

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

JANUARY 4, 2012

PRESENT: Councillor Sue Uteck, Chair
Councillor Barry Dalrymple
Councillor Gloria McCluskey
Councillor Linda Mosher
Jeff Ransome, Hotel Association of Nova Scotia
Brian Rose, Chamber of Commerce
Jonathan Wilkie, Greater Halifax Partnership
Stuart Jolliffe, Destination Halifax
Colin Richardson, Member at Large
Dianne Kokesh, Member at Large
Timothy Rissesco, Member at Large

REGRETS: Lisa Monk, Member at Large

STAFF: Mr. Mike Gillett, Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Billy Comer, Coordinator, Civic Events
Mr. Paul Forrest, Coordinator, Civic Events
Ms. Denise Schofield, Manager, Community & Recreation
Services
Mr. Brad Anguish, Director, Community & Recreation Services
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

Councillor Uteck, Chair, called the meeting to order at 1:19 p.m. in Halifax Hall, City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – November 9, 2011

MOVED by Councillor Dalrymple, seconded by Mr. Jolliffe that the minutes of November 9, 2011, as presented, be approved.

Referencing page 8 of the November 9th minutes, Councillor McCluskey questioned whether the Chair had the ability to determine whether someone was in a potential conflict of interest.

Councillor Uteck advised that legal services would be providing clarification on the matter.

Mr. Jolliffe clarified that he has declared a potential conflict of interest on other occasions more so for the declaration than any perceived/potential conflict. He advised that he will continue to leave the decision, in regard to conflicts, up to the Committee.

MOTION PUT AND PASSED.

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

Additions: 7.1.2 Hallmark Events – Councillor Uteck

MOVED by Ms. Kokesh, seconded by Councillor McCluskey that the agenda, as amended, be approved. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES

4.1 HRM Regional Plan Urban / Suburban / Rural Map (August 10, 2011)

Mr. Paul Forrest, Coordinator, Civic Events, circulated copies of the HRM Regional Plan Urban, Suburban and Rural map for the Committee's information.

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 Non-Annual Event Grant Program – Second Intake

The October 6, 2011 staff report was before the Committee.

Councillor Uteck explained that a decision on the National Basketball League of Canada All Star Weekend event had been deferred pending clarification on the financials and was now before the Committee for discussion.

(i) National Basketball League of Canada All Star Weekend

In response to a question by Councillor McCluskey, Mr. Paul Forrest, Coordinator, Civic Events, explained that the Halifax Rainmen have a not for profit branch and it is the not for profit organization that has applied for funding. He then reviewed the grant application and score sheet advising that the application had scored 50/100 which resulted in a recommended grant amount of \$37,500.

Mr. André Livingston, President and CEO Halifax Rainmen, responded to questions of clarification from members of the Committee and provided the following information:

- ROGERS has expressed interest in being a sponsor for this event
- now that Halifax has been selected as the host city for this event, more effort will be put into obtaining sponsors
- if a profit were to be made on this event the funds would be used to purchase more tickets for under privileged children and other community events such as free camps
- the budget for 2012 is similar to the 2010 budget as it is a similar event
- the owners “own” the league; he is the founder and will receive no money in relation to this event.

Councillor Mosher entered the meeting at 1:31 p.m.

Councillor McCluskey requested that statistical information such as attendance and hotel room bookings from the previous year’s event be made available to the Committee for review. She suggested that the civic events policy in regard to international status needs review as the Halifax Rainmen has players who reside in Canada yet staff’s scoring has the event classified as international.

Councillor Mosher requested that for next year, more concrete data be provided such as the cost of the breakfast and how many hotel rooms were booked.

Councillor Uteck thanked Mr. Livingston for his attendance and the clarification provided.

Discussion ensued on the National Basketball League of Canada All Star Weekend application/score sheet.

MOVED by Mr. Ransome, seconded by Councillor Mosher that the Score Sheet category for Free or Low Costs Gated vs. Non Gated be increased to a Combined Event for a score of 10/15 as 50% of the tickets are provided free. MOTION PUT AND PASSED.

MOVED by Councillor McCluskey, seconded by Mr. Richardson that the Score Sheet category National / International be reduced to a National Event for a score of 10/15 from 15/15 for an International Event.

In response to concerns raised by Members of the Committee, Mr. Forrest clarified that the National Basketball League of Canada qualified for International as they have international players.

MOTION PUT AND PASSED.

MOVED by Mr. Ransome, seconded by Councillor Dalrymple that the Other Factors category be increased to 3/6 due to an error in the staff report; the event warrants both the first and fourth categories with a 1.5 score for each for a total of 3/6. MOTION PUT AND PASSED.

In response to a concern raised by Councillor Mosher in regard to the scoring for the Financial Support category, staff explained that they view volunteers as community support; without the volunteers paid personnel would be required. In kind support is invaluable to events. The newly revised Score Sheet, to be used from this point forward, will address this concern.

Mr. Forrest advised that based on the revised score sheet total of 51.5/100 (52/100), which equals 29% of the \$150,000 requested, the recommended award is \$43,500.

MOVED by Councillor Dalrymple, seconded by Mr. Ransome that the Special Events Advisory Committee recommend that Halifax Regional Council award a grant of \$43,500 to the National Basketball League of Canada All Star Weekend based on a revised score sheet as follows:

- a) **National/International category reduced to a National Event for a score of 10/15 from 15/15 for an International Event.**
- b) **Free or Low Costs Gated vs. Non Gated category increased to 10/15 for a Combination Event from a Low Cost Event with 5/15.**
- c) **Other Factors category increased to 3/6 due to an error in the staff report; the event warrants both the first and fourth categories with a 1.5 score for each for a total of 3/6 not 1.5/6 as noted in the staff report.**

MOTION PUT AND PASSED.

(ii) 2013 Continental Cup of Curling

Mr. Paul Forrest, Coordinator, Civic Events, advised that the applicants had withdrawn their application.

5.2 Revised Event Grant Application and Evaluation Tools

The October 14, 2011 staff report was before the Committee.

Mr. Paul Forrest, Coordinator, Civic Events, presented the revised grant application and evaluation tools report.

Discussion ensued on the proposed revisions to the Marketing Levy Special Event Reserve (MLSER) Tourism Event Score Sheet as outlined in Table 2, Page 4, of the October 14, 2011 staff report.

MOVED by Mr. Rose, seconded by Councillor McCluskey that the category for: % Non-resident Participant/Spectators, Financial Support, Other Factors and Business Case/ROI information be amended by removing the ROI information portion.

Mr. Rose questioned what the return on investment would be for a grant amount explaining that a return on investment is usually net income which is not usual for a not for profit event.

Mr. Jolliffe noted that what was required was more of an economic impact study rather than an ROI.

Upon invitation by the Chair to provide comment on concerns raised by the Committee in regard to ROI and Economic Impact Study's and the ability of not for profits to provide such information, Mr. Grant MacDonald, Director, Corporate Affairs and Strategic Partnerships, Trade Centre Limited, advised that for a recent event in Yarmouth, the Sports Tourism model was utilized to project the economic impact. There are services available online that could assist groups in compiling this data, however; there would be a cost involved such as an Intercept Survey cost of \$2,500 to \$5,000 depending on the depth of the survey.

Without a vote being taken on the motion on the floor, it was **MOVED by Mr. Jolliffe, seconded by Mr. Ransome that the Special Events Advisory Committee request a staff report reviewing/outlining the Federal and Provincial tools used (such as the Sports Tourism Model) to project economic impact and which should be used when, and what threshold, in terms of measuring economic impact of an event to enable the Committee to better evaluate the event: and, whether use of that review (tool) would be set as a condition to awarding funds for annual events or one time events. MOTION PUT AND PASSED.**

A vote was then taken on the main motion with the motion being **PUT AND PASSED.**

Discussion ensued on the proposed revisions as outlined on Table 2.

MOVED by Mr. Jolliffe, seconded by Councillor Mosher that the category for Tourism Period (seasonality) be amended as follows: Off Season is – November to March inclusive; Shoulder Season is April to October; Prime Season is July to September.

Councillor Uteck commented that the scoring would be unfair for some events such as sporting events that could only be held during their seasonal time of year such as golf which would not be taking place in January.

Mr. Jolliffe explained that the value to HRM for an event in high season is substantially less than an event during the off season. The goal is to drive the most incremental benefit.

Councillor McCluskey suggested that this category be removed for those sporting events that could only be held during a specific time frame.

MOTION PUT AND PASSED.

Discussion ensued on the proposed revisions as outlined in Table 2.

MOVED by Mr. Jolliffe, seconded by Mr. Ransome that the category for Geographic Distribution be amended by adding for clarity; Primary Event Location. MOTION PUT AND PASSED.

Discussion ensued on the proposed revisions as outlined in Table 2.

MOVED by Mr. Rose, seconded by Mr. Ransome that the category Economic Impact be replaced with the term GENERAL ECONOMIC IMPACT and the ROI section be replaced with Return on Grant amount. MOTION PUT AND PASSED.

Civic Event Grant Application Form (Attachment 1 of the October 14, 2011 staff report)

Councillor Dalrymple requested that staff correct an error on the Civic Event Grant Application form, top of Page 6, Attachment 2, PART B. indicates a Part D to be referenced; this is to be corrected to say Part B as there is no Part D.

Mr. Jolliffe requested that Page 2: Grant Descriptions – Festivals and Event Grant – second paragraph: be amended by replacing FUNDRAISING EVENTS with “EVENTS WHOSE PRIMARY PURPOSE IS FUNDRAISING”....do not qualify for this grant.

As previously requested by the Committee, Mr. Ransome requested that Question #8 on Page 4 of Attachment 2 (*Does your event have a specific political or social perspective or agenda?*) be removed.

MOVED by Mr. Ransome, seconded by Mr. Rissesco that the Special Events Advisory Committee approve the amended Civic Event Grant Application form

MLSER Tourism Event Score Sheet as presented in the October 14, 2011 staff report and as amended on January 4, 2012. MOTION PUT AND PASSED.

5.3 Funding for Events Nova Scotia

Mr. Rose advised that funding to the Atlantic Canada Opportunities Agency (ACOA) would be cut soon. He inquired whether funding that was provided for Events Halifax would be transferred to Events Nova Scotia.

Mr. Grant MacDonald, Director, Corporate Affairs and Strategic Partnerships, Trade Centre Limited (TCL) and Director, Events Nova Scotia, confirmed that funding to Events Nova Scotia from the two partners, Federal and Provincial governments, would be ending as of March 1, 2012. The Trade Centre Limited made a proposal to the Special Events Advisory Committee for consideration of potential funding for major event acquisition; work is ongoing in regard to identifying a range of services that could fall under a service agreement.

In response to a question by Councillor Uteck, Ms. Denise Schofield, Manager, Community and Recreation Services, advised that the staff report on this matter was in process when the Auditor General's report on Concerts came forward and part of the recommendations includes work on an Events Strategy. The report is part of her current work plan and is ongoing.

Mr. Jolliffe suggested that consideration be given to any such funding being a Council budget line item rather than allocated from the \$900,000 provided from the Special Events Reserve Marketing Fund so as not to reduce the funding for events.

Councillor Uteck advised that she will raise the issue of funding for Events Nova Scotia with the Audit and Finance Standing Committee.

5.4 Proposed 2012 Meeting Schedule

A list of proposed 2012 meeting dates was before the Committee.

Due to timelines, the January 11th and February 8th, 2012 meetings were cancelled.

The Committee requested that the March 14th meeting date be reconsidered as it is March Break week.

The Committee deferred decision on the 2012 meeting schedule to the next meeting to be held on February 15, 2012 from 1:00 p.m. to 3:00 p.m.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS - NONE

7. REPORTS

7.1 Disclosure Statement and FOIPOP Compliance

A report dated October 19, 2011 was before the Committee.

This matter was deferred to the February meeting due to time constraints.

7.1.2 Hallmark Status

Councillor Uteck explained that approximately two years ago new applicants for Hallmark Status were put on hold pending a revised policy; those groups are still waiting.

Due to time constraints, this matter was deferred to the February meeting with consideration to be given to reviewing current applications for Hallmark Status under the existing policy rather than hold all applications pending approval of the proposed revised policy.

8. DATE OF NEXT MEETING – February 15, 2012

9. ADDED ITEMS

See item 7.1.2.

10. ADJOURNMENT

The meeting was adjourned at 3:15 p.m.

Chris Newson
Legislative Assistant

IN CAMERA – NONE

INFORMATION ITEMS - NONE