HALIFAX

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

MEMORANDUM

TO:	Chair and Members of Special Events Advisory Committee
FROM:	Elizabeth Taylor, Manager, Culture & Events
DATE:	June 30, 2015
SUBJECT:	MLSER Scoring Criteria

INFORMATION

At the June 3, 2015, Special Events Advisory Committee (SEAC) meeting, members discussed the current scoring criteria for events receiving grants from the Marketing Levy Special Events Reserve (MLSER). It was discussed that a review of the scoring criteria should be revised to include quantifiable measures for tourism development, national and international media exposure, and economic impacts. As well, the revised scoring criteria should have a mechanism for managing grant requests that do not accurately reflect an increased economic or tourism development to support the grant request.

SEAC requested staff bring forward a draft of possible scoring criteria to be assessed at the next meeting.

ATTACHMENTS

Attachment 1 – DRAFT Scoring Criteria

Attachment 1 – Draft Scoring Criteria

All MLSER programs have shared outcomes. However, each program could have individual criteria weighted to emphasize value for specific factors.

Criteria	Description	Score
Event Information	Overall quality of presentation of application	xx
Experience/ Governance	Experience of Organizers (Board/ Staff)	xx
Partnerships/ Sponsors (confirmed vs likelihood)	Provincial gov't or agency funding – x Federal gov't or agency funding – x Sponsorship funding – x	xx
Room Nights	Participant Rooms – x (confirmed numbers) Spectator Rooms – x (estimated numbers) Tourism Period – x	xx
STEAM	Economic activity generated in HRM – x Jobs provided in HRM – x Net Increase in Economic activity in NS - x Municipal taxes supported within HRM - x	xx
Business Case	Evaluation of business model (may only be appropriate for an emerging event)	xx
Media Impact	Value of potential media exposure	xx
Budget	Evaluation of proposed event budget	xx
Legacy	Physical Legacy (may only be appropriate for major events)	xx
TOTAL		**xxx**