



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES**

April 9, 2014

PRESENT: Councillor Barry Dalrymple, Vice-Chair
Councillor David Hendsbee
Mr. Tom Boyd
Ms. Laurie Sauers
Mr. Stuart Joliffe

REGRETS: Mr. Jeff Ransome
Mr. Leon N'Da
Mr. Gary Sandover
Councillor Brad Johns, Chair

STAFF: Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives
Mr. Paul Forrest, Coordinator Civic Events
Mr. Quentin Hill, 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 Special Events Advisory Committee are available online: <http://www.halifax.ca/boardscom/seac/SEACAgendasMins.html>

The meeting was called to order at 12:30 p.m., and the Committee adjourned at 2:54 p.m.

1. CALL TO ORDER

The Chair called the meeting to order at 12:30 pm in Halifax Hall, City Hall, 1841 Argyle Street, Halifax..

2. APPROVAL OF MINUTES – March 19, 2014

MOVED by Ms. Sauers, seconded by Mr. Jolliffe that the March 19, 2014 minutes be approved as presented. MOTION PUT AND PASSED.

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

Additions: None

MOVED by Mr. Jolliffe, seconded by Councilor Hendsbee that the agenda be approved as presented. 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 Aboriginal Day Live and Celebration

A copy of the Aboriginal Day Live and Celebration event presentation and budget were before the Committee.

Mr. Sky Bridges, Ms. Vera Houle and Ms. Audrey Gracie provided the presentation to the Committee. The request from HRM is for \$100,000 in order to contribute to the overall operating budget for the Halifax portion of the nationwide event. They then responded to questions from the Committee and provided the following information/clarification:

- Aboriginal Day Live and Celebration event was established in 2007.
- First time event will be held in Halifax. Event will take place on June 21, 2014
- Free family event and will be alcohol free.

- Broadcast live on APTN and will live stream internationally at www.aboriginaldaylive.com
- Anticipate 25,000 spectators and will have approximately 100-150
- Confirmed support from Federal, Provincial and Private sector.

Councillor Dalrymple thanked the group for the presentation and information provided. He advised that staff would contact them once the Committee had made a decision.

6.3.2 Feast of the East (Tall Ships 2015)

A copy of the Feast of the East presentation and budget were before the Committee.

Ms. Janice Ruddick, Ms. Jennifer Angel and Mr. Doug Townsend provided the presentation to the Committee. The request from HRM is for \$325,000. This money would be used to support marketing, operations and program development. They then responded to questions from the Committee and provided the following information/clarification:

- Tall Ships 2015 and Feast of the East combination would be a one-time event with the Feast of the East celebration continuing annually.
- Feast of the East would focus on broader celebration of Nova Scotia Culture.
- Free entertainment and paid events, fees for events would be low.
- Goal is to have this event as the flagship event for the province.
- Venues would take place on the Halifax/Dartmouth Waterfronts as well as Georges Island, Halifax Seaport and McNabs Island.
- Number of events planned with nightly fireworks and floating water stage.

Councillor Dalrymple thanked the group for the presentation and information provided. He advised that staff would contact them once the Committee had made a decision.

6.3.3 2015 CIS Men's Hockey Championships

A copy of the 2015 CIS Men's Hockey Championships presentation and budget were before the Committee.

Mr. Leo MacPherson and Chris Larsen provided the presentation to the Committee. The request from HRM is for \$150,000. This money would be used to offset the CIS hosting fee and administrative costs. They then responded to questions from the Committee and provided the following information/clarification:

- Events to be held March 9 – 15 2015 and March 14-20, 2016. All games to be played at the Halifax Metro Centre
- 400 volunteers each year to the CIS Men's Hockey Championships
- Event should be well attended with 50,000 St. FX/SMU alumni living within 5 hour drive of Halifax.
- Event will be broadcast on Rogers Sportsnet and Eastlink with over 500,000 watching across Canada.

- HRM Return on Investment is estimated to be \$1.2 million in economic impact in each year.

Councillor Dalrymple thanked the group for the presentation and information provided. He advised that staff would contact them once the Committee had made a decision.

6.3.4 2014 Beach Volleyball Canadian Championships

A copy of the 2014 Beach Volleyball Canadian Championships presentation and budget were before the Committee.

Mr. Derek Martin and Mr. Chris Larsen provided the presentation to the Committee. The requested grant from HRM is for \$100,000 and that would be used to offset costs associated with the temporary stadium construction and marketing of the event to a national audience. They then responded to questions from the Committee and provided the following information/clarification:

- Halifax has successfully hosted the 2011 and 2012 FIVB Junior World Beach Volleyball Championship.
- Generated \$7.5 million in economic impact over the past 3 years.
- Event will be held from August 24-31, 2014.
- 3,000 tons of sand donated to Volleyball Nova Scotia.
- 100 volunteers annually for the event.
- \$400,000 will be spent with local businesses and suppliers.

Councillor Dalrymple thanked the group for the presentation and information provided. He advised that staff would contact them once the Committee had made a decision.

7. REPORTS – NONE

8. ADDED ITEMS

8.1 Hallmark Grants Award Considerations

Councillor Dalrymple advised that On April 1, 2014 the Hallmark Events 2014 recommendation report from SEAC was before Regional Council. Regional Council passed a motion to approve the \$90,000 to the Royal Nova Scotia International Tattoo and also requested that SEAC reconsider increasing the funding as per the staff recommendation in the January 22, 2014 staff report.

Ms. Sauers questioned if there was any additional information that was provided to warrant an increase to the grant award.

Councillor Dalrymple stated that there was no new information provided, but it was the request of Council to reconsider the award amount to that recommended in the staff report.

Mr. Jolliffe noted that the Committee did not increase any of the awards in the original staff report and maintained the amounts previously approved by the Committee.

MOVED by Councilor Hendsbee, seconded by Mr. Jolliffe that the Special Events Advisory Committee recommends Halifax Regional Council not increase the Hallmark Grant to the Royal Nova Scotia Tattoo and maintain the \$90,000 award as previously recommended by the Special Events Advisory Committee.

MOTION PUT AND PASSED.

9. DATE OF NEXT MEETING – April 30, 2014

10. ADJOURNMENT

Quentin Hill
Legislative Assistant