

HALIFAX REGIONAL MUNICIPALITY

SPECIAL EVENTS ADVISORY COMMITTEE Minutes

March 10, 2010

- PRESENT:** Deputy Mayor Brad Johns, Chair
Mr. Douglas MacDonald, Member at Large & Vice-Chair
Councillor Dawn Sloane
Councillor Lorelei Nicoll
Mr. Stuart Jolliffe, Destination Halifax
Mr. Jeff Ransome, Hotel Association of Nova Scotia
Mr. Brian Rose, Halifax Chamber of Commerce
Ms. Sally Camus, Member at Large
Mr. Bill Mont, Member at Large
Mr. Timothy Rissesco, Member at Large
- REGRETS:** Mr. Andrew Whittemore, Manager, Community Development
Mr. Billy Comer, Coordinator, Civic Events
- STAFF** Mr. Mike Gillett, Coordinator, Civic Events
Mr. Andrew Cox, Coordinator, Civic Events
Mr. Paul Forrest, Cultural Researcher, Community Development
Mr. Grant MacDonald, Director, Major Events and Community
Partnerships, Trade Centre Limited
Ms. Chris Newson, Legislative Assistant

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1. CALL TO ORDER

The 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 - February 10, 2009

MOVED BY Mr. Stuart Jolliffe, seconded by Councillor Dawn Sloane that the minutes of February 10, 2010, as presented, be approved. MOTION PUT AND PASSED.

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

Additions: 11.1 RBC Multicultural Festival - Councillor Sloane

The Committee agreed to the agenda as amended.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

Mr. Jolliffe noted that in Item 11.4 of the February minutes, staff had offered to circulate the draft Event Strategy but he had not received a copy.

Deputy Mayor Johns advised that Committee members could obtain a copy of the draft Event Strategy from him at the end of the meeting. He explained that the document was confidential, until approved by Regional Council, and not for circulation to anyone other than the voting members of the Special Events Advisory Committee. Information from the November 18, 2009 Workshop had been incorporated into the draft.

Deputy Mayor Johns commented that staff were reviewing the current grant structure and preparing a proposal to streamline the process that would be brought to the Committee at a later date; possibly by the Fall of 2010.

5. MOTIONS OF RECONSIDERATION - NONE

6. MOTIONS OF RECISSION - NONE

7. CONSIDERATION OF DEFERRED BUSINESS

7.1 HRM Hallmark Event Grant Renewals

This item was deferred to March 24, 2010 pending completion of all presentations.

8. CORRESPONDENCE, PETITIONS & DELEGATIONS

8.1 Correspondence - NONE

8.2 Petitions - NONE

8.3 Delegations

8.3.1 Hallmark Event and Special Event Presentations

(i) Halifax Pride Festival

Deputy Mayor Johns advised that the Halifax Pride group had a debt owing to HRM and had not, as yet, submitted their year end report.

Mr. Andrew Cox, Coordinator, Civic Events, explained that, by motion of the Committee, the Special Event Grant policy could include clarification that any group requesting Hallmark status/funding would not be permitted to present to the Special Events Advisory Committee until they had completed the application and submitted a year-end report.

Councillor Sloane noted that the previous Chair of the Halifax Pride Festival had resigned just weeks prior to the 2009 event, therefore; the volunteers taking over responsibility for the event may not have all the information they require to complete the report.

MOVED BY Mr. Stuart Jolliffe, seconded by Mr. Doug MacDonald that the Special Events Advisory Committee request that, effective immediately, no funding be granted to any organization until all final reports were presented. MOTION PUT AND PASSED.

Deputy Mayor Johns welcomed Mr. Ed Savage, Co-Chair, Halifax Pride Festival, and explained the process for presentations.

Mr. Savage circulated an information package to the Committee members at this time. He noted the following:

- C Halifax Pride is the fourth largest Pride Festival
- C the Festival has grown to 145 entries with an estimated 60-65,000 participants/attendees; 2009 was the biggest event yet
- C larger acts are now approaching the organizers to be involved

- C the Theatre Festival was a new addition in 2009 and was very successful.
- C due to the growth of the event, it has become necessary for 2010 to place constraints on the amount of entries due to requirements to stay within their time limit and to be able to manage the event
- C new sponsors have been obtained such as TD Bank and CIBC and a major brewery has expressed interest
- C a new initiative for 2010 will be working with Nova Scotia Tourism to do a market study

Councillor Nicoll entered the meeting at 12:51 p.m.

Mr. Savage provided the following additional information in response to comments/concerns raised by the Committee:

- C the 2009 year-end report and projections for 2010 were included in the Information Package circulated to the Committee
- C there is a strategy to deal with the outstanding debt such as a fundraiser on March 15th that will pay \$15,000 toward the \$21,000 owing based on advance ticket sales
- C Montreal has asked to partner with the Halifax Pride Festival as the events are held one week apart and would provide travel package opportunities between the events
- C Committees have been established for all aspects of the festival; more volunteers have been recruited; infrastructure is being put in place to help manage the growth of the festival
- C the Board will make all decisions for all aspects of the festival and if necessary will have to say no to some requests in order to grow the event responsibly

Mr. Savage agreed to verify the totals provided in the year-end report and 2010 projections due to possible discrepancies in their calculation.

- C due to the rapid growth of the festival, tripled in size over the last three years, the organizers are working with Employment Canada to hire someone to help with running the festival as it is difficult for volunteers to put in the 40-50 hours per week required
- C discussions have been held with HRM Civic Event staff and staff of other city's in regard to how to deal with the growth and handling an event of this magnitude
- C the \$10,000 recorded as "in kind" revenue is in regard to advice received
- C the requested increase to \$50,000 would greatly help

- C the event organizers are hoping to work with the Atlantic Film Festival / Jazz Festival in regard to possibly outsourcing parts of the Halifax Pride Festival events

In response to Deputy Mayor Johns, Mr. Savage confirmed that the ask for 2010 is an increase of \$25,000 for a total grant of \$50,000.

Mr. Brian Rose suggested that there should be an offsetting expense for the \$10,000 “in-kind” revenue recorded otherwise it could be considered as creating money. In response, Mr. Savage agreed to break down those figures.

Mr. Stuart Jolliffe and Mr. Doug MacDonald suggested that, considering the continued and rapid growth of the festival, the organizers should hire an Accountant to do the bookkeeping as it is a difficult task with a volunteer base.

Deputy Mayor Johns thanked Mr. Savage for his presentation and advised that he would be notified of the Committee’s decision following their March 24th meeting.

Mr. Jolliffe requested that staff provide the Committee with the Halifax Pride Festival organizers’ response to the following question on the application form: *“Does your event have a specific political or social perspective or agenda.”* Mr. Cox clarified that the application for Hallmark Status for the Halifax Pride Festival had been brought forward by Councillor Sloane for 2009, therefore; technically, that question was not addressed. An application was not completed for 2010 as the event already had Hallmark Event status. He noted that the application form referenced by Mr. Jolliffe was for one-off events and does not apply to Hallmark Events. The Halifax Pride Festival is open to all persons who wish to attend.

Deputy Mayor Johns requested that, on a go forward basis, staff consider Mr. Jolliffe’s request that all groups be asked the same questions.

Mr. Jeff Ransome expressed concern with the forecasted revenue for 2010 as it appeared to be incredibly aggressive. He questioned how the Special Events Advisory Committee would be able to evaluate if that projection were even possible and noted that only \$17,000 had been received from big sponsors in the past.

Deputy Mayor Johns requested the Committee members make note of any concerns for discussion at the next meeting as they commence their deliberations.

(li) Royal Nova Scotia International Tattoo

Deputy Mayor Johns welcomed Mr. Thomas Grotrian, Marketing Manager for the Royal Nova Scotia International Tattoo, and explained the process for presentations.

Mr. Grotrian explained that the Royal Nova Scotia International Tattoo and the Tattoo Royal Visit were two separate events being organized by two separate Boards of Directors with two separate accounts. The Tattoo Royal Visit will be organized as a community event by the charitable Nova Scotia international Tattoo Foundation with the annual Tattoo event being organized by the Nova Scotia International Tattoo Society. Confirmation of the Royal Visit will not be received until very shortly before the event is to take place; possibly only seven (7) days notice.

Mr. Grotrian provided the following information:

- C the annual Hallmark Event, the Royal Nova Scotia International Tattoo, has had an important role in HRM's life and can be defined as having three different categories: cultural, economic and community life

Details of the Economic Impact are as follows:

- C the 2009 final report is being compiled with preliminary figures showing an economic impact to HRM of \$27.8 million spent in Halifax. 40.3% of the audience came from out of province with an average stay of 3.5 days spending \$242 per person per day
- C visitors from outside HRM but within Nova Scotia accounted for 26.2% of the audience with an average stay of 1.9 days spending \$83.27 per day per person
- C the cast themselves contributed to the economy as many were from outside HRM; although their accommodations and basic food requirements were provided for, they spent their disposable income in and around Halifax as they were in town for a few weeks

Details of the Cultural front are as follows:

- C the Tattoo is more than a military and pipe band event; it includes dance, music, gymnastics with interaction among various cultural groups, who would not normally have met, who have formed strong relationships
- C part of the mandate of the Tattoo event is to educate which is achieved by introducing new artistic expression forms each year with a number of historical themes as well
- C the Tattoo organizers actively encourage commercial companies to purchase groups of tickets to be handed out to various youth groups

Details of the Community Engagement aspect include:

- C the Tattoo is a community event that has grown and is put on by hundreds of local volunteers
- C a platform is provided to showcase the best of our local talent such as the choirs, gymnasts and dancers

Mr. Grotrian advised that the Tattoo runs on the same break even budget each year, \$2 - \$3 million, with a little extra calculated for inflation. All assistance from HRM, the monetary and all non-monetary, is appreciated.

In response to comments/concerns raised by members of the Committee, Mr. Grotrian provided the following additional information:

- C the Society owns a building on Gottingen Street and utilizes a warehouse on James Street
- C the standard dates are the for the first week of July; that is unlikely to change in future years
- C the Society was created once the event was no longer run by the province and the Foundation was a spin-off of that Society as they recognized that they could be making more of a contribution to the community. The Foundation can seek funding but has nothing to do with the administration of the show
- C part of the mandate of the Society is to support the Foundation should it be needed
- C there are no profits as they are a not for profit group
- C the vision of the Foundation is to encourage cultural development through such efforts as funding a charity Music Gala. The Foundation will also be taking over the assets and administration of the Pipes and Drums that could be used as a teaching aid for young pipers/drummers across the province
- C the Society does not donate money to charities as they are a charity themselves
- C approximately \$70,000 in funding is provided by the province with an additional \$6-\$12,000 from the Federal Canadian Heritage department as well as funds from ACOA and the Marquee Tourism Events program as well as in kind support

(iii) Tattoo Royal Visit

Mr. Grotrian explained that the Royal Visit has not been confirmed and would be confirmed on very short notice if it were to go forward. The official announcement will come from the Palace. The Royal Tattoo Performance is planned for June 29th, however; commitments on spending have to be made well in advance of that date as the cast would have to be brought in two days early. The event is considered to be a community event with the Foundation taking on the organizing and financial burden. If a profit is realized, those funds would be used to create a legacy that could be invested in youth programs. The ask is for \$100,000 as it is unknown what the extra costs may be.

In response to comments/concerns raised by the Committee, Mr. Grotrain provided the following additional information:

- C the Royal performance will be open to the public with no discounted tickets and no group or curtain rates

- C the budget presented for this event is based on 10% of the cost for the entire Tattoo as it would be one show of the ten planned performances
- C expenses incurred would include bringing the cast/crew in two days earlier and additional staging area, if required, for Her Majesty to make a speech
- C the proposed budget does not include salaries
- C \$240,000 has been requested of ACOA to assist with the cost of rations/quarters for the cast/crew
- C there may be additional expense for extra pomp and circumstance for this performance due to the Queen's presence such as the playing of the Royal and National Anthems
- C additional seating would have to be secured surrounding the Royal seating area
- C some musicians have already booked flights to be available for this performance
- C advertisement cannot take place until the Palace authorizes, therefore; there could be a very short time frame in which to sell tickets that may not cover the costs

Deputy Mayor Johns noted that the funding appears to be required more to cover incurred expenses if the event did not go forward. Mr. Mike Gillett, Coordinator, Civic Events, commented that, historically, grants were provided for events that happen and not for those that do not happen.

Deputy Mayor Johns thanked Mr. Grotrian for his presentation and explained that he would be advised of the Committee's decision following their March 24th meeting.

The meeting recessed at 2:08 p.m.

The meeting reconvened at 2:15 p.m.

(iv) Scotia Festival of Music

Deputy Mayor Johns welcomed Mr. Christopher Wilcox, Managing Director, Scotia Festival of Music, and reviewed the process for presentations.

Mr. Wilcox circulated the brochures for 2010 and advised that:

- C the Scotia Festival of Music was a two week Chamber Music event held at the Dalhousie Arts Centre and the Music Room
- C 65 students took part in the intensive study program; a High School student had the incredible opportunity to sit next to a professional Orchestra Director

- C the final concert in 2009 had a cast of 201

In response to comments/concerns raised by the Committee, Mr. Wilcox provided the following additional information:

- C there is no deficit at the present time; a marginal surplus was achieved in 2009
- C the budget for the event is \$400,000 with approximately \$207,000 being paid to the musicians/performers in 2009
- C the most successful fundraiser, a car auction, saw dwindling results with only \$60,000 being raised in 2009 rather than the normal \$100,000
- C there is a concern with future fundraising due to the current economy
- C the Scotia Festival of Music owns and operates the Music Room
- C 10% of the audience is from out of town
- C the event promotes Halifax and Nova Scotia
- C they were not intending to ask for an increase above the \$10,000 provided in 2009, however; \$15,000 would be a great asset for the 2010 event

Deputy Mayor Johns thanked Mr. Wilcox for his presentation and advised that he would be informed of the Committee's decision following the March 24th meeting.

Mr. Jolliffe declared a conflict with the PBL All-Star Weekend event due to his association with Delta Hotels and Delta Hotels' working relationship with the PBL; he excused himself from discussions on the following item.

(V) PBL All-Star Weekend

Deputy Mayor Johns welcomed Mr. André Levingston, President, Halifax Rainmen Community Assist Society, PBL (Premier Basketball League) who then introduced his assistants, Ms. Jad Crnogorac, Vice-President, Community & Player Relations, and Mr. Ryan Chute, Director, Sales.

Deputy Mayor Johns reviewed the process for presentations.

Mr. Levingston and team advised that:

- C this was the second opportunity for HRM to host an All Star game and the first for the PBL league
- C the All Star game will be a working game hosting potential investors with an exciting opportunity to expand the league
- C games are scheduled for Moncton and St. John, NB providing an opportunity to build a rivalry with Halifax

- C 2010 will be a critical year for the league as they are looking for teams to join the league and to develop a brand of basketball
- C the goal is to develop young kids to play basketball in Canada
- C they have the most successful minor basketball teams at this level
- C Maritime teams would come to town and book hotel rooms and support local restaurants
- C the All Star weekend would open with a Legends Game of former college players from the community; a 3 point shoot out, and a slam dunk
- C the players are encouraged to engage with at risk children in the community and help them learn about nutrition, healthy living, having respect for yourself, never having excuses and shooting for your dreams
- C during the All Star event, 50-75 at risk kids will have the opportunity to interact with players through a mini clinic to be held on the floor with a Read to Achieve component
- C the children will receive All Star passes for the weekend
- C a contest will be held for an opportunity for children to walk out with a player by describing in sixty words or less why they should be walking out with the player
- C it is important to offer free events for those at risk children
- C media partners include CHUM and Metro newspaper, Rogers Communications, Eastlink TV with discussions underway with Delta Hotels. Advertisements will also be done on CNN and whatever partners are available through Eastlink.
- C there would be an economic spinoff to the hotel, restaurant and retail businesses as well as the opportunity to increase the profile of Halifax and Nova Scotia
- C the Rainmen Basketball team offers something of value to the community and the economic base of Halifax

In response to comments/concerns raised by members of the Committee, Mr. Levingston provided the following additional information:

- C projected ticket sales are \$35,000 as the objective is to keep the event accessible to kids
- C the objective is to put on a great show and enhance the league
- C the ask for this event is \$150,000 with any shortfall being covered personally, if necessary, by Mr. Levingston
- C there are no guarantee fees for the league

Deputy Mayor Johns thanked Mr. Levingston and team for their presentation and advised that they would be informed of the Committee's decision following the March 24th meeting.

(Vi) Nova Scotia International Air Show

Mr. Andrew Cox, Coordinator, Civic Events, provided a brief review of the Nova Scotia International Air Show's grant history noting the following:

- C a \$40,000 grant was provided by HRM in 2007. The event did not occur that year due to runway repairs at the Halifax Stanfield International Airport. It was staff's opinion that the event organizers had time to downsize their event and reimburse funds to HRM. A repayment schedule was developed wherein the \$40,000 grant was to be reimbursed in the amount of \$8000 annually.
- C in 2008, due to Hurricane Bill, the event was halted after the first hour
- C in 2009, the event was relocated to Yarmouth and was no longer an HRM event, therefore; the Special Events Advisory Committee removed the Hallmark Status for the Air Show
- C the Air Show is planned for Halifax in 2010; the organizers are requesting consideration as a one-off event as it is uncertain if the event will be held annually in HRM
- C the balance of the outstanding debt to HRM, to be confirmed, is approximately \$24,000

Deputy Mayor Johns clarified that the 2010 Air Show would use the shorter runway at 12 Wing Shearwater and downsize the event to fit that runway. Councillor Sloane added that the aircraft would be flying out of the Halifax Stanfield International Airport and over Shearwater.

Mr. Jolliffe retired from the meeting at 2:54 p.m.

Deputy Mayor Johns welcomed Mr. Colin Stevenson, Executive Director of the Halifax International Air Show, who introduced the following members of his team: Mr. Larry Wartman, Board member, and Mr. John Benson, Technical/WebMaster.

Mr. Stevenson provided the following information:

- C the Air Show was returning "home" to Halifax where it commenced in 1981 and will be the first big show in Halifax since 2006
- C the model of the Air Show is that of a travelling show with frequent stops in HRM. The travelling air show was suggested due to issues with the Halifax Stanfield International Airport (HSIA) and 12 Wing Shearwater facilities such as: heavy air traffic at HSIA; renovations at both HSIA and 12 Wing Shearwater and the fact that the longer runway was no longer available at 12 Wing Shearwater.

- C the 2010 event in Halifax would compliment the upcoming 100th anniversary of the Canadian Military and the 60th anniversary of Naval Aviation
- C smaller, faster planes will be part of the show due to the reduced runway size at 12 Wing Shearwater
- C the Canadian Army will provide interactive displays on the ground
- C popular acts such as the Snowbirds will be performing
- C in celebrating the community, the event will showcase working aircraft of Atlantic Canada such as the Sea King helicopter
- C a letter requesting permission to fly over Halifax airspace has been sent
- C the cost to produce the event in Halifax is higher, therefore; expenses will be higher for 2010
- C approximately 10,000 fans attended the Yarmouth 2009 event; there is potential for 30,000 fans to attend the Halifax 2010 event
- C organizers are working with Metro Transit and the HRM Traffic Authority in regard to parking
- C a traveling air show would garner fans across the Atlantic Provinces that would increase attendance when the event was held in the Halifax area

In response to comments/concerns raised by the Committee, Mr. Stevenson provided the following additional information:

- C air space is too tight at the Halifax Stanfield International Airport for coordinating the events; there is also limited space, which limits the number of static aircraft, at 12 Wing Shearwater
- C other areas interested in hosting the air show include Debert and Sydney, NS, Moncton, NB and Summerside, PEI
- C the goal is to create a fan base throughout the Atlantic Provinces who will then travel to Halifax when the show is in town as the event could not survive long-term in smaller areas
- C the only thing lacking in Halifax is the perfect facility
- C the event is at a breakeven position with \$24,000 still owing to HRM that is being repaid in annual amounts of \$8,000. The last grant issued by HRM for the event had \$8,000 deducted from it and put toward the outstanding debt balance.

Deputy Mayor Johns thanked Mr. Stevenson and team for their presentation and advised that they would be informed of the Committee's decision following the March 24th meeting.

9. REPORTS - NONE

10. MOTIONS - NONE

11. ADDED ITEMS

11.1 RBC Multi-cultural Festival

Councillor Sloane advised that the Multi-cultural Festival would be moving to the Halifax Pier 21 area and is being assisted by the Halifax Port Authority. After twenty-five (25) years of existence, the organizers have advised that they would like to have Hallmark Event status. She noted that she had additional information for circulation to the Committee that would be forwarded following the meeting.

**MOVED BY Councillor Dawn Sloane, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee request that staff forward an application for Hallmark Event status to the organizers of the RBC Multi-cultural Festival.
MOTION PUT AND PASSED.**

12. NOTICES OF MOTION - NONE

13. DATE OF NEXT MEETING - Wednesday, March 24, 2010.

14. ADJOURNMENT

The meeting adjourned at 3:19 p.m.

Chris Newson
Legislative Assistant