

SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES

February 20, 2014

PRESENT: Councillor Brad Johns, Chair
Councillor Barry Dalrymple
Councillor David Hendsbee
Ms. Laurie Sauers
Mr. Stuart Joliffe
Mr. Leon N'Da
Mr. Jeff Ransome

REGRETS: Mr. Tom Boyd
Mr. Gary Sandover

STAFF: Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives
Mr. Paul Forrest, Coordinator, Civic Events
Mr. Quentin Hill, Legislative Assistant

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1. CALL TO ORDER

The Chair called the meeting to order at 12:33 p.m. in Halifax Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – November 13, 2013

MOVED by Councillor Dalrymple, seconded by Mr. Joliffe to approve the November 13, 2013 minutes as presented. MOTION PUT AND PASSED.

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

Councillor Johns suggested that the Committee should discuss the composition of the Committee if there was enough time at the end of the meeting. It was noted there is a vacancy from the Greater Halifax Partnership and they did not wish to participate on the Committee.

MOVED by Mr. Joliffe, seconded by Mr. Ransome that the agenda be approved as amended. MOTION PUT AND PASSED.

4. BUSINESS ARISING OUT OF THE MINUTES - NONE

5. CONSIDERATION OF DEFERRED BUSINESS – NONE

6. CORRESPONDENCE, PETITIONS & DELEGATIONS

6.1 Correspondence - None

6.2 Petitions - None

6.3 Presentation

6.3.1 SEDMHA

A copy of the SEDMHA presentation and budget were before the Committee.

Mr. Bob Dulhanty and Mr. Wayne MacDonald gave presentation of the event. The request is for \$25,000 which is used to fund ice costs and general expenses. The SEDMHA representatives then responded to questions from Members of the Committee and provided the following information/clarification:

- 28.3 million in HRM in economic activity
- 18.9 million in expenditures in HRM with 5 million in accommodations and food services.

- Attracts 300 teams, with 120 of the teams outside HRM and 70 that are out of the province. Male and female competition.
- SEDMHA has been an HRM event for the last 35 years.
- Use all the HRM ice surfaces for the tournament.
- Attendance is over 30,000
- Profit last year of \$19,000

Councillor Johns thanked the presenters for the presentation and advised that staff would contact them when the Committee had made a decision.

6.3.2 Royal Nova Scotia International Tattoo

A copy of the Royal Nova Scotia International Tattoo presentation and budget were before the Committee.

Mr. Ian Fraser gave presentation of the event. The request is for \$165,000; 125,000 would be used for general expenses and \$40,000 to be used to support the 35th anniversary projects. Mr. Fraser then responded to questions from Members of the Committee and provided the following information/clarification:

- Event will take place July 1 – 8 2014 and will mark the 35th anniversary.
- Surveys indicate that 68% of the audience come from outside HRM.
- 99% of 2.5 million budget is spent in HRM, less than \$112,000 spent outside HRM.
- 21 million ROI for HRM.
- Royal Nova Scotia International Tattoo suffered a loss of \$45,000 last year.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.3 Halifax POP Festival

A copy of the Halifax Pop Explosion presentation and budget were before the Committee.

Mr. Johnny Stevens and Mr. Kris McCann gave presentation of the event. The request is for \$55,000 to help pay for the cost of free public events and to continue to further develop the free Grand Parade concert series. Mr. Stevens then responded to questions from Members of the Committee and provided the following information/clarification:

- 30,000 attendees last year and the event hosts a number of free and paid events, with the largest demographic attending events are ages 18-34.
- Sustainable event based on diverse revenue sources.

- Marketing value of over \$450,000 through partnerships with a variety of media outlets.
- 1150 hotel rooms sold in guest hotel with an additional 1500 sold in the municipality as a direct result of the festival.
- HRM receives 4.5 million in economic impact.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.4 Bluenose Marathon

A copy of the Blue Nose Marathon presentation and budget information was before the Committee.

Mr. Rod McCulloch, Mr. Gerry Walsh and Ms. Gina Brown provided a verbal update on the event. The request is for \$60,000, which helps cover the cost of city services required for the event. They then responded to questions from Members of the Committee and provided the following additional information/clarification:

- Partnership with provincial government and health organizations, such as Clean NS and Metro Transit as new partners.
- Raised over \$560,000 for local charities last year.
- Youth run and 5K run will be held on Saturday.
- More than just a run it encourages Nova Scotians to live healthy lifestyles.
- Projected to have 16,000 runners in 2014
- With the event getting bigger the challenge has been the costs of service increasing
- Run covers 42.2 kms of the city.

Councillor Johns thanked the presenters for the information provided and advised that staff would contact them when the Committee made a decision.

6.3.5 Scotia Festival of Music

A copy of the Scotia Festival of Music presentation and budget were before the Committee.

Mr. Chris Wilcox gave presentation of the event. The request is for \$20,000 which is used for festival operating expenses and an increase to recognize the 35th anniversary of the event. Mr. Wilcox then responded to questions from Members of the Committee and provided the following information/clarification:

- Event to take place from Total local expenditures exceed \$400,000
- 100 visitors from outside HRM, including guest artists, students and audience members.
- 400 students will be admitted free of charge to rehearsals.

- Marketing plan is to mail- out of 10,000 brochures and types of advertising which would include acknowledgements of HRM as a sponsor.

Councillor Johns thanked the presenters for the presentation and advised that staff would contact them when the Committee had made a decision.

6.3.6 Halifax International Busker Festival

A copy of the Halifax International Busker Festival presentation was before the Committee.

Mr. Chris White and Ms. Kim Henderson gave presentation to the Committee. The request from HRM is for \$60,000 based on the attendance draw to the event. The group responded to questions from the Committee and provided the following additional information/clarification.

- All the events are free to the public, and this year will host Buskerfest opening show.
- Attracts 500,000 visitors a year to the event, 47% of visitors are from outside HRM attracting the young and the elderly.
- Festival is sticking to a six day event which was successful in 2013.
- 41 million spent annually by tourists visiting the festival.
- Festival has no outstanding debts.

Councillor Johns thanked the Busker Festival for their presentation and advised that staff would contact them when the Committee made a decision.

6.3.7 Canadian Figure Skating Championships

A copy of the Canadian Figure Skating Championship presentation was before the Committee.

Mr. Ms. Jill Knowles and Mr. Ross Ashbourne gave presentation to the Committee. The request from HRM is for \$40,000 to secure the bid hosting rights for the event. The group responded to questions from the Committee and provided the following additional information/clarification.

- \$800,000 in media generated advertising value.
- Over 5000 room nights in hotels.
- Festival is sticking to a six day event which was successful in 2013.
- Economic impact is estimated at 4.5 million for HRM

Councillor Johns thanked the presenters for their presentation and advised that staff would contact them when the Committee made a decision.

7. REPORTS

7.1 Staff

7.1.1 Hallmark Grants 2014

A staff report dated January 22, 2014 was before the Committee. The Committee had three remaining Hallmark Event presentations to consider before dealing with the report. Decision on the staff recommendation is deferred until the March 20, 2014 meeting.

7.1.2 2015 Canadian Figure Skating Championships

A staff report dated January 30, 2014 was before the Committee.

MOVED by Councillor Dalrymple, seconded by Ms. Sauers that the Special Events Advisory Committee recommends to Halifax Regional Council:

- 1. Approve, in principle, payment of \$40,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 subject to approval of the 2014/2015 budget and availability of MLSER reserve funds to fund the bid to host the 2015 Canadian Figure Skating Championships, conditional on:
 - a. HRM securing the event.**
 - b. Skate Canada Nova Scotia securing additional funding support from Province of Nova Scotia.****
- 2. Authorize the Mayor to provide a letter of support to Skate Canada Nova Scotia outlining the financial commitment and conditions for inclusion in the bid for the 2015 Canadian Figure Skating Championships included as attachment 2 of the January 30, 2014 staff report.**

A number of Committee members expressed support for the event.

MOTION PUT AND PASSED UNANIMOUSLY.

8. ADDED ITEMS

8.1 Cheer Expo Event

Mr. Paul Forrest, Coordinator, Civic Events advised the Committee that the request came in through an email to the Chair to be considered before the application deadline. He noted that the applicant wanted to receive a grant from HRM in order to keep the event in HRM instead of moving the event to another location.

Councillor Dalrymple raised concern that there is not much national or international exposure for HRM in the few details listed for the event. He added that he would not be able to support the event until he seen a staff report on the event.

MOVED by Councillor Dalrymple, seconded by Ms. Sauers that Special Events Advisory Committee request a staff report to consider the costs and implications of funding the Cheer Expo event through the Marketing Levy Special Events Reserve (MLSER). MOTION PUT AND PASSED.

8.2 Committee Composition

Due to lack of time it was agreed to place this item on the agenda for the next meeting for discussion.

9. NEXT MEETING DATE – March 20, 2014

10. ADJOURNMENT

The meeting was adjourned at 3:37 p.m.

Quentin Hill
Legislative Assistant