



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
April 29, 2015**

**PRESENT:** Councillor Steve Craig, Chair  
Deputy Mayor Lorelei Nicoll  
Councillor Brad Johns  
Councillor Steve Adams  
Mr. Vishal Bhardwaj  
Mr. Stuart Jolliffe  
Mr. Jeff Ransome  
Ms. Laurie Sauers

**REGRETS:** Councillor Brad Johns  
Mr. Jason Bremner  
Mr. Leon N'da

**GUEST:** Mayor Mike Savage

**STAFF:** Ms. Elizabeth Taylor, Manager of Culture & Events  
Mr. Paul Forrest, Civic Events Coordinator  
Mr. Liam MacSween, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, supporting documents, and information items circulated to the Committee are available online: <http://www.halifax.ca/boardscom/seac/SEACAgendasMins.php>*

*The meeting was called to order at 9:00 a.m. and took a break at 9:50 a.m. The committee reconvened at 10:00 a.m. and adjourned at 11:48 a.m.*

**1. CALL TO ORDER**

Councillor Craig, Chair called the meeting to order in Halifax Hall, 2<sup>nd</sup> Floor City Hall, 1841 Argyle Street, Halifax.

- **Election of Vice-Chair**

Councillor Craig opened the floor for nominations for the position of Vice-Chair of the Special Events Advisory Committee.

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that Councillor Johns be nominated for the position of vice-chair. MOTION PUT AND PASSED.**

Councillor Craig called three times for further nominations for the position of vice-chair. There were no further nominations but forth by the committee.

**MOVED by Deputy Mayor Nicoll, seconded by Councillor Adams that nominations cease. MOTION PUT AND PASSED.**

Councillor Craig noted that Councillor Johns has been nominated as Vice-Chair of the Special Events Advisory Committee.

**2. APPROVAL OF MINUTES – April 8, 2015**

Mr. Jolliffe noted a correction on page three of the April 8, 2015 minutes.

**MOVED by Ms. Sauer, seconded by Mr. Bhardwaj that the minutes of April 8, 2015 be approved as amended. MOTION PUT AND PASSED.**

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

Additions: None

**MOVED by Councillor Adams, seconded by Mr. Ransome that the agenda be approved as presented. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES**

Ms. Elizabeth Taylor, Manager of Culture and Events, provided a hand out to the committee which outlined a breakdown of the Municipal Service costs related to the Blue Nose Marathon, Past Summer Festival Event Awards 2007-2013 as well as a breakdown of the Annual Event Program.

With respect to municipal service costs for the Blue Nose Marathon, Ms. Taylor commented that the primary factor for increased municipal service costs is attributable to the collective agreement with the Halifax Regional Police Association for overtime compensation, as well as significant changes to the marathon route since 2007 when the data was first collected. She further advised that Superintendent Falkenham of Halifax Regional Police has offered to provide a presentation to the committee if required.

Mr. Ransom inquired about the possibility of a municipal operating cost mechanism to be provided to event organizers to help inform about costs associated with holding an event.

Ms. Taylor provided further information with respect to the review of the Summer Event Grant Awards between 2007-2013 as well as the Annual Event Program.

With respect to a proposed meeting schedule for the 2015 year, Councillor Craig noted his preference that it be established and presented to the committee for approval at the next meeting. The Legislative Assistant noted that he would send out a proposed meeting schedule and bring it forward for approval at the next meeting.

The Legislative Assistant provided further commentary with respect to governance matters relating to the use of alternates for committee members. He noted that further follow up will be conducted in this regard.

Further discussion ensued with the committee adjourning for a break at 9:50 a.m. The committee reconvened at 10:00 a.m.

**5. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**6. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**6.1 Correspondence – NONE**

**6.2 Petitions – NONE**

**6.3 Presentation – NONE**

**7. REPORTS**

**7.1 STAFF**

**7.1.1 Hallmark Events Grants 2015**

The following was before the committee:

- *A staff report dated April 17, 2015*

Ms. Elizabeth Taylor, Manager Special Events and Culture and Mr. Paul Forrest, Civic Events Coordinator provided a presentation on the April 17, 2015 staff report and responded to questions of clarification from the committee. The Committee agreed by consensus to vote on each event separately.

Royal Nova Scotia International Tattoo

Ms. Taylor and Mr. Forrest gave an overview of the Royal Nova Scotia Tattoo's application provided information to the Committee on the Sport Tourism Economic Assessment Model (STEAM) report in relation to the event that was provided by the provincial government and responded to questions from the committee.

Mayor Savage joined the meeting at 10:05 a.m.

Mayor Savage introduced himself to the committee and noted that the Halifax International Tattoo is facing a dramatic reduction in the support from the Military. He further advised that the tattoo is an important event for the municipality which showcases the region to visitors from across the globe.

Mr. Jolliffe commented that there are several different sets of metrics provided by the event organizers in relation to economic assessment and advised that it is important to have clarity on the numbers to provide a proper evaluation. He requested further information with respect to the number of attendees for the parade.

Mr. Forrest noted that the attendance numbers for Tattoo's Canada Day parade as submitted by the group is 125,000.

Mr. Jolliffe commented that the parade would likely generate a great deal of municipal service costs.

In response to a follow up question from Deputy Mayor Nicoll, Ms. Taylor commented that the Royal Nova Scotia International Tattoo has been reluctant to increase ticket prices as the organization is concerned about affordability.

Councillor Craig expressed his opinion the STEAM model is consistent in terms of evaluation the overall economic direction of the event and noted that the committee needs to be aware of the budgetary pressures on the group from other sponsors. He inquired as to how the data provided by the event organizers can be validated.

Ms. Taylor commented that staff works closely with applicants to validate the numbers that are provided. She further advised that the numbers are reviewed closely by staff based on the relative economic impact of the event to determine the category in which it will be placed.

Mr. Jolliffe commented that the request from the Tattoo is not out of line with the overall economic impact that is provided to the city. He expressed concern that a ceiling has been reached with respect to the amount of funding that can be provided for certain events and advised that other events may be minimized if the maximum allotment it provided.

Mayor Savage commented that perhaps further discussion should take place with the event organizers to provide further clarity with respect to the numbers that were provided. He thanked the committee for their time and work in evaluating the hallmark events grants to help generate economic development in the municipality.

Mayor Savage left the meeting at 10:20 a.m.

Mr. Jolliffe questioned the need to provide the maximum allowable event grant to the Royal Nova Scotia Tattoo given that the budget presented by the event organizers would seem that it is self-sufficient.

Mr. MacIntyre stated that he would be in support of the request from the Tattoo given the economic benefit that it is derived from it. He further advised that he has more questions with respect to the vetting of the numbers provided by the organization.

Further discussion ensued with the committee recommending the following motion:

**MOVED by Mr. Ransome, seconded by Ms. Sauers that the Special Events Advisory Committee recommend that Halifax Regional Council grant \$100,000.00 to the Royal Nova Scotia International Tattoo as outlined in the staff report dated April 17, 2015 on the condition that that there are no changes to the parade programming associated with the event, if the condition is not met then an grant of \$90,000.00 should be provided.**

**MOTION PUT PASSED.**

2015 Scotiabank Blue Nose Marathon:

Ms. Taylor and Mr. Forrest provided an overview of the application for the Blue Nose Marathon and responded to questions from the committee.

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that the Special Events Advisory Committee recommend that Halifax Regional Council provide a grant of \$60,000.00 to the Blue Nose Marathon as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

Halifax International Busker Festival

Ms. Taylor and Mr. Forrest provided an overview of the Halifax International Busker Festival application and STEAM report and answered questions from the committee.

Mr. Ransome expressed concern that the numbers provided in the STEAM report and the application received by the event organizers do not accurately reflect the full economic impact of the event. He commented that in his experience within the hotel industry the numbers that are historically generated as a result of the event taking place do not match what has been provided in the STEAM report. He noted that despite the discrepancies in the numbers, the festival does provide economic benefit to the municipality.

Mr. Jolliffe agreed with Mr. Ransome's assessment and noted that further clarification from the applicant of the data provided would be helpful in the evaluation of the suggested event grant.

Mr. MacIntyre requested further information with respect to the economic assessment of the event provided in the STEAM report to determine the event grant.

Ms. Taylor noted that vigorous discussions between the province and event organizer have taken place with respect to the numbers provided in the STEAM report.

Mr. Jolliffe commented that the historical level of funding that has been provided to the Halifax International Busker Festival is likely an appropriate number to consider given that the numbers cannot be completely verified.

Councillor Craig commented that the municipality needs to come up with a more informed way to obtain accurate information from the event organizers. He noted the traditional significant activity which takes place on the waterfront because of the Buskers Festival. He advised that he would be willing to arrange a meeting with the group to assist in establishing better criteria for future applications.

Mr. Bhardwaj commented that the committee should also consider the community building aspect of the Buskers festival as well as the economic impact that is generated.

Mr. Ransome suggested that the event grant be lowered from \$50,000.00 to \$40,000.00 as the information within the application provided is not entirely complete.

**MOVED by Mr. Ransome, seconded by Councillor Adams that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$40,000.00 Hallmark event grant to the Halifax International Busker Festival.**

**MOTION PUT AND PASSED.**

Halifax International Jazz Festival:

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from the Halifax International Jazz festival and responded to questions from the committee.

**MOVED by Deputy Mayor Nicoll, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$ 40,000.00 Hallmark event grant to the Halifax Jazz Festival as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

Atlantic Film Festival:

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from the Atlantic Film Festival and responded to questions from the committee.

**MOVED by Mr. Jolliffe, seconded by Mr. MacIntyre that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$40,000.00 Hallmark event grant to the Atlantic Film Festival as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

Halifax Pop Explosion:

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from the Halifax Pop Explosion and responded to questions from the committee.

**MOVED by Mr. Jolliffe, seconded by Ms. Sauers that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$40,000.00 Hallmark event grant to the Halifax Pop Explosion as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

Halifax Pride Festival

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from the Halifax Pop Explosion and responded to questions from the committee.

**MOVED by Deputy Mayor Nicoll, seconded by Mr. MacIntyre that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$30,000.00 Hallmark event grant to the Halifax Pride Festival as outlined in the discussion section of the .**

**MOTION PUT AND PASSED.**

Shearwater Eastern Dartmouth Minor Hockey Association (SEDMHA) Hockey Tournament:

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from SEDMHA and responded to questions from the committee.

Mr. Ransome expressed concern that the Hockey Associations are for profit enterprises and noted that providing hallmark event grants for one hockey association as opposed to others within the municipality sets a bad precedent. He advised that providing funding for SEDMHA takes the municipality off purpose with respect to Hallmark grants as some of the funding may be used for capital investments toward infrastructure utilized by the group. He further noted that tournament does provide a great deal of economic benefit to the area.

Deputy Mayor Nicoll commented that many organizations benefit from funding that is provided to events as event organizers are paid from the revenues collected by the groups.

Councillor Adams noted his support the staff recommendation and commented that the group is able to generate a significant economic benefit to the area as well as help in the refurbishing of locker rooms for community managed facilities.

Further discussion ensued.

**MOVED by Councillor Adams, seconded by Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council provide a \$25,000.00 Hallmark event grant to the**

**SEDMHA Hockey Tournament as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

Scotia Festival of Music:

Ms. Taylor and Mr. Forrest provided an overview of the application received by staff from the Scotia Festival of Music and responded to questions from the committee.

**MOVED by Ms. Sauers, seconded by Mr. Bhardwaj that the Special Events Advisory Committee recommend that Halifax Regional Council provide a grant in the amount of \$15,000.00 to the Scotia Festival of Music as outlined in the discussion section of the staff report dated April 17, 2015.**

**MOTION PUT AND PASSED.**

- 7.2        **COMMITTEE UPDATES – NONE**
- 8.        **ADDED ITEMS – NONE**
- 9.        **DATE OF NEXT MEETING – June 3, 2015**
- 10.       **ADJOURNMENT**

The meeting adjourned at 12:18 p.m.

Liam MacSween  
Legislative Assistant