



P.O. Box 1749
Halifax, Nova Scotia
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Item No. 7.1.1 (i)
Special Events Advisory Committee
October 14, 2015

TO: Chair and Members of the Special Events Advisory Committee

Original Signed

SUBMITTED BY:

Brad Anguish, Director, Parks & Recreation

DATE: October 5, 2015

SUBJECT: 2015 We Day Atlantic Canada Program Funding Source

SUPPLEMENTARY REPORT

ORIGIN

Application to Halifax Regional Municipality (Attachment 1) to support the hosting fee associated with the We Day Atlantic Canada event in November 2015.

September 23, 2015, motion of Special Events Advisory Committee:

“**MOVED** by Mr. Stuart Joliffe, seconded by Mr. Jeff Ransome that the Special Events Advisory Committee refer the staff report dated August 13, 2015 to staff to identify an alternative funding source for the We Day Event.” MOTION PUT AND PASSED.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, section 79 (1) (av) “Council may expend money required by the Municipality for a grant or contribution...”

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council approve a 2015/16 payment of \$65,000 to fund We Day Atlantic Canada to be funded from the approved 2015/16 Operating Budget Account No. C760-Culture & Events.

BACKGROUND

On July 22, 2015, HRM received an application for funding from the organization “Free the Children” for the third, annual We Day Atlantic Canada (Attachment 1). The event will be held in Halifax on November 27, 2015 at the Scotiabank Centre. The application outlined a funding request of \$100,000.

Based on information contained within the application, the We Day application was considered under the Exceptional Circumstances Clause with a score of 70 points out of 100 on the Marketing Levy Special Events Reserve (MLSER) Scoring Sheet (Attachment 3). The subsequent staff report recommended that the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council approve a 2015/16 payment of \$65,000 to fund We Day Atlantic Canada from the MLSER-Q315. At the September 23, 2015 SEAC meeting, members considered the report but determined that the We Day event did not fit the criteria as a tourism event under the MLSER Business Case and referred the staff report back to identify an alternative source of funding.

DISCUSSION

The MLSER-Q315 provides funding to attract and host tourism, culture and heritage events. These events are defined as national or international in caliber, occur on an infrequent basis, and where HRM provides a leading and/or hosting role. As to the application of funds, the Reserve will be used primarily in support of events that focus on tourism and economic development as the primary outcomes, with quality of life as a secondary outcome.

HRM has provided funding to the We Day event in the previous two years. In 2013, the We Day application was considered as a hosting bid and Regional Council approved funding in the amount of \$50,000 from the MLSER. While hosting fees are not addressed as a separate program currently under MLSER, requests from events such as We Day have increased over the past several years. In the absence of an alternative source of funding and, as a result of the economic benefit derived from hosting large scale events, host bids have been recommended for funding from the MLSER.

In 2014, the We Day application was also considered as a host bid and SEAC recommended to Regional Council an award grant of \$50,000; however, Council passed a motion to increase the event grant by \$20,000, for a one time total grant of \$70,000. As the MLSER did not have capacity, funds were allocated from the Operating Surplus Reserve-Q328.

Discussions with Free the Children regarding the 2015 application indicated that Halifax was intended as the location for the Atlantic Canada event on an annual basis. Therefore, the application was considered as an annual event which have currently been funded under the Exceptional Circumstances Clause and scored accordingly. The Exceptional Circumstances Clause states that Regional Council may consider requests for funding from the MLSER when such requests fall outside the approved policy.

SEAC Motion

At the September 23, 2015 meeting, SEAC members agreed that while they were in support of the event, the We Day program did not meet the objectives of the MLSER business case and therefore the Reserve was not the appropriate funding source. The discussion was framed around the primary objective of the event, which in their opinion, focussed on “quality of life” deliverables as a community and youth oriented event, with “tourism” objectives secondary. It was also suggested that data from the We Day Sport Tourism Economic Assessment Model (STEAM) Report, (Attachment 2) in which the level of municipal taxes supported within Halifax is estimated to be \$25,190 supported this position.

Staff informed the Committee that the event had been previously funded from the MLSER, but SEAC members noted that they would rather address this “accounting” issue now to find the appropriate funding program considering it was likely going forward as an annual event.

Alternative Funding Source Review

On February 3, 2015, Regional Council deferred the proposed Event Grant Administrative Orders to a Committee of the Whole (COW) meeting. This deferral meant that implementation of the new programs and funding sources would not be put in place until the 2016/17 fiscal year. All event grant programs, including the MLSER Programs, continue to be governed under the current Civic Events Policy and Granting Framework with SEAC as the governing body for 2015/16, in order to not delay the provision of event grants for the 2015 event season. With the motion of SEAC to determine an alternate funding source for the We Day event, staff considered funding options.

In order to locate an alternative funding source for the 2015 We Day, as well as future We Day applications, it is of value to review the newly approved Administrative Order Number # 2014-021-Gov, Respecting Regional Special Events Grants, which will be in place starting with the 2016 event grant intake. The Regional Events Grants Program will focus on delivering two Priority Outcomes: (1) Community Engagement and; (2) Cultural Development. Under the community focus area, the maximum grant award is \$25,000 and under the cultural development focus the maximum award is \$60,000 for the Cultural Festivals and Showcases. This program supports arts and culture festivals and events that have a strong cultural content and programing and further the disciplines of literary, media, performing and visual arts.

Therefore, based on current and past applications submitted for We Day and the level of funding requested, it is clear that moving forward, due to criteria and maximum grant levels, the Regional Special Events Grants program will not yield the same level of funding that has been previously approved under the MLSER.

2015 We Day Alternative Funding Source

In July, 2011, Regional Council approved a \$100,000 increase to the 2013/14 Civic Events Operating Budget. As directed, this increase is allocated annually and operationally to directly support special events at the regional level. As outlined in the presentation to Regional Council during the consideration of the new event granting programs, these funds will be allocated new programs under the Regional Events Administrative Order. Due to the deferral of the approval of the proposed event grant process, the new program was not in place in the 2015/16 fiscal year and the funds have not been dispersed. As a result, there is currently capacity within the events program operating budget to fund the We Day event at the amount of \$65,000 as recommended in the initial staff report. However, as the new programs are released in 2016/17, it is anticipated the entire \$100,000 may be spent in funding locally organized events and festivals.

There are alternatives available to SEAC, and subsequently Regional Council for the provision of funding to We Day. Funding capacity is available in both the MLSER Reserve (Q315) and Operating Surplus Reserve (Q328), which have been used to fund the event in the past.

Q315 Projected Balance March 31, 2016 (at September 30) \$ 43,497
(Of the \$1,285,800 approved by council for 15/16 withdrawals, there is
\$111,550 remaining that could be used for the We Day event, as these funds
have not been approved for particular events).

Q328 Projected Balance March 31, 2016 (at September 30) \$ 3,414,141

FINANCIAL IMPLICATIONS

With the approval of the 2015/16 budget and the allocation of the additional \$100,000 towards regional events, funding for the event grant is available in the operating account C760-6933.

COMMUNITY ENGAGEMENT

All meeting of SEAC are open to the public. The agenda and reports are posted online in advance of the meeting.

ENVIRONMENTAL IMPLICATIONS

None identified

ALTERNATIVES

Alternative 1: SEAC may choose to amend funding amount recommendation to Regional Council, pending operating budget capacity.

Alternative 2: SEAC may choose to recommend that Regional Council approve funding from the MLSER Reserve (Q315), pending reserve capacity.

Alternative 3: SEAC may choose to recommend that Regional Council approve funding from the Operating Surplus Reserve (Q328), pending reserve capacity.

ATTACHMENTS

Attachment 1: Grant Application
Attachment 2: STEAM report
Attachment 3: MLSER Score Sheet

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

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Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 490.4327

Report Approved by: Original Signed
Denise Schofield, Manager, Program Support Services, 490.6252

Financial Approval by: Original Signed
Amanda Whitewood, Director of Finance and Information Technology/CFO,
490.6308

2015/16 Marketing Levy Special Event Reserve (MLSER) BID Grant Program Application Form

Staff Contact:

Paul Forrest
Regional Events and Cultural Initiatives
forrestp@halifax.ca
(902) 490-6979

HRM Event Grants

Halifax Regional Municipality values organizations that attract and host large scale special events within the Halifax Regional Municipality that support and promote tourism and business development.

MLSER Events Program

This program provides financial support for major events. This program funds a range of events from national sporting championships (CIS, baseball, sprint canoe/kayak) to international sporting events (FIVB, IIHF) to international tourism events (Tall Ships, ECMA).

This program's funding source is the Marketing Levy Special Events Reserve (MLSER). The MLSER is funded through a 2% hotel tax that applies to any overnight sleeping establishment that has twenty (20) rooms or over. The MLSER's purpose is to fund events that will in turn create room nights and put "heads in beds".

Not Eligible:

Conferences, private events, fundraising events, political events, or events receiving funding from other HRM sources do not qualify for this grant

Contact Information

Name of Organization: Free The Children
NS Registry of Joint Stocks Registration Number
Date of Incorporation: April 1995
Address of Organization: 233 Carlton St. Toronto, Ontario M5A 2L2 Canada
Mailing Address of Organization (if different than above):
Organization Website: http://www.freethechildren.com/about-us/contact-us/
Contact Person: Corinne Frenzel
Contact Phone Number(s): [REDACTED]
Contact Email: corinne@freethechildren.com
Contact Position: Partnership Manager, Programs and Sponsorship, Partner Relations

Grant Request Information

Amount of Grant Requested: \$100,000
Total Event Expenses: Please see attached documents
Purpose of Grant Requested: We Day is made possible by cash and in-kind sponsorships that offset event-day costs, including venue fees. Requested funding would enable youth and educators to attend We Day free-of-charge.
Has your organization previously received funding for this event or a similar event in the last three years? If so, how much funding was received, when and for what event? Yes - we received \$50,000 for We Day Atlantic Canada on November 25th, 26th, and 27th in 2013, and we received another \$50,000 for We Day Atlantic Canada on November 11th, 12th, and 13th in 2014.
Has your organization applied to other funding agencies (Provincial, Federal, etc.) for this event? If so, please list name and amount: No.
Does your organization have any outstanding debt with HRM? If yes, you are not eligible for consideration of funding until the outstanding debt has been paid. No.

Event Information

Event Name: We Day Atlantic Canada 2015
Event Date(s): November 27, 2015
Event Occurrence: Annual
Event Location(s): Scotiabank Centre, 1800 Argyle St, Halifax, NS B3J 2V9
Describe Access to Event – Free/ Fee/ Combination: We Day Atlantic Canada is Free for youth to attend. The event is completely funded through cash sponsorship and in-kind funding from generous corporate partners and individuals. Tickets are earned by youth across Nova Scotia, Newfoundland, Prince Edward Island, and New Brunswick by committing to taking up one local and one global action. We are expecting approximately 8,000 attendees from across Atlantic Canada to attend this event.
Purpose of Event: We Day celebrates the hard work that young people are doing, to make their local and global communities better places to live for all. The event not only celebrates these successes, but it also motivates and encourages youth to keep being agents of change. We Day inspires youth to stand up and take action to create a better world for all.
Brief Description of Event and Activities: We Day is a stadium sized youth engagement event that enables young people to find their passion and celebrate their ability to create change in the world. Youth are brought together with an incredible array of activists, local heroes from Atlantic Canada, celebrities and musicians. We Day inspires youth to take action on causes and issues that they care about. Free to attend for teachers and students, tickets are earned through service when youth commit to one local and one global action.

Through We Day, youth learn that they are not alone or powerless to make a difference. This full-day event is inclusive of many causes in our local, national and global communities. During the event, we will highlight issues that are most relevant to the Atlantic Canada community (e.g. mental health, bullying, etc).

Event Information

Please describe any cultural components associated with your event (heritage, performance, etc.).

We Day is uniquely designed to be inclusive of many causes. The event aims to deliver a diverse array of content that is relevant and engaging to its audiences. Free The Children strives to create programming that is suited to the priorities and needs of the regions it serves.

We Day is committed to including Aboriginal content into its Canadian events. This includes Aboriginal speakers and performers that have raised awareness around challenges and successes in Aboriginal communities across Canada. Past speakers and performers have included Waneek Horn-Miller, Chief George Stanley, Justice Sinclair and Chief Shawn Atleo. Free The Children has also engaged Canadian cultural icons who have made a difference in their local and global communities. They include: RT. Hon Paul Martin, Romeo Dallaire, Rt. Hon. Michaëlle Jean, Marc Garneau, Rick Hansen, The Tenors, and Nelly Furtado.

At We Day Atlantic Canada 2014, specifically, we featured influential figures from the local community who have made an impact on Atlantic Canadian Culture. This included local youth from Halifax, twelve-year-old Parker Murchison. He is a cancer survivor, who always dreamed of speaking on the We Day Stage. Other local speakers included the Premier of Nova Scotia Stephen McNeil, the Mayor of Halifax Mike Savage, We Day Atlantic Canada Co-Chairs Doug Reid from KPMG, Roger Howard from RBC, and Ken Power from TELUS, Aric Reynolds and Eryn Kennedy from TELUS, Sam Grandmaison from The Keg Steakhouse & Bar, Aboriginal Youth Spencer Spencer Isaac, Sarah Rae from Ford, Pink Shirt Anti-Bullying Day Co-founder Travis Price, and Andrea Newell (educator) and TJ Longon (student) on behalf of EF Education First.

Please describe how the event plans to include and celebrate HRM's diversity.

We Day provides an environment that encourages diversity. One of the key features of We Day and We Act is that they are barrier-free. Free The Children, through the support of our committed sponsors, ensures that both the event and year-long program are available at no cost to participants (which underscores the need for in-kind and cash sponsorship, and the reason for our application). This means that all schools and students, regardless of financial means, have the opportunity to partake in We Day and We Act. We are also proud to provide content for Canadian students that is available in both official languages. We will work with the Halifax Regional Municipality to provide opportunities to highlight HRM's diversity. We Day provides an incredible platform to showcase the causes and issues affecting the

local community, and we would like to extend the opportunity for key local community leaders to speak on-stage again in 2015.

Event Information

Describe Volunteer/ Community Engagement: *(Volunteer structure & numbers, etc.)*

Spectators/Audience: 8,000

Participants/Athletes: 34

Volunteers: 700

List the number of estimated Staff Positions: *(full time, part time, contract, etc.)*

Staff: 60

Describe Marketing Plan: *(target groups, methods, scope, etc.)*

Six months prior to We Day, our Public Relations team builds awareness about We Day and We Act announcing the coming year's We Day dates. We announced the Fall We Day dates on May 6, 2015, and the Spring We Day dates on June 5, 2015.

Three to Four weeks before the event, the Public Relations team creates province wide awareness about We Act and We Day through earned and in-kind media opportunities via talent announcements, leveraging media sponsors, local and community outreach and proactive Public Relations outreach efforts from We Day sponsors. The talent announcement for We Day Atlantic Canada is planned for November 6, 2015. This date could change slightly.

Two to Three weeks before the actual event, the Public Relations team does proactive outreach to secure media attendance to the We Day event. The team sends out media invitations, vetting applications, finalizes accreditation and provides final information packages to the approved media.

On the day before We Day, and on the Day of We Day there is press access. Press access includes: access to the press room where journalists can file stories, watch the show on a live stream, and press kits which house organizational information; access to film or photograph portions of the show in designated locations; access to watch the show from designated media seating.

Throughout the year, the Public Relations team continues to build brand credibility through third party supporters (celebrity ambassadors and We Day speakers) as well as through earned media opportunities.

Describe Potential Exposure of HRM: *(television/ broadcast, online, paper, etc.)*

The anticipated media attendance numbers for We Day Atlantic Canada are approximately 60 journalists to this event.

Event Information

What is the event's legacy plan for HRM? (*infrastructure, social or cultural*)

We Day and We Act work together to inspire a cultural shift: inspiring an entire generation to become more engaged, active, and compassionate citizens. Over the past year, educators in Atlantic Canada have reported a marked increase in civic engagement among their students. Specifically, 4, 897, students from Nova Scotia - 6, 882 students in total - have participated in the We Scare Hunger campaign, coordinating food drives that have supported 50 food banks to date with 36, 717 pounds of food collected. Also, schools who identify as having limited resources have taken up the We Create Change campaign, with a connection to financial literacy. Inclusive of all backgrounds and demographics, 173 groups across NS, NB, NL have become involved. Independent third-party evaluations of our program's alumni have found that: 80% volunteered in the last year for more than 150 hours in their local community, 83% made a financial contribution to a charity or not-for-profit last year, and 79% voted in the last federal election.

Estimated Attendance:

Spectators:	8,000
Participants:	30
Total	8,030

Last Year's Attendance: (*if applicable*)

Spectators:	8,000
Participants:	34
Total	8, 034

Estimated Attendance from: (*number values – not percentages*)

Within HRM:	1068
(not including HRM) Nova Scotia:	5693
(not including NS) Atlantic Canada:	1133
(Not including AC) North America:	102
Outside North America	4
Total	8000

Estimated Room Nights:

Room nights include hotels, motels, university dormitories and/ or any overnight establishment that has over 20 rooms. Please calculate accurately, 4 people sharing 1 room equals 1 room night. Participant Room Nights include staff, contracts, artists, board members and event participants. This figure should represent almost guaranteed room nights.

Spectators:	295
Participants:	16 (We generally have 2 people per room, as every participant is over 18. This would double this number).
Total	311

All events applying for funding through any MLSER Event Program is required to submit a predictive Sport Tourism Economic Assessment Model (STEAM) report. Contact Angela Dennison at Events Nova Scotia with the Nova Scotia Tourism Agency (NSTA) to receive information to complete the required predictive STEAM report.

Angela Dennison
Manager, Event Development - Events Nova Scotia
Nova Scotia Tourism Agency
Phone: 902-798-6886
Email: DennisAX@gov.ns.ca

All events are required to contact Destination Halifax to discuss marketing opportunities. If you have not connected with Destination Halifax yet, please contact:

Leslie Duncan Childs
Marketing Coordinator
Destination Halifax
Phone: 902-429-1121
Email: lduncan@destinationhalifax.com

Persons providing false, incomplete or misleading information may, at the municipality's discretion, be required to reimburse a financial award, and may be deemed ineligible for future grants and contributions. Questions, please contact Municipal Grants and Contributions at 902-490-6979.

In accordance with Section 485 of the Municipal Government Act, any personal information collected in this application will only be used and disclosed by municipal staff for internal purposes relating to the Municipal Community Grants Program. If the application is to be disclosed externally to the municipality, the personal information—addresses and telephone numbers of the Board of Directors—will be severed unless the address and telephone number is business related. If you have any questions about the collection, use and disclosure of this personal information please contact the Access & Privacy Office at 902-490-4390 or accessandprivacy@halifax.ca

This application must be signed by two members of the organization; at least one of which must be a member of the Board of Directors:

July 21, 2015
Date
Original signed

Original signed

Applicant Organization Witness Signature

Signature of the Authorized Representative of the Applicant Organization

Original signed

Original signed

Applicant Organization Witness Name

Name of the Authorized Representative of the Applicant Organization

Original signed

Original signed

Applicant Organization Witness Signature

Signature of the member of the Board of Directors of the Applicant Organization

Original signed

Original signed

Applicant Organization Witness Name

Name of the member of the Board of Directors of the Applicant Organization

Submission Requirements

Please attach the following requirements to the completed application form and submit collectively. Please use standard letter (8.5 x11 inch) printed on one side. Please submit 1 hardcopy unbound copy of the full application.

1. List of Board of Directors
2. Detailed line item proposed budget. Please indicate whether funding contributions listed as revenues are Confirmed or Pending.
3. Confirmed financials from last year's event (if applicable).
4. Last fiscal's organization financial statement.
5. Any other relevant support information. Submission of support materials should be concise-inclusions with the intent of directly informing the understanding of the proposed event.

Submission Information

Applications should be labelled "HRM Event Grants" with "c/o Paul Forrest" and delivered to:

In Person/Courier

Regional Events and Cultural Initiatives
Alderney Gate, 2nd Floor
40 Alderney Drive
Dartmouth NS B2Y 4W1

By Regular Mail

Regional Events and Cultural Initiatives
Halifax Regional Municipality
PO Box 1749
Halifax NS B3J 3A5

Further information:

Paul Forrest
Regional Events and Cultural Initiatives
(902) 490-6979
forrestp@halifax.ca

**2015 We Day
(Halifax, Nova Scotia)**

**Economic Impact Analysis – STEAM Report
Halifax, NS
August 2015**

The combined total of visitor, capital and operational spending as a result of hosting the **We Day** are estimated to total **\$932,849**. These expenditures are expected to generate a total of **\$2,016,891** of economic activity in the province, of which **\$1,437,041** will be in **Halifax**.

The **We Day** is estimated to provide a total of **12.5** jobs for **Halifax** and an additional **3.5** jobs for the remainder of the province. These jobs will create a total of **\$671,239** in wages and salaries for Nova Scotia as a whole.

The net increase in economic activity in the province as a result of the initial expenditures of the event is **\$1,044,803**.

The total level of taxes supported by the **We Day** is estimated at **\$388,719**. Of this, **\$176,405** is allocated to the federal government, **\$177,489** to the provincial government and **\$34,826** to municipal governments across Nova Scotia. The level of municipal taxes supported within **Halifax** is estimated to be **\$25,190**.

**Attachment 3
Exceptional Circumstances MLSER Score Sheet**

Applicant: Free the Children

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)	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	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	11/12	Legacy – Appropriateness, scale, etc. – 3/3 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 – 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	70/100	

Request: \$100,000

Total points: 70

Percentage of grant award proposed: 65

Calculated grant award: \$65,000

Recommended grant award: \$65,000