



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

**Item No. 7.1.1(ii)**  
**Special Events Advisory Committee**  
**September 23, 2015**  
**October 14, 2015**

**TO:** Chair and Members of the Special Events Advisory Committee

Original Signed

**SUBMITTED BY:** \_\_\_\_\_  
Brad Anguish, Director, Parks & Recreation

**DATE:** August 13, 2015

**SUBJECT:** We Day Atlantic Canada 2015 Funding Request

**ORIGIN**

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

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, 2008, c.39, 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 from the Marketing Levy Special Events Reserve (Q315).

## **BACKGROUND**

On July 22, 2015 an application for funding was received from the organization “Free the Children” for the third, annual We Day Atlantic Canada (Attachment1). The event will be held in Halifax on November 27, 2015 at the Scotiabank Centre. The funding request is in the amount of \$100,000.

We Day is an event initiative of Free The Children, an international charity and educational partner that works with schools to implement the We Act program to promote the spirit of volunteerism in the young. It encourages youth to work together to inspire a cultural shift; inspiring an entire generation to become more engaged, active, and compassionate citizens. Free the Children is a not for profit organization and has partnered with the Nova Scotia Department of Education and Early Childhood Education for this event. Students and teachers earn free attendance to the event by completing one local action and one global action, as well as sharing their action plans and accomplishments with the community of We Schools.

On August 10, 2015 We Day submitted a predictive Sport Tourism Economic Assessment Model (STEAM) Report (Attachment 2). The total level of taxes supported by the We Day event is estimated at approximately \$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.

## **DISCUSSION**

In 2013, Halifax was selected as the location for the Atlantic Canada We Day event and Regional Council approved funding in the amount of \$50,000 from the MLSER. In 2014 staff recommended a grant of \$50,000 and Regional Council passed a motion to “Increase the \$50,000 event grant for the 2014 We Day Atlantic Event as approved by Regional Council on June 24, 2014 by \$20,000, a one-time increase only, for a total grant of \$70,000 towards the event with funds being allocated from the Operating Surplus Reserve, Q328”.

In 2013 and 2014, 8,000 youth and educators from 248 schools from across Atlantic Canada attended with the support of 500 volunteers. The event aligns with HRM’s mandate to provide effective means for reaching youth groups and delivering youth programs.

The 2015 event has an estimated attendance of 8,000 and the theme is “Me to We”. Youth will be led by activists, local heroes from Atlantic Canada, celebrities and musicians on how to make the journey of shifting the world from “me to we”.

### **Event Legacy**

Over the past two years since We Day has been held in Halifax, 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, and NL have become involved.

### **Exceptional Circumstances Clause**

The request for funding for this event in 2013 was classified as a host bid fee request through a letter of invitation from Free the Children. In 2014 the organization applied through application and was considered as a host bid request. The evaluation process of host bid requests does not include percentage of request scoring.

However as the event is now annual in nature, it will be considered in the same category as other events that are funded under the Exceptional Circumstances Clause and scored accordingly. The MLSER

Business Case provides the opportunity for Regional Council to consider events that fall outside of the existing categories and process through the Exceptional Circumstances Clause.

Based on information contained within the application, staff have evaluated We Day and identified a score of 70 points out of 100 on the MLSER Scoring Sheet (Attachment 3). Therefore, it is recommended that funding support in the amount of \$65,000 be approved.

### **FINANCIAL IMPLICATIONS**

With the approval of the 2015/16 budget, the funding is available in the MLSER Reserve (Q315).

#### **Budget Summary, Q315, Marketing Levy Special Events Reserve**

Projected Balance March 31, 2016 (at June 30) \$76,334

#### **Budgeted Withdrawals:**

Events:	\$ 977,800 (\$400,000 allocation has been previously approved, balance \$577,800)
Web.com	\$ 300,000
Misc.	\$ 8,000
	<u>\$ 1,285,800</u>

No change to projected March 31, 2016 balance as this withdrawal is within the remaining amount approved by Council to be withdrawn in the 2015/16 budget year from Reserve.

### **COMMUNITY ENGAGEMENT**

All meeting of the Special Events Advisory Committee (SEAC) are open to the public. The agenda and reports are posted online in advance of the meeting.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

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

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

Original Signed

Report Approved by:

For: Denise Schofield, Manager, Program Support Services, 490.6252

Original Signed

Financial Approval by:

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](mailto: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

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

## Grant Request Information

<b>Amount of Grant Requested:</b> \$100,000
<b>Total Event Expenses:</b> Please see attached documents
<b>Purpose of Grant Requested:</b> 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.
<b>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?</b>  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.
<b>Has your organization applied to other funding agencies (Provincial, Federal, etc.) for this event? If so, please list name and amount:</b> No.
<b>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.</b> No.

## Event Information

<b>Event Name:</b> We Day Atlantic Canada 2015
<b>Event Date(s):</b> November 27, 2015
<b>Event Occurrence:</b> Annual
<b>Event Location(s):</b> Scotiabank Centre, 1800 Argyle St, Halifax, NS B3J 2V9
<b>Describe Access to Event – Free/ Fee/ Combination:</b>  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.
<b>Purpose of Event:</b>  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.
<b>Brief Description of Event and Activities:</b> 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](mailto: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](mailto: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](mailto: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, 2<sup>nd</sup> 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](mailto: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**

<b>Criteria</b>	<b>Score</b>	<b>Values</b>
<b>Free or low costs (if gated)</b>	15/15	<b>Free – 15</b> Combination – 10 Low Cost – 5
<b>Attendance (Event Size)</b>	3 /15	<b>Less than 10,000 – 3</b> 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 <b>Off Season (Nov. To Mar.) – 9</b>
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm. – <b>2/4</b> Volunteers – 0-50/50-100/100-200/ <b>200+</b> – <b>4/4</b> Experience – Track record in Halifax – <b>4/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	11/12	Legacy – Appropriateness, scale, etc. – <b>3/3</b> Identity – Physical attributes, heritage – <b>2/3</b> Culture – Innovative/creative, diverse – <b>3/3</b> Diversity – Inclusive – <b>3/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – <b>4/4</b> Exposure – TV, <b>radio, print, online</b> – <b>3/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – <b>4/8</b> General Economic Impact – <b>2/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> <b>Size/ fiscal management/ appropriateness of budget/</b> low admin O/H – <b>3/4</b>
<b>Final Total</b>	<b>70/100</b>	

**Request: \$100,000**

**Total points: 70**

**Percentage of grant award proposed: 65**

**Calculated grant award: \$65,000**

**Recommended grant award: \$65,000**