

HALIFAX

P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 7.1.3
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 22, 2015

SUBJECT: **2015 Nova Scotia Open & RBC Canada Cup - Amendment**

ORIGIN

October 22, 2013 Regional Council motion:

Moved by Councillor Johns, seconded by Councillor Whitman that Halifax Regional Council:

Approve \$300,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 in each of the next three years (2014-16) to fund one-third of the hosting fee for a Web.com PGA Tour Stop in 2014, 2015 and an option for 2016 subject to:

- HRM securing the event,
- cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and the **Government of Canada**, and
- approval of the respective budgets for 2014, 2015 and the option for 2016.

MOTION PUT AND PASSED

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 rescind the condition for “cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and the **Government of Canada**” from the October 23, 2013 motion and replace it with the condition of “cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia, **Government of Canada or any other sponsor**”.

BACKGROUND

On October 22, 2013, Halifax Regional Council approved an event grant of \$300,000 per year for the web.com PGA tour in 2014, 2015 and option for 2016. The motion included a condition for “cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and the Government of Canada”.

DISCUSSION

The 2015 Nova Scotia Open and RBC Canada Cup will take place from July 2nd to July 6th at the Ashburn Golf Club-New Course. The organizers of this web.com Tour, the Sportbox Group, have indicated that one of the original funders - the Government of Canada, has been replaced by the Atlantic Golf Association and the funding commitment has been reduced from \$300,000 to \$200,000 as indicated in the attached funding letter (Attachment 1). Sportbox has also indicated that the remaining \$100,000 of the host fee is being covered through corporate sponsorship.

The original Regional Council motion included a condition for “cost sharing equal to the remaining two-thirds of the host fee to be provided from the Province of Nova Scotia and the Government of Canada”. As a result of the changes in the funding, new direction from Regional Council is required.

The amount to fund this event remains at \$900,000 and is now split between the following funders:

1. a grant of \$300,000 from HRM;
2. a grant of \$300,000 from the Province Nova Scotia (Attachment 2);
3. a grant of \$200,000 from Atlantic Golf Association; and
4. \$100,000 through corporate sponsorship.

As these current changes are related to one of the government funders, as well as the distribution of funds, the original motion must be amended in order to proceed with the finalizing of the 2015 funding agreement.

FINANCIAL IMPLICATIONS

The funding for the Nova Scotia Open has already been approved and reserved in the MLSER Reserve (Q315); therefore, there are no financial implications.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC may choose to amend the report recommendations to Regional Council.

ATTACHMENTS

Attachment 1: Letter of Commitment, Atlantic Golf Association

Attachment 2: Letter of Commitment, Province of Nova Scotia

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.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 490-4327
Paul Forrest, Civic Events Coordinator, Culture & Events, 490-6979

Original Signed

Report Approved by: _____
Denise Schofield, Manager, Program Support Services, 490-6252



April 8th, 2015

Elizabeth Taylor
Manager, Events and Cultural Initiatives
Halifax Regional Municipality
PO Box 1749
Halifax, NS
B3J 3A5

RE: Atlantic Golf Organization Contribution

Dear Ms. Taylor,

I am writing this letter at the request of David Corelli of SportBox, who has asked that a letter be provided to your municipality regarding the above noted subject, as well as, our organization's participation and contribution the 2015 Nova Scotia Open.

Please accept this letter as confirmation that the Atlantic Golf Organization Inc. (AGO) has signed an agreement to become a corporate partner in the 2015 Nova scotia Open. As part of the partnership program, AGO will be providing a two-hundred thousand dollar (\$200,000.00 cdn) contribution to SportBox for specific rights and benefits during the event.

I trust this letter is sufficient, however, f you have any questions or concerns please do not hesitate to contact the undersigned at either 709-424-3102 or e-mail, golf@hnl.ca.

Yours truly,

Greg Hillier
Director
Atlantic Golf Organization Inc

cc: David Corelli, SportBox

Attachment 2 - Letter of Funding Province of Nova Scotia



8 Water Street
PO Box 667
Windsor, Nova Scotia
Canada B0N 2T0

Bus: 902-798-6700
Fax: 902-798-6600

Elizabeth Taylor
Manager, Events and Cultural Initiatives
Halifax Regional Municipality
P.O. Box 1749
Halifax, N.S. B3J 3A5

January 11, 2015

Dear Elizabeth,

I am writing to follow up on the request by the Halifax Regional Municipality regarding the partnership of the Province of Nova Scotia in the hosting of the 2015 Web.com TOUR Nova Scotia Open.

The province recognizes the value of events that link with provincial priorities including the attraction of new first time visitors to Nova Scotia and that have the ability to showcase our offering to national and international audiences. In addition to attracting first-time visitors, the province invests in events that deliver quantifiable results and ensure a measurable return on investment. I can confirm that the Province of Nova Scotia has committed \$300,000 towards the hosting of the Nova Scotia Open in 2015.

We look forward to working with Halifax Regional Municipality to host a successful event. Should you have any questions regarding the event or the hosting fee please feel free to contact me.

Regards,

Original signed

Neal Alderson
Manager, Events Nova Scotia
Nova Scotia Tourism Agency