

SPECIAL EVENTS ADVISORY COMMITTEE

MINUTES

March 28, 2012

PRESENT: Councillors: Sue Uteck, Chair
Barry Dalrymple, Vice-Chair
Linda Mosher
Gloria McCluskey
Mr. Brian Rose
Mr. Colin Richardson
Ms. Dianne Kokesh
Ms. Lisa Monk
Mr. Timothy Rissesco
Mr. Stuart Jolliffe

REGRETS: Mr. Jonathan Wilkie
Mr. Jeff Ransome

STAFF: Ms. Denise Schofield, Manager, Community Development and
Partnerships
Mr. Paul Forrest, Coordinator, Civic Events
Mr. Mike Gillett, Senior 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 12:37 p.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – March 7, 2012

MOVED by Mr. Rissesco, seconded by Mr. Jolliffe that the minutes of March 7, 2012, as presented, be approved. MOTION PUT AND PASSED.

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

Additions:

- 8.1 Request for Update on Marketing Levy Special Event Reserve Revisions – Mr. Jolliffe

The agenda, as amended, was approved.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS

5.1 HRM Hallmark Event Grant Renewals

The January 11, 2012 staff report, previously circulated at the February 15th and March 7th meetings, was before the Committee.

This matter was deferred pending completion of all presentations.

5.2 2012 Meeting Schedule

MOVED by Mr. Jolliffe, seconded by Mr. Richardson that the Special Events Advisory Committee approve the following dates for the remaining 2012 meeting schedule: April 11th, April 18th (if required), May 9th, June 13th, July 11th (If required), August 8th (If required), September 12th, October 24th, November 7th, December 12th, and; that the time of the meetings be 12:30 to 3:30 p.m. MOTION PUT AND PASSED.

Councillor Mosher entered the meeting at 12:38 p.m.

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - NONE

6.2 Petitions - NONE

6.3 Delegations

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

6.3.3 Military Heritage Encampment - War of 1812

Mr. Stuart Jolliffe and Mr. Colin Richardson declared conflicts of interest on this matter as their employer works in partnership with the Halifax Citadel Regimental Association (HCRA), the applicants, providing catering services to the Halifax Citadel.

A copy of the presentation, including budget information, was before the Committee. A revised copy of the budget information was circulated at this time.

Councillor Mosher requested greater clarity on the issue of conflict of interest on this matter as the contract for catering services would be awarded through a public tender process and should not create a conflict of interest situation.

The Committee requested that HRM Legal Services provide clarification on this matter.

Mr. Rod MacLean, Executive Director, Halifax Citadel Regimental Association (HCRA), presented on behalf of the Military Heritage Encampment – War of 1812 event. The ask is for \$48,000. He then responded to questions from members of the Committee and provided the following additional information:

- there will be some similarities in programming around the War of 1812 events this year; Parks Canada has been the lead agency in talks with the Waterfront Development Corporation and the Tall Ships event
- emphasis will be placed on the key role Halifax had in the War of 1812 and the profound impact the war had on it's development such as the funds from levy taxes on the shipment of good during that period being used to construct Dalhousie College, now the site of present day City Hall
- in regard to raising funds through other means such as ticketing events, events held outside the Citadel would be free, however; the fee at the Halifax Citadel is decided by parliament. Other levels of government are providing uniforms and "in kind" support
- there are no plans for on site vendors as the Citadel has a standing coffee / gift shop.

Councillor Mosher requested more information on the synergies of events planned involving the War of 1812 and questioned the economic impact if there were to be similar historic re-enactment events.

Councillor McCluskey entered the meeting at 1:02 p.m.

The Committee requested an updated financial statement prior to scoring the event as \$48,000 is being requested from the municipality yet no funding was showing from other levels of government.

Councillor Uteck thanked Mr. MacLean for his presentation and advised that a decision would be made by the end of April.

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

6.3.4 FIVB Swatch Beach Volleyball Junior World Championships

A copy of the presentation, including budget information, was before the Committee.

Mr. Derek Martin, Mr. Chris Larsen and Mr. Aaron Legge, organizers for the Swatch FIVB Beach Volleyball Junior World Championships event, presented the proposal. The ask is for \$225,000. The presenters noted that Events Nova Scotia assisted in preparing an economic impact assessment of the 2011 event. It is anticipated that, in 2012, 79% of the event expenses will be spent within local businesses and suppliers. FIVB would like Halifax to become a stop for the world tour.

The presenters responded to questions from Members of the Committee and provided the following additional information:

- there are six Canadian teams, however; not one solely maritime team
- the legacy pieces left by the event are to assist Volleyball Nova Scotia with a place to train; an epicentre for beach volleyball training
- the municipal taxes outlined on the economic impact sheet was information resulting from the model used by Events Nova Scotia
- the economic impact study also shows jobs being created; those jobs were probably resulting from the economic spinoff to local suppliers
- athletes/coaches/officials/staff for FIVB number approximately 150 for 2011 and 200 for 2012; they are required to arrive three to four days prior to the event as they are required to travel one day for every time zone difference they may have
- the management fees go to the FIVB organizers to assist with the event management/site planning/logistics
- \$30,000 for volunteers includes clothing, food and beverage; volunteers are participating for six days and receive a package that includes a T-shirt, shorts etc.
- the Federal government is contributing less this year; funding is coming through Volleyball Canada
- the province is being asked for an increased amount for the event
- the last three days of 2011 were sold out events; people want to see this event
- events that are part of the world tour/other championships may be able to come to Halifax; there is potential for an event each Labour Day weekend

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- discussions are ongoing with broadcasters such as TSN, SportsNet and Bell Aliant for the 2012 event
 - if possible, the sand from the 2012 event will be donated to the volleyball courts in Burnside
 - plans are to set up the courts early in order to allow fundraising/charity events to take place prior to the event.

Councillor Uteck thanked the presenters and advised that a decision would be made by the end of April.

The Committee agreed to deal with Item 6.3.2 at this time.

6.3.2 Prismatic 2012

A copy of the presentation, including budget information, was before the Committee.

Ms. Maggie Stewart, Managing Director, Prismatic, provided an overview of the Prismatic 2012 event and the request for \$30,000 from HRM. The event involves diverse artists, representing Canada's best, who provide a diverse show. She then responded to questions from Members of the Committee and provided the following information:

- the Alderney Theatre site is not being used this year partly due to the costs associated and due to the event being designed as a walkable event with most of the venues located in downtown Halifax
- there is a non profit Board of Governors being formed that will have a local and national reach
- talks are underway with the organizers of the Atlantic Film Festival as the two events would be held simultaneously; although there will be overlap it is not a concern as Prismatic events would not be ones to compete directly with the Atlantic Film Festival events
- 2012 will offer longer runs for the bigger shows to build up an audience and drive ticket sales; matinées will be offered to attract the schools
- average price for tickets at Rebecca Cohn and Neptune range from \$20 to \$30; the Music Room and Sonic Temple are approximately \$10; the goal is to provide an affordable event, however; the events are professional events with professional artists.

Councillor Uteck thanked the presenters and advised that a decision would be made by the end of April.

The Committee agreed to deal with Item 6.3.1 at this time.

6.3.1 2012 U20 Canada - Russia Junior Series Bid Proposal

A copy of the presentation, including budget information, was before the Committee.

Mr. Grant MacDonald, Director, Corporate Affairs and Strategic Partnerships, Trade Centre Limited, presented the 2012 U20 Canada-Russia Junior Series bid proposal. The ask is for \$150,000. He then responded to questions from members of the Committee and provided the following additional information:

- Halifax has experience hosting hockey tournaments/championships, including three international world hockey championships; has a pool of 4000 volunteers, and; a great hosting/working relationship with Hockey Canada
- the budget presented is the bid budget not the event budget
- there will be two hockey games
- the number of spectators from outside HRM who may attend the event is speculative at this point; the goal is to fill 10,500 seats for all games
- the expenses presented should not go up, expenses should come down based on how the budget was built
- the event organizers are Trade Centre Limited (TCL) in partnership with Hockey Canada and Events Nova Scotia
- \$31,400 is the municipal tax amount generated through the economic impact model

Councillor Uteck thanked Mr. MacDonald for his presentation and advised that due to the bid process a decision will be considered at the April 11, 2012 meeting. She clarified that the funding requested would be contingent upon Halifax winning the bid to host the event.

7. REPORTS

7.1 Festival and Events Grant Funding Request – First Intake

The February 24, 2012 staff report was before the Committee.

Mr. Paul Forrest, Coordinator, Civic Events, presented the report then responded to questions of clarification from members of the Committee.

Councillor Dalrymple expressed concern that the Beaver Bank Canada Day celebration event was in the wrong category as it should be under the Summer Festival program as per previous years' discussion by the former Sub-Committee.

Mr. Forrest advised that the event could be moved to the Summer Festival program.

**MOVED by Councillor Dalrymple, seconded by Councillor McCluskey that the Beaver Bank Canada Day event be moved to the Summer Festival program.
MOTION PUT AND PASSED.**

Councillor Mosher requested more information on the methodology and criteria on how the funding amounts were determined. She suggested that all events under the same

category receive similar amounts. She noted that the Dingle Beach Party was proposed an award of only \$500 yet over 2000 people attend that event.

Discussion ensued on the recommended amounts for each event and the criteria used to determine the funding amounts. Members of the Committee commented that if attendance at the event is one of the criteria in determining the proposed award, some communities may be at a disadvantage due to their size.

MOVED by Councillor Mosher, seconded by Councillor McCluskey that the Special Events Advisory Committee defer this matter pending:

- 1. Presentation of the criteria for determining the proposed award amounts;**
- 2. Removal of the Canada Day - Beaver Bank event from the Community Celebrations category on Table 1, page 3 of the February 24, 2012 report and that it be placed under the separate Summer Festivals program as per a previously agreed upon funding agreement made by the previous Summer Festival Sub-Committee;**
- 3. Review/clarification on the use of attendance as a determinant in scoring/value of grant award as this may disadvantage smaller communities.**
- 4. Inclusion of the Dingle Beach Party for consideration in the Festival Event/Summer Event grant program as it is: presented at a municipal facility; supports recreation/culture/heritage which follows under the municipal mandate.**

MOTION TO DEFER PUT AND PASSED.

8. ADDED ITEMS

8.1 Request for Update on the Market Levy Special Event Reserve Revisions

Mr. Jolliffe requested an update on the revisions proposed to the Market Levy Special Event Reserve fund outlined in the January 23, 2012 staff report and questioned why the matter was not brought to the Special Event Advisory Committee. The proposed revision is to include coverage from the reserve fund for administrative expenses to a maximum of 5% of the annual Market Levy Special Event Reserve Fund.

Ms. Schofield, Manager, Community Development and Partnerships, explained that this was a housekeeping matter and that the issue had been raised previously at the Committee level. The January 23, 2012 report was presented to the Audit and Finance Standing Committee who then recommended that the report be forwarded to Regional Council for their April agenda.

9. DATE OF NEXT MEETING – April 11, 2012

10. ADJOURNMENT

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

Chris Newson
Legislative Assistant

In Camera – NONE

Information Items

1. Upcoming Agenda Items
 - 1.1 Revised Special Events Grant Framework – *Spring 2012*
 - 1.2 Economic Impact Report – *Spring 2012*
 - 1.3 Halifax International Busker Festival Hallmark Event Presentation – *April 11, 2012*