

Item No. 7.1.1
Special Events Advisory Committee
June 3, 2015

TO: Chair and Members of Special Events Advisory Committee

Original Signed

SUBMITTED BY: _____
Brad Anguish, Director, Parks & Recreation

DATE: May 11, 2015

SUBJECT: **Marketing Levy Special Events Reserve Grant Report 2015**

ORIGIN

Civic Events Policy and Granting Framework approved by Regional Council on March 27, 2007.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79, (1) (av)

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve 15 Event Grants for a total of \$419,500 as identified in Table 1 from the 2015/16 Marketing Levy Special Events Reserve (Q315); and
2. Pending the approval of the 2016/17 budget, approve 1 Event Grant for a total of \$41,000 as identified in Table 2 from the 2016/17 Marketing Levy Special Events Reserve (Q315).

BACKGROUND

This report outlines the recommended Marketing Levy Special Events Reserve (MLSER) grant awards from the applications received during the 2015 intake. The MLSER is an operating reserve generated through a hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of supporting events and economic development (the other 60% supports the operation of Destination Halifax).

All recommendations respecting the allocations of the MLSER are guided by the Civic Event Granting Framework and Policy and the MLSER Reserve Business Case. The annual application intake typically closes the last Friday in January for events seeking funding from the MLSER.

On January 21, 2015, a report outlining a new process and administrative orders for the event granting process was presented to the Audit & Finance Standing Committee for Regional Council's consideration. On February 3, 2015, Regional Council deferred the proposed Event Grant Administrative Orders to a Committee of the Whole meeting. This deferral means that all programs, including the MLSER Programs, will be governed under the current Civic Events Policy and Granting Framework for 2015/16. Due to the delayed start with the event grant process, no presentations were scheduled for Special Events Advisory Committee (SEAC) to expedite the recommendation and approval process. This change will allow funding approvals by Regional Council to be delivered for the summer event season. Should SEAC decide to request presentations from the applicants, the process timeline will be impacted.

There were a total of 19 applications submitted for funding from the MLSER for the 2015/16 grant intake. There were 7 applications submitted for funding to the Non-Annual Event Program, and 12 applications for funding to the Exceptional Circumstances Clause. The Non-Annual Event Program supports large scale, infrequent events that have a national/international tourism draw and significant local economic impacts.

The Non-Annual Event Program has three categories:

1. Tourism;
2. Sporting; and
3. Major Civic Celebration events.

The Exceptional Circumstances Clause states that Regional Council may consider requests for funding from the MLSER when requests fall outside the approved policy. In 2014/15, there were 9 events that received funding via the Exceptional Circumstances Clause due to policy restrictions in funding annual events. In 2015/16, 12 events applied under the Exceptional Circumstances Clause for funding due to their annual occurrence.

Staff undertakes the grant application and evaluation process which is described in Attachment 1. This report outlines the proposed MLSER grant funding for SEAC's consideration for recommendation to Regional Council.

DISCUSSION

Any applicant requesting funding from the MLSER was requested to complete a predictive Sport Tourism Economic Assessment Model (STEAM) Report. The STEAM Report is an economic and tourism assessment tool adopted by the Nova Scotia Tourism Agency (NSTA) that is provided by the Canadian Sport Tourism Alliance. The model is adjusted to provide evaluation on tourism events that have no sporting component. This new assessment report was requested based on direction from SEAC to provide a more detailed evaluation of the economic and tourism impact on events receiving funding from the MLSER.

Non-Annual Event Grant Program

To be eligible for funding, events must be non-annual and must fall within one or more of the event

programs outlined in Attachment 2. Upon determining eligibility, each event is assessed to determine which, if any, grant program it may qualify for consideration.

Following the review of all 7 applications, the proposed events were placed into one of the following three categories (see Attachment 3):

- Ineligible Events;
- Applications requiring additional information; and
- Eligible Events.

There were 3 out of the 7 applications that were deemed ineligible for funding. Based on the information provided in those applications, two of the events appear to be closer aligned to the Festival and Events program. Therefore, those applications have been be redirected to HRM Festival and Events grant process. The remaining 4 events were deemed eligible and were scored using the MLSER Score Sheets. Events must score 50 or greater in order to qualify for funding. All eligible applications scored 50 points or higher and qualified for grant support (Attachment 4).

The 2015/16 MLSER proposed funding amounts are displayed in Table 1 and 2016/17 MLSER proposed funding amounts are displayed in Table 2.

Exceptional Circumstances Clause

HRM received 12 applications for funding via the Exceptional Circumstance Clause (Attachment 5). All events under the Exceptional Circumstances Clause follow the same scoring process as Non-Annual Events. There were 11 of the 12 applications that scored 50 points or higher and qualified for grant support and 1 application that did not qualify for grant support (Attachment 6). Only one of the applicant organizations (Word on the Street) has an outstanding invoice to HRM. The 2015/16 Exceptional Circumstances Clause proposed funding recommendations are also displayed in Table 1.

Table 1: 2015/16 Proposed MSLER Grant Awards – MLSER (Q315)			
Non-Annual Events	Request	Score	Proposed
Sporting Events			
2016 CIS Men’s Hockey Championship	\$150,000	67	\$88,500
2015 FIVB World League	\$50,000	52	*\$10,000
National Skating Championship	\$75,000	67	\$44,250
TOTAL Non-Annual Events	\$275,000		\$142,750
Exceptional Circumstances Events			
Aileen Meagher International Track Classic	\$60,000	57	*\$17,500
Atlantic Fringe Festival	\$20,000	59	\$8,750
Bluenose Squash Classic	\$15,000	46	\$0
CheerExpo	\$75,000	52	\$21,750
Epic Dartmouth	\$137,000	64	*\$45,000
Hal-Con Sci-Fi	\$100,000	63	\$51,000
Halifax Comedy Fest	\$90,000	54	*\$18,000
Holiday Parade of Lights	\$30,000	75	\$22,500
Multicultural Festival	\$35,000	68	\$21,500
Nocturne: Art at Night	\$70,000	75	*\$43,000
Prismatic	\$50,000	59	\$21,500
Word on the Street	\$14,000	59	\$6,250
Total Exceptional Circumstances Events	\$696,000		\$276,750
TOTAL MLSER EVENTS	\$971,000		\$419,500

* Denotes a recommendation to reduce grant below scoring result

Table 2: 2016/17 Proposed MLSER Grant Awards – MLSER (Q315)			
Non-Annual Events	Request	Score	Proposed
Sporting Events			
Canadian Spring Canoe Kayak Championship	\$65,000	69	\$41,000
TOTAL Non-Annual Events	\$65,000		\$41,000
TOTAL MLSER EVENTS	\$65,000		\$41,000

FINANCIAL IMPLICATIONS

With the approval of the 2015/16 budget, the funding is available in the MLSER Reserve (Q315). Projected contributions and withdrawals are as follows:

Balance April 1, 2015	\$ 133,619
Plus: Marketing Levy projected revenue for 2015/16	\$1, 201,412
Less: Previous approvals for 2015/16 funding:	
Web.com PGA Tour Stop Host	\$ (300,000)
Less: 2015/16 Hallmark Event Grants	\$ (400,000)
Less: 2015/16 MLSER Events (per recommendation 1)	\$ (419,500)
Less: 2016/17 MLSER Events (per recommendation 2)	\$ (41,000)
Less: Canada VS Glasgow Rugby 2015 (pending)	\$ (50,000)
Projected Reserve Balance March 31, 2016	\$ 124,531

Only one of the applicant organizations (Word on the Street) has an outstanding invoice to HRM. Any outstanding invoices to HRM will be deducted from any grant award if approved.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

SEAC may choose to amend report recommendations to Regional Council pending budget capacity.

ATTACHMENTS

- Attachment 1: Grant Application and Evaluation Process
- Attachment 2: Event Programs and Categories
- Attachment 3: Non Eligible and Eligible Events
- Attachment 4: MLSER Sporting/Tourism Score Sheets
- Attachment 5: Exceptional Circumstances Event Information
- Attachment 6: Exceptional Circumstances MLSER Score Sheets

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

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Original Signed

Report Approved by: _____
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Financial Approval by: _____
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Attachment 1
Grant Application and Evaluation Process

For the 2015/16 fiscal year, there was one application intake offered. The application process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff communicates receipt of the application. An application reference number is provided.

Step Two: Applications Scoring and Presentations

Applications are reviewed to determine eligibility for the respective grant program. Staff analyzes and scores each application accordingly (eligible events must reach the minimum score to be recommended a grant award). Award recommendations are developed within the allocated budget based on a grant allocation formula. Approved applicants requesting over \$20,000 in funding are typically required to make a presentation to the Special Events Advisory Committee.

Step Three: Special Events Advisory Committee Deliberations

Upon review of all applications, and hearing presentations (if applicable), SEAC prepares and forwards its recommendations to Regional Council. A committee report is tabled for Council's consideration.

Step Four: Regional Council Decision

Upon review of the recommendations provided by the SEAC, Regional Council makes a final decision on the proposed grants. Both successful and unsuccessful grant applicants are officially notified of Regional Council's motions.

Attachment 2 Event Programs and Categories

The Reserve Business Case as approved by Regional Council in 2007 acts as the governing document for funding allocations from the Marketing Levy Special Events Reserve (MLSER). The purpose of the Reserve Business Case is to provide funding to attract and host exceptional tourism, culture, and heritage events that are typically national or international in calibre, and that occur on an infrequent basis, where HRM plays a leading and/or hosting role.

The Civic Event Granting Framework and Policy was also approved by Regional Council in 2007 and guides all decisions respecting the allocation of the MLSER funding. The following categories were identified for funding and are referred to as the Non-Annual Event Categories:

Non-Annual Event Categories

- **Sporting Events:** large, compelling, major market events with high expenditure potential. Such (sporting) events also have a high potential for national and international exposure and the ability to encourage multi-day visits. A grant program for local sporting events is not included.
- **Tourism Events:** large, compelling to a major market and with high expenditure potential. Such events also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourists/visitors.
- **Major Civic Celebrations:** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

**Attachment 3
Non-Eligible and Eligible Events**

A. NON-ELIGIBLE EVENTS

Following the review of the applications, 3 events were ineligible for grant support, 2 applied under the Sporting Category and one applied under the Tourism category.

- 1. Event: Jeux regionaux de la Nouvelle-Ecosse 2015**
Organization: Comite provincial des Jeux de l'Acadie Nouvelle-Ecosse
Grant Requested: \$5,000

This event is proposed for May 14–17, 2015, at various locations throughout Halifax Regional Municipality. The purpose of the event is to showcase a cultural and athletic competition for Nova Scotia's francophone youth aged 10 to 16. The winners of this event go onto the Acadian Games at the end of June.

Based on information contained within the application, staff has deemed this application ineligible because it is a regional competition and does not meet the Tourism criteria of being a national/ international caliber event. Based on the information provided, this event appears to be closer aligned to the Festival and Events program. Therefore, this application has been be redirected to HRM Festival and Events grant process.

- 2. Event: Sail Canada East**
Organization: St. Margaret Sailing Club
Grant Requested: \$2,500

This event is proposed for July 15-19, 2015, in St. Margaret's Bay. The purpose of the event is an annual competitive sailing competition for youth and developing sailors in Eastern Canada. Sail East is the regional competition for Nova Scotia, New Brunswick, Prince Edward Island and Newfoundland and Labrador. Sail East is 1 of 3 competitions under Sail Canada alongside Sail Central and Sail West.

Based on information contained within the application, staff has deemed this application ineligible because it is a regional competition and does not meet the Tourism criteria of being a national/ international caliber event. Based on the information provided, this event appears to be closer aligned to the Festival and Events program. Therefore, this application has been be redirected to HRM Festival and Events grant process.

- 3. Event: Argyle Street Arts & Culture Festival**
Organization: Argyle Entertainment District Association
Grant requested: \$100,000

This event is proposed for September 25-27, 2015, on Argyle Street in downtown Halifax. The purpose of the event is to create a signature downtown event in Halifax that celebrates arts and culture and brings vibrancy to Argyle Street. The event proposes to turn Argyle Street in an entertainment event site with both free and paid programming.

Based on information contained within the application, staff has deemed this application ineligible because it does not meet the Tourism criteria of being a national/ international caliber event. The proposed event is focused on Halifax and Nova Scotian artists and is structured as a community celebration, rather than a tourism event.

B. APPLICATIONS REQUIRING ADDITIONAL INFORMATION

Following the review of the applications, 0 (zero) events required additional information.

C. ELIGIBLE EVENTS

Following the review of the applications, 4 events have been identified as eligible for grant support and have qualified for funding.

Major Sporting Events

The following Major Sporting Event applications have been received:

1. **Event:** 2016 CIS Men's Hockey Championship
Organization: Society of University Cup Halifax
Grant requested: \$150,000
Grant Recommended: \$88,500

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	37,000	40,000	Within HRM	30,000
Participants	250	250	Within Atlantic Canada	9,500
Total	37,250	40,250	Outside Atlantic Canada	750

This event is proposed for March 16–20, 2016, at the Scotiabank Centre. The Canadian Interuniversity Sport (CIS) University Cup is a national championship that features the top 6 university men's hockey teams in Canada. There will be one team from the Western, Ontario, Quebec and Atlantic conferences along with a wild card entry and the host team (St. Francis-Xavier University).

The 2 semi-final games and the championship game will be broadcasted live nationally on Rogers Sportsnet. Tournament passes for the entire championship are \$119 with discounts for seniors, students, children and the military and individual game tickets will be under \$20. The estimated total attendance is 40,000 spectators, 200 athletes and 300 volunteers. The event estimates that it will attract 10,250 visitors from outside HRM and that the event will generate an estimated 1,000 room nights. The overall budget is \$875,000. The predictive Sport Tourism Economic Assessment Model (STEAM) report indicates that the event would have an increase in economic activity in HRM of \$1.2 million with direct spending of \$762,148. As well, 90% of the event's expenses would be spent in HRM with local businesses.

Based on information contained within the application, staff has evaluated 2015 CIS Men's Hockey Championship and identified a score of 67 points out of 100 on the MSLER Score Sheet.

2. **Event:** 2015 FIVB World League
Organization: Volleyball Nova Scotia
Grant Requested: \$50,000
Grant Recommended: \$10,000

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	N/A	5,000	Within HRM	3,500
Participants	N/A	30	Within Atlantic Canada	1,500
Total	N/A	5,030	Outside Atlantic Canada	30

This event is proposed for June 5 and 6, 2015, at the Scotiabank Centre in downtown Halifax. The event is 2 matches between Argentina and Canada's national volleyball teams which are a part of a bigger tournament featuring 32 countries. Each team in the overall tournament plays 2 home and 2 away games within their pool. The top teams from each pool will advance to the finals which will be located in Bulgaria in July. The event is held annually in Canada, however, this is the first year the event will be held in Atlantic Canada.

The event will be gated with varying ticket prices that have not yet been set. The estimated total attendance is 5,000 spectators, plus 30 athletes and over 100 volunteers. The event will attract 1,530 visitors from outside HRM and estimates that over 1,000 room nights will be generated. The estimated event budget is \$343,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 52 points out of 100 on the MSLER Score Sheet. While this score calculates to a grant award of \$14,500, staff recommends a grant award of \$10,000 as a result of the indoor location and season of the event.

- 3. Event: National Skating Championship**
Organization: Skate Canada Nova Scotia/Skate Canada
Grant Requested: \$75,000
Grant Recommended: \$42,250

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	N/A	20,000	Within HRM	10,250
Participants	N/A	250	Within Atlantic Canada	7,000
Total	N/A	20,250	Outside Atlantic Canada	3,000

This event is proposed for January 17-24, 2016, at the Scotiabank Centre in downtown Halifax. The event also requires a practice arena and originally the Dartmouth Sportsplex was identified as the practice location however organizers are now considering the Halifax Forum as the evening closures of the MacDonald Bridge may prove problematic. This premier event for Canadian skaters determines the champions of Canada and selects the World Teams which will go on to 4 Continents, Junior Worlds and Senior Worlds. The event will run over 8 days and has novice, junior and senior categories for pairs, singles and dance.

The event will be gated with varying ticket prices on a sliding scale from novice to senior events and there will be a school program offered. The estimated total attendance is 20,000 spectators plus 250 athletes and over 300 volunteers. The event will attract 10,000 visitors from outside HRM and estimates that over 3,000 room nights will be generated. The estimated event budget is \$1,000,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 67 points out of 100 on the MSLER Score Sheet.

- 4. Event: Canadian Spring Canoe Kayak Championship**
Organization: Atlantic Division Canoe Kayak Canada
Grant Requested: \$65,000
Grant Recommended: \$41,000

	*2014 Attendance	2016 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	3,000	4,217	Within HRM	3,508
Participants	950	1,823	Within Atlantic Canada	85
Total	3,950	6,040	Outside Atlantic Canada	2,447

*Event attendance numbers are from the Championship held in Regina, Saskatchewan in 2014

This event is proposed for August 30 – September 4, 2016, at Lake Banook in Dartmouth. The Canadian Spring Canoe Kayak Championship annually hosts 40 paddling clubs from across the country for a five day event. The championship hosts numerous age categories and awards national titles in 140 events. The event also includes Para Canoe and PaddleAll races.

The event is free for spectators to watch and the estimated total attendance is over 4,000 spectators plus 1,800 athletes and hundreds of volunteers. The event will attract 2,532 visitors from outside HRM and estimates that over 3,000 room nights will be generated. The estimated event budget is \$343,000.

Based on information contained within the application, staff have evaluated the event and identified a score of 69 points out of 100 on the MSLER Score Sheet.

**Attachment 4
MLSER Sporting/ Tourism Score Sheets**

Applicant: 2015 CIS Men's Hockey Championship

Criteria	Score	Values
Free or low costs (if gated)	5/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – Prov./Fed./Corp./Comm.– 4/4 Volunteers – 0-50/50-100/100-200/ 200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 1/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	15 /20	Number of tourists – 5/8 General Economic Impact – 3/4 Buying local products, equipment, services – 4/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	67/100	

Request: \$150,000
Total points: 67
Percentage of grant: 59%
Calculated grant: \$88,500
Recommended grant: \$88,500

MLSER Sporting/ Tourism Score Sheet

Applicant: 2015 FIVB World League

Criteria	Score	Values
Free or low costs (if gated)	5/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	8 /12	Partnership support – Prov./Fed./Corp./Comm.– 4/4 Volunteers – 0-50/50-100/ 100-200/200+ – 3/4 Experience – Track record in Halifax – 1/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – 4/8 General Economic Impact – 2/4 Buying local products, equipment, services – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	52/100	

Request: \$50,000
Total points: 52
Percentage of grant: 29%
Calculated grant: \$14,500
Recommended grant: \$10,000

MLSER Sporting/ Tourism Score Sheet

Applicant: National Skating Championship

Criteria	Score	Values
Free or low costs (if gated)	5 /15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	6 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/ 200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale – 1/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 2/3 Diversity – Inclusive – 1/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	18/20	Number of tourists – 6/8 General Economic Impact – 4/4 Buying local products, equipment, services – 4/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	67/100	

Request: \$75,000
Total points: 67
Percentage of grant: 59%
Calculated grant: \$44,250
Recommended grant: \$44,250

MLSER Sporting/ Tourism Score Sheet

Applicant: Canadian Spring Canoe Kayak Championship

Criteria	Score	Values
Free or low costs (if gated)	15 /15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	6 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/ 200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	8 /12	Legacy – Appropriateness, scale – 3/3 Identity – Physical attributes, heritage – 3/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 1/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – 6/8 General Economic Impact – 2/4 Buying local products, equipment, services – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	69/100	

Request: \$65,000
Total points: 69
Percentage of grant: 63%
Calculated grant: \$41,000
Recommended grant: \$41,000

Attachment 5: Exceptional Circumstances Event Information

The following information was extracted from the 12 applications received by HRM:

1. **Event:** **Aileen Meagher International Track Classic**
Organization: **Athletics Nova Scotia Association**
2014 Requested: **\$60,000**
2014 Grant: **\$17,500**
2015 Requested: **\$60,000**
2015 Recommended: **\$17,500**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	500	1,500	Within HRM	1,500
Participants	180	200	Within Atlantic Canada	160
Total	680	1,700	Outside Atlantic Canada	40

The event is scheduled for June 2, 2015, at Saint Mary's University, Halifax. The event is an annual track and field competition featuring local, national and international athletes. The event is 1 of 5 National Track League competitions and includes youth, masters and para Olympic events.

The event is gated with an entry fee of \$10 for adults, \$5 for children/ seniors, and free groups of tickets are given to elementary schools. The event estimates that it will attract 1,500 spectators, 200 athletes and 110 volunteers. The event estimates 200 tourists from outside HRM will attend and that the event will generate 180 room nights for athletes alone. The proposed budget is \$172,000.

Based on information contained within the application, staff has evaluated the Aileen Meagher International Track Classic and identified a score of 57 points out of 100 on the MSLER Score Sheet. While this score calculates to a grant award of \$23,400, staff recommends a grant award of \$17,500. This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect the amount of economic development in order to support the grant request.

2. **Event:** **Atlantic Fringe Festival**
Organization: **Atlantic Fringe Festival Society**
2014 Requested: **\$20,000**
2014 Grant: **\$14,500**
2015 Requested: **\$20,000**
2015 Recommended: **\$8,750**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	10,760	20,300	Within HRM	16,250
Participants	275	300	Within Atlantic Canada	3,250
Total	11,035	20,300	Outside Atlantic Canada	800

This event is scheduled for September 3-13, 2015, at various venues across the Halifax Peninsula (i.e., Neptune Theatre, Bus Stop Theatre, etc.). The festival allows artists to create original theatre works and perform them to the public on a first come, first serve basis. In 2014, approximately 60 plays were offered.

The event has a mix of free and gated events with the ticket prices ranging from \$1 to \$10 per show. There are also public school performances. The festival estimates that it will attract 20,000 spectators, 200 participants and 100 volunteers. The event also estimates that 4,050 tourists from outside HRM will attend and 1,200 room nights will be generated. The proposed budget is \$234,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 59 points out of 100 on the MSLER Score Sheet.

3. **Event:** **Bluenose Squash Classic**
Organization: **Bluenose Squash Classic Association**
2014 Requested: **\$30,000**
2014 Grant: **\$10,000**
2015 Requested: **\$15,000**
2015 Recommended: **\$0**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	720	720	Within HRM	950
Participants	300	300	Within Atlantic Canada	50
Total	1,020	1,020	Outside Atlantic Canada	20

This event is scheduled for October 19-24, 2015 at Saint Mary's University, Halifax. The event is an invitational professional squash tournament. The event is a stop on the world international professional squash association tour and 2015 marks the 10th anniversary of the tournament.

The event has a mix of free and gated matches. The first two days of qualifying competition is free to the public to watch, and the 4 days of the main round will be gated. The event estimates that it will attract 720 spectators, 300 athletes and 25 volunteers. The event also estimates that 70 tourists from outside HRM will attend and 208 room nights will be generated. The proposed budget is \$93,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 46 points out of 100 on the MSLER Score Sheet which does not qualify for a grant award.

4. **Event:** **CheerExpo**
Organization: **CheerExpo Cheerleading and Dance Event Inc.**
2014 Requested: **\$33,000**
2014 Grant: **\$33,000**
2015 Requested: **\$75,000**
2015 Recommended: **\$21,750**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	2,626	2,750	Within HRM	1,775
Participants	3,107	3,225	Within Atlantic Canada	3,425
Total	5,643	5,975	Outside Atlantic Canada	775

This event is scheduled for April 1–3, 2016, at the Halifax Forum. CheerExpo is a competitive cheerleading and dance competition which is also a qualifier for the One Cheer and Dance Finals and the World Championships.

The event offers free entry for children 5 and under and a gated spectator fee of \$15 per day or \$25 for two days. The event estimates that it will attract 2,750 spectators, 3,225 competitors and 40 volunteers. The event also estimates that 4,200 tourists from outside HRM will attend and 1,800 room nights will be generated. The proposed budget is \$170,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 52 points out of 100 on the MSLER Score Sheet.

5. **Event:** Epic Dartmouth
Organization: Triathlon Nova Scotia
2014 Requested: \$137,750
2014 Grant: \$45,000
2015 Requested: \$137,000
2015 Recommended: \$45,000

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	5,000	13,000	Within HRM	14,184
Participants	1,750	2,550	Within Atlantic Canada	1,234
Total	6,750	15,550	Outside Atlantic Canada	82

This triathlon event is scheduled for June 25-29, 2015, at Lake Banook, Dartmouth, with the cycling portion of the race through Eastern HRM to Musquodoboit Harbour. The triathlon has 18 races over 5 days with varying distances/ categories and partners with Canoe Kayak Canada Atlantic Division, Swim Nova Scotia, Run Nova Scotia and Triathlon Nova Scotia. The 2015 event will include the Epic Canadian (a family-friendly 5/10km walk/run) and the Epic Kids triathlon (the largest ever held in Eastern Canada).

The event is free to spectators and competitors pay a cost recovery fee to participate. The event estimates that it will attract 13,000 spectators, 2,550 participants and 450 volunteers. The event estimates 1,316 tourists from outside HRM will attend and that it will generate 721 room nights. The proposed budget is \$329,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 64 points out of 100 on the MSLER Score Sheet. While this score calculates to a grant award of \$72,750, staff recommend a grant award of \$45,000. This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect increased economic development in order to support the grant request.

6. **Event:** Hal-Con Sci-Fi
Organization: Hal-Con Sci-Fi Fantasy & Cosmic Convention
2014 Requested: \$100,000
2014 Grant: \$45,000
2015 Requested: \$100,000
2015 Recommended: \$51,000

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	5,400	6,800	Within HRM	4,050
Participants	1,000	1,000	Within Atlantic Canada	3,200
Total	6,400	7,800	Outside Atlantic Canada	550

This event is scheduled for October 30 – November 1, 2015, at the World Trade and Convention Centre and Scotiabank Centre. Hal-Con is a 3 day science fiction and fantasy festival which aims to provide a family environment that is designed to inspire creativity, acceptance, imagination and fun.

The festival is gated with varying admission levels. A single day fee is \$25-\$35, the weekend rate is \$70 and the VIP entry fee is \$200. There is also a child pass for ages 5–12 priced at \$5. The event also offers numerous free smaller events throughout the year. The event estimates that it will attract 6,800 spectators, 1,000 participants and 300 volunteers. The event also estimates that 3,750 people from outside HRM will attend and that the event will generate 700 room nights. The proposed budget is \$650,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 63 points out of 100 on the MSLER Score Sheet.

7. **Event:** Halifax Comedy Fest
Organization: Halifax Comedy Festival Society
2014 Requested: \$25,000
2014 Grant: \$18,000
2015 Requested: \$90,000
2015 Recommended: \$18,000

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	4,000	5,000	Within HRM	3,540
Participants	40	65	Within Atlantic Canada	1,285
Total	4,040	5,065	Outside Atlantic Canada	240

This event occurred on April 22-25, 2015, at various venues in Halifax. The festival hosts regional, national and international comedic talent and is one of three CBC national aired comedy festivals. Each year over 30 comedians take the stage and the festival has received 11 Gemini nominations since 2001.

The event has a combination of free events (Laugh @ Lunch Library Show) and gated events with entry fees ranging from \$15-\$45. The event estimates that it will attract 5,000 spectators, 65 comedians and 40 volunteers. The event estimates that 1,525 tourists from outside HRM will attend and that the event will generate 460 room nights. The proposed budget is \$462,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 54 points out of 100 on the MSLER Score Sheet. While this score calculates to a grant award of \$29,750, staff recommends a grant award of \$18,000. This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect increased economic development in order to support the increased grant request. It should be noted this grant award would be retroactive and any funds owing to HRM would be offset from any grant award approved.

8. **Event:** Holiday Parade of Lights
Organization: Holiday Parade of Lights Society
2014 Requested: \$25,000
2014 Grant: \$18,000
2015 Requested: \$30,000
2015 Recommended: \$22,500

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	95,000	96,000	Within HRM	90,000
Participants	3,000	4,000	Within Atlantic Canada	8,500
Total	98,000	100,000	Outside Atlantic Canada	1,500

This event is scheduled for November 21, 2015, through downtown Halifax. This parade is the largest in Halifax and it partners with Feed Nova Scotia to collect donations of cash and food along the route.

This event is free to the public and estimates it will attract 96,000 spectators, 4,000 participants and 120 volunteers. The event estimates 10,000 tourists from outside HRM will attend and that it will generate 2,350 room nights. The proposed budget is \$231,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 75 points out of 100 on the MSLER Score Sheet.

9. **Event:** **Multicultural Festival**
Organization: **Multicultural Association of Nova Scotia**
2014 Requested: **\$60,000**
2014 Grant: **\$25,000**
2015 Requested: **\$35,000**
2015 Recommended: **\$21,500**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	35,000	40,000	Within HRM	36,000
Participants	1,100	1,100	Within Atlantic Canada	4,800
Total	36,100	41,100	Outside Atlantic Canada	300

This event is scheduled for June 26–28, 2015, at the Halifax Seaport, Alderney Landing and downtown Dartmouth and Halifax. The festival site combines professional and amateur performances on the main stage and includes a food pavilion, children’s pavilion and a cultural pavilion. Over the event more than 750 performers from over 25 cultural groups will participant in the festival.

The festival has both free and gated events. The Diversity Parade and Portland Street Party will be free to the public and the main site will be gated with an entry. Gated event fees are under \$10 although there is free access for children 12 years old and under. The event estimates that it will attract 40,000 spectators, 1,100 participants and 800 volunteers. The event estimates that 5,100 tourists from outside HRM will attend and that the event will generate an estimated 125 room nights. The proposed budget is \$199,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 68 points out of 100 on the MSLER Score Sheet.

10. **Event:** **Nocturne: Art at Night**
Organization: **Nocturne: Art at Night Society**
2014 Requested: **\$72,500**
2014 Grant: **\$43,000**
2015 Requested: **\$70,000**
2015 Recommended: **\$43,000**

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	30,000	30,000	Within HRM	25,769
Participants	250	250	Within Atlantic Canada	4,092
Total	30,250	30,250	Outside Atlantic Canada	389

This event is scheduled for Saturday, October 17, 2015, throughout downtown Halifax, the North End Halifax and downtown Dartmouth. The event showcases the municipality in creative and dynamic ways by highlighting the talent of artists and performers who respond thematically to HRM’s distinct geography, culture, history and architecture.

The event is free to the public to attend and estimates that it will attract 30,000 spectators, 250 participants and 150 volunteers. The event estimates that 4,481 tourists from outside HRM will attend and that the event will generate an estimated 215 room nights. The proposed budget is \$169,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 75 points out of 100 on the MSLER Score Sheet. While this score calculates to a grant award of \$52,500, staff recommends a grant award of \$43,000. This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014.

11. **Event:** Prismatic
Organization: Prismatic Arts Festival Society
2014 Requested: \$25,000
2014 Grant: \$10,000
2015 Requested: \$50,000
2015 Recommended: \$21,500

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	10,000	14,200	Within HRM	12,000
Participants	200	300	Within Atlantic Canada	1,500
Total	10,200	14,500	Outside Atlantic Canada	1,000

This event is scheduled for August 20-23, 2015, at Alderney Landing, downtown Dartmouth. Prismatic is multi-arts festival that celebrates and showcases the work of local, national and international aboriginal and culturally diverse artists. Prismatic works from multiple disciplines, cultures and parts of the world, Prismatic celebrates diversity, accessibility and strives to bring art for everyone.

The festival will be gated with a low cost entry fee of \$5 per day which allows access to the festival site as well as the indoor theatre and dance performances. The event estimates that it will attract 14,200 spectators, 300 participants and over 50 volunteers. The event estimates that 2,500 tourists from outside HRM will attend and that the event will generate an estimated 800 room nights. The proposed budget is \$373,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 59 points out of 100 on the MSLER Score Sheet.

12. **Event:** Word on the Street
Organization: The Word on the Street - Halifax Society
2014 Requested: \$14,000
2014 Grant: \$8,000
2015 Requested: \$14,000
2015 Recommended: \$6,250

	2014 Attendance	2015 Estimated Attendance	2015 Estimated Attendance from:	
Spectators	9,750	10,000	Within HRM	7,600
Participants	133	180	Within Atlantic Canada	2,480
Total	9,883	10,180	Outside Atlantic Canada	100

This event is scheduled for Sunday, September 21, 2015, on the Halifax Waterfront. The Word on the Street is an annual one-day literary festival that takes place on the third Sunday of September in conjunction with other Word on the Street host cities across Canada. The event celebrates reading and writing, promotes Atlantic and Canadian writers, poets, books, and magazines, and raises awareness about literacy issues in Atlantic Canada.

The event is free to the public to attend and estimates that it will attract 10,000 spectators, 180 participants and 75 volunteers. The event estimates that 2,580 tourists from outside HRM will attend the festival and that the event will generate an estimated 175 room nights. The estimated budget is \$80,000.

Based on information contained within the application, staff has evaluated the event and identified a score of 59 points out of 100 on the MSLER Score Sheet. The organization has an outstanding invoice for \$859.96 owing from their September 2014 event. Any outstanding invoices to HRM will be deducted from any grant award if approved.

Attachment 6: Exceptional Circumstances MLSER Score Sheets

MLSER Sporting/ Tourism Score Sheet

Applicant: Aileen Meagher International Track Classic

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/ 100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	57/100	

Request: \$60,000

Total points: 57

Percentage of grant award proposed: 39%

Calculated grant award: \$23,400

Recommended grant award: \$17,500

This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect increased economic development in order to support the grant request.

MLSER Sporting/ Tourism Score Sheet

Applicant: Atlantic Fringe Festival

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	6 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm.– 4/4 Volunteers – 0-50/50-100/ 100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 2/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 4/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	59/100	

Request: 20,000

Total points: 59

Percentage of grant award proposed: 43%

Calculated grant award: \$8,750

Recommended grant award: \$8,750

MLSER Sporting/ Tourism Score Sheet

Applicant: Blue Nose Squash Classic

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	6 /12	Partnership support – Prov./Fed./Corp./Comm. – 2/4 Volunteers – 0-50/50-100/100-200/200+ – 1/4 Experience – Track record in Halifax – 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	4 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 0/3 Culture – Innovative/creative, diverse – 0/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	5 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 2/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	9 /20	Number of tourists – 3/8 General Economic Impact – 1/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	46/100	

Request: \$15,000

Total points: 46

Percentage of grant award proposed: 0%

Calculated grant award: \$0

Recommended grant award: \$0

NOTE: The event did not score enough points due to change in their event date (now in tourism period).

MLSER Sporting/ Tourism Score Sheet

Applicant: Cheer Expo

Criteria	Score	Values
Free or low costs (if gated)	5/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	6 /12	Partnership support –Prov./Fed./Corp./Comm. – 1/4 Volunteers – 0-50/50-100/100-200/200+ – 1/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – 1/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 2/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – 6/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 1/4
Final Total	52/100	

Request: \$75,000

Total points: 52

Percentage of grant award proposed: 29%

Calculated grant award: \$21,750

Recommended grant award: \$21,750

MLSER Sporting/ Tourism Score Sheet

Applicant: Epic Dartmouth

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	6 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	6 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 3/4 Volunteers – 0-50/50-100/100-200/ 200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	8 /12	Legacy – Appropriateness, scale, etc. – 3/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 4/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	64/100	

Request: \$137,000

Total points: 64

Percentage of grant award proposed: 53%

Calculated grant award: \$72,750

Recommended grant award: \$45,000

This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect increased economic development in order to support the grant request.

MLSER Sporting/ Tourism Score Sheet

Applicant: Hal-Con Sci-Fi

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm. – 2/4 Volunteers – 0-50/50-100/100-200/ 200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – 4/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	63/100	

Request: \$100,000

Total points: 63

Percentage of grant award proposed: 51%

Calculated grant award: \$51,000

Recommended grant award: \$51,000

MLSER Sporting/ Tourism Score Sheet

Applicant: Halifax Comedy Fest

Criteria	Score	Values
Free or low costs (if gated)	5/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	3 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm.– 4/4 Volunteers – 0-50/ 50-100/100-200/200+ – 2/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 2/3 Diversity – Inclusive – 1/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – 4/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	54/100	

Request: \$90,000

Total points: 54

Percentage of grant award proposed: 33%

Calculated grant award: \$29,750

Recommended grant award: \$18,000

This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event and the submitted application does not reflect increased economic growth in order to support the grant request.

MLSER Sporting/ Tourism Score Sheet

Applicant: Holiday Parade of Light

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free – 15 Combination –10 Low Cost – 5
Attendance (Event Size)	12 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Prov./Fed./Corp./Comm. – 2/4 Volunteers – 0-50/50-100/ 100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – 6/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 2/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	75/100	

Request: \$30,000

Total points: 75

Percentage of grant award proposed: 75%

Calculated grant award: \$22,500

Recommended grant award: \$22,500

MLSER Sporting/ Tourism Score Sheet

Applicant: Multicultural Festival

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free –15 Combination –10 Low Cost –5
Attendance (Event Size)	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 4/4 Experience – Track record in Halifax – 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	68/100	

Request: \$35,000

Total points: 68

Percentage of grant award proposed: 61%

Calculated grant award: \$21,500

Recommended grant award: \$21,500

MLSER Sporting/ Tourism Score Sheet

Applicant: Nocturne: Art at Night

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/ 100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	12 /12	Legacy – Appropriateness, scale, etc. – 3/3 Identity – Physical attributes, heritage – 3/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	75/100	

Request: \$70,000

Total points: 75

Percentage of grant award proposed: 75%

Calculated grant award: \$52,500

Recommended grant award: \$43,000

This recommendation is due to the fact that the proposed event operations have not significantly changed from the 2014 event.

MLSER Sporting/ Tourism Score Sheet

Applicant: Prismatic

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	6 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/ 50-100/100-200/200+ – 2/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 2/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	59/100	

Request: \$50,000

Total points: 59

Percentage of grant award proposed: 43%

Calculated grant award: \$21,500

Recommended grant award: \$21,500

MLSER Sporting/ Tourism Score Sheet

Applicant: Word on the Street

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free – 15 Combination – 10 Low Cost – 5
Attendance (Event Size)	6 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
Primary Event Location	3 /9	Urban – 3 Mixed – 6 Rural – 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/ 50-100/100-200/200+ – 2/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 2/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	7 /20	Number of tourists – 2/8 General Economic Impact – 1/4 Buying local products, equipment, services, etc. – 2/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	59/100	

Request: \$14,000

Total points: 59

Percentage of grant award proposed: 43%

Calculated grant award: \$6,250

Recommended grant award: \$ 6,250

Any outstanding invoices to HRM will be deducted from any grant award if approved.