315) for the FIVB Beach Volleyball Junior World Championships event. MOTION PUT AND PASSED.

J24 North American Sailing Championship Regatta

Councillor McCluskey requested that, in future, all applications recommended for funding include a presentation to the Committee to assist in learning more about an

event rather than receiving presentations only from those groups requesting more than \$10,000.

In regard to managing timelines, some Members of the Committee expressed concern with receiving presentations from all proposed grant recipients.

MOVED by Councillor Gloria McCluskey, seconded by Ms. Lisa Monk that the Special Events Advisory Committee recommend a grant award of \$4,500 from the Marketing Levy Special Event Reserve (Q315) for the J24 North American Sailing Championship Regatta. MOTION PUT AND PASSED.

2011 Canadian Blind Sports Sanctioned National Goalball

Mr. Ransome suggested that the OTHER FACTORS section of the Criteria Score Sheet be amended to 4.5/6 from 3/6 and that the award be increased from the proposed \$1,250 to \$1,500 based on the revised total score of 53/100. He suggested that consideration be given to including a category in the OTHER FACTORS section that would recognize events designed for persons with disabilities.

MOVED by Councillor Dawn Sloane, seconded by Councillor Gloria McCluskey that the Special Events Advisory Committee recommend a grant award of \$1,500 from the Marketing Levy Special Event Reserve (Q315) for the 2011 Canadian Blind Sports Sanctioned National Goalball. MOTION PUT AND PASSED.

Tourism Events

Truth & Reconciliation – Atlantic National Event

Councillor Uteck noted that although the event scored 78/100, there is a granting cap restriction as outlined on page 6 of the staff report under Major Tourism Events, therefore, the proposed grant award is a recommended \$100,000.

MOVED by Mr. Jeff Ransome, seconded by Deputy Mayor Jim Smith that the Special Events Advisory Committee recommend a grant award of \$100,000 from the Marketing Levy Special Event Reserve (Q315) for the Truth & Reconciliation – Atlantic National Event. MOTION PUT AND PASSED.

Mawiomi 2011 – Mi'kmaq International Powwow

In response to questions of clarification, Mr. Forrest explained that due to the success of last year's Grand Chief Membertou event, the intent of the International Powwow Organizers is to continue as an annual event.

Councillor Uteck noted that the event organizers advised during their presentation that they were considering becoming an annual event that would eventually become self-sufficient.

MOVED by Councillor Gloria McCluskey, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend a grant award of \$79,000 from the Special Events Marketing Levy Reserve (Q315) for the Mawiomi 2011 – Mi’kmaq International Powwow. MOTION PUT AND PASSED.

Nocturne: Art at Night

In response to questions of clarification from Members of the Committee, Mr. Mike Gillett, Coordinator, Community Development, explained that HRM has requested that Nocturne: Art at Night integrate the HRM Public Art Program (temporary art installation) simultaneously with Nocturne's art event as both events have similar goals. Having the two events occur simultaneously is mutually beneficial as HRM is leveraging the Nocturne event with volunteers and staff working together. There is no savings to the HRM operating budget by having the events occur simultaneously as HRM provides funding from its operating budget to support their portion of the event.

Councillor Uteck noted that she has requested clarification from the Municipal Auditor General on this matter.

MOVED by Deputy Mayor Jim Smith, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend a grant award of \$34,500 from the Marketing Levy Special Event Reserve (Q315) for the Nocturne: Art at Night event. MOTION PUT AND PASSED.

September Storm Classic Surf Event

MOVED by Mr. Timothy Rissesco, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend a grant award of \$10,250 from the Marketing Levy Special Event Reserve (Q315) for the September Storm Classic. MOTION PUT AND PASSED.

African Nova Scotia Arts & Cultural Freedom Festival

Mr. Forrest explained that the African Nova Scotia Arts & Cultural Freedom Festival event should have been listed under the Major Civic Events category rather than the Tourism Event category.

Mr. Rissesco explained that due to the cultural significance of the Black community in Halifax, and; that 2011 is the United Nations Year for Persons of African Decent, he suggested the proposed \$8,250 grant award be increased to \$15,000.

MOVED by Mr. Timothy Rissesco, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend a grant award of \$15,000 from the Marketing Levy Special Event Reserve (Q315) for the African Nova Scotia Arts & Cultural Freedom Festival. MOTION PUT AND PASSED.

Discussion ensued on the ability of grant applicants to provide the desired/required statistical and financial information considering that they are volunteer groups. It was suggested that, for annual events, the applicants be advised when they apply that certain quantitative data is mandatory. A concern was also expressed with the Criteria Score Sheet categories ATTENDANCE (EVENT SIZE) and % NON –RESIDENT PARTICIPANTS / SPECTATORS, as an event expecting fifty (50) spectators would score 3/15 in the ATTENDANCE category, however; if 100% of that fifty were from outside HRM a score of 12/12 would be obtained in the % NON-RESIDENT PARTICIPANT/SPECTATORS category.

Mr. Gillett explained that applicants are requested to provide economic generation statistics, however; many do not have that information and are not able to generate a quantitative report. The numbers provided are a “best guess”. He noted that Events Nova Scotia has been helpful in assisting applicants with this aspect of their grant applications.

Mr. Rose commented that not for profit groups are being asked to provide detailed budgets including estimated economic impacts which they will not be able to do. He suggested that perhaps the Chamber of Commerce could arrange to assist the not for profit groups in preparing a more detailed budget by possibly hosting a seminar on budget preparation/presentation.

Maritime Fiddle Festival

MOVED by Ms. Lisa Monk, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend a grant award of \$6,750 from the Marketing Levy Special Event Reserve (Q315) for the Maritime Fiddle Festival. MOTION PUT AND PASSED.

Major Civic Celebrations:

Peggy’s Cove Bicentennial Celebration

Mr. Whittemore noted that there was a granting cap restriction on this category, as outlined on page 8 of the staff report, which caps funding at \$25,000.

Mr. Ransome commented that due to the iconic nature of Peggy’s Cove he was uncertain how the cap fit in this instance.

In response to a question by Ms. Monk, Mr. Cox explained that unless the applicant inquired, they would not be aware of the cap, however; the cap may be overturned by the Committee or by Regional Council.

MOVED by Councillor Gloria McCluskey, seconded by Mr. Colin Richardson that the Special Events Advisory Committee recommend a grant award of \$25,000 for the Peggy's Cove Bicentennial Event. MOTION PUT AND PASSED.

HRM Heritage Quest

Mr. Forrest explained that the HRM Heritage Quest group had withdrawn their application.

Due to time constraints, further discussion on the recommendations for the HRM Non-Annual Events & Event Infrastructure Report was deferred to the next meeting.

The meeting was recessed at 1:53 p.m.

The meeting was reconvened at 2:00 p.m.

7.3 HRM Hallmark Event Grant Renewals

A staff report dated February 28, 2011 was previously circulated to the Committee on April 12, 2011.

Discussion ensued with the following motions placed:

Royal Nova Scotia International Tattoo

MOVED by Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$90,000 from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Blue Nose International Marathon

Mr. Colin Richardson declared a Conflict of Interest for this item as he is associated with the host hotel, Delta. He then removed himself from discussion on this matter.

In response to questions of clarification from the Committee, Mr. Cox explained that the requested increase was to assist with an expanded marketing outreach designed to attract more out of province runners.

In response to a request for clarification on the outstanding deficit owed to HRM, Mr. Whittemore explained that a recent update from the HRM Finance department indicates that the balance owing, of less than \$10,000, will be repaid as per the scheduled payment plan.

MOVED by Councillor Gloria McCluskey, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$50,000 for the

Blue Nose International Marathon from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Halifax International Busker Festival

A copy of the Atlantic Buskers Festival Society Financial Statements for Year Ended December 31, 2010 was before the Committee.

Mr. Whittemore explained that, as requested by the Committee, staff had inquired as to the Provincial and Federal government requirements for grant applications. Staff noted that:

- as part of the grant process, the Provincial government requests audited financial statements and that receipts be submitted
- at this level of funding, the Federal government only requires completion of the grant application
- both the Provincial and Federal governments have, at times, requested bank statements.

Mr. Gillett advised that he had contacted the Federal government and inquired what factors they consider when reviewing grant applications and was advised that factors they consider are whether the event: is world class, charges exorbitant fees, absorbs the deficit when profits do not hit the mark, and; is the Canadian tax payer receiving value for their dollar.

In regard to the Busker Festival, Mr. Gillett advised that the site location is still under discussion.

MOVED by Mr. Timothy Rissesco, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$50,000 for the Halifax Busker Festival Event from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Atlantic Jazz Festival

MOVED by Councillor Dawn Sloane, seconded by Ms. Lisa Monk that the Special Events Advisory Committee recommend a one time \$5,000 increase for the 2011 25th anniversary year of the Atlantic Jazz Festival for a total recommended grant award of \$45,000 from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Atlantic Film Festival

MOVED by Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$40,000 for the Atlantic Film Festival from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Halifax Pride Festival

MOVED by Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$25,000 for the Halifax Pride Festival from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament

MOVED by Councillor Gloria McCluskey, seconded by Councillor Dawn Sloane that the Special Events Advisory Committee recommend a grant award increase of \$10,000 for a total grant award of \$25,000 for the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) Tournament.

Councillor McCluskey noted that there would be over 6000 players attending, most from out of town including St. Pierre and Miquelon.

Councillor Uteck noted that HRM has increased ice surface fees which will increase the cost to the tournament.

MOTION PUT AND PASSED.

Halifax Pop Explosion

MOVED by Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award of \$10,000 for the Halifax Pop Explosion, and; a conditional grant of \$30,000 to the Halifax Pop Explosion for a free public concert on condition that the \$30,000 be returned to HRM if the free public concert does not go forward.

The Committee requested that the \$10,000 grant and the \$30,000 grant be recorded as separate line items in the budget.

MOTION PUT AND PASSED.

Scotia Festival of Music

Mr. Cox noted that this group offers many free workshops and several days of activities.

MOVED by Mr. Timothy Rissesco, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee recommend a grant award increase of \$5,000 for a total grant award of \$15,000 for the Scotia Festival of Music from the 2011/12 Marketing Levy Special Events Reserve (Q315). MOTION PUT AND PASSED.

Mr. Andrew Whittemore, Manager, Community Development, noted that the Titanic 100 event had been omitted and would be dealt with at the next meeting.

8. MOTIONS - NONE

9. ADDED ITEMS

9.1 Approval of the Minutes of March 16, 2011 and April 6, 2011

Due to time constraints, this matter was deferred to the May 11, 2011 meeting.

9.2 Financial Statement – Halifax International Marathon Society

The Financial Statement of the Halifax International Marathon Society was circulated for information purposes only and dealt with under Item 7.3. No action required.

9.3 Financial Statement – Atlantic Buskers Festival Society

The Financial Statement of the Atlantic Buskers Festival Society was circulated for information purposes only and dealt with under Item 7.3. No action required.

10. NOTICES OF MOTION - NONE

11. DATE OF NEXT MEETING – May 11, 2011

12. ADJOURNMENT

The meeting was adjourned at 3:01 p.m.

Chris Newson
Legislative Assistant

Information Items - NONE