



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
April 27, 2016**

**PRESENT:** Councillor Steve Craig, Chair  
Councillor Steve Adams  
Councillor Lorelei Nicoll  
Mr. Jeff Ransome  
Mr. Stuart Jolliffe  
Mr. Robert Logan  
Mr. Gordon Stewart  
Mr. Kevin MacIntyre

**REGRETS:** Mr. Bruce Holland  
Mr. Vishal Bhardwaj

**STAFF:** Ms. Elizabeth Taylor, Manager Culture and Events  
Mr. Paul Forest, Civic Events Coordinator  
Ms. Cathy Collett, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, supporting documents, and information items circulated to the Special Events Advisory Committee are available online: <http://www.halifax.ca/boardscom/seac/SEACAgendasMins.php>*

*The meeting was called to order at 9:03 a.m. and adjourned at 11:40 a.m.*

**1. CALL TO ORDER**

The Chair called the meeting to order at 9:03 a.m.

**2. APPROVAL OF MINUTES – February 24, 2016**

MOVED by Councillor Lorelei Nicoll, seconded by Mr. Stuart Jolliffe

**THAT the minutes of February 24, 2016 be approved as presented**

**MOTION PUT AND PASSED.**

**3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS**

Additions:

- 10.1 Cheer Expo and SEDMHA timing – Stuart Jolliffe
- 10.2 Events Nova Scotia – Stuart Jolliffe

MOVED by Mr. Jeff Ransome, seconded by Councillor Adams

**THAT the Order of Business be approved as amended.**

**MOTION PUT AND PASSED.**

2/3 majority vote required.

- 4. BUSINESS ARISING OUT OF THE MINUTES - NONE**
- 5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS - NONE**
- 6. CONSIDERATION OF DEFERRED BUSINESS – NONE**
- 7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE**
- 8. INFORMATION ITEMS BROUGHT FORWARD – NONE**
- 9. REPORTS/DISCUSSION**
- 9.1 STAFF**
- 9.1.1 Marketing Levy Special Events Reserve Grant Report 2016**

The following was before the Committee:

- A staff report dated April 20, 2016

Ms. Elizabeth Taylor, Manager, Culture and Events, outlined the new Marketing Levy Special Event Reserve (MLSER) Grants guidelines for the benefit of the new Committee members and reviewed the staff report.

The Chair briefly outlined the new Administrative Order 2014-020-GOV respecting Marketing Levy Special Event Reserve Grants.

The Committee discussed their concerns regarding the use of minimum budget as a criterion for classifying events into the four event categories: Emerging Events, Tourism Events, Signature Events, and Major Hosting events. Members commented that using minimum budget as a categorization tool does not adequately address the intended focus on economic activity.

Ms. Taylor explained that the new scoring process meant that 5 events (Blue Nose Marathon, Halifax Pop Explosion, Hal-Con, Epic Dartmouth, and the Royal Nova Scotia International Tattoo) would receive grant amounts that were less than the grants they received last year, and that due to the challenges posed by an abrupt reduction in funds, a phased approach was developed as follows:

2016/17 – equal funding to 2015 grant amount  
2017/18 – 2016 scored amount + 50% of the 2015 grant amount  
2018/19 – 2016 scored amount

The Committee discussed the phased approach to grant reduction; members commented that it would be a better strategy to begin to reduce grant amounts this year.

The Committee discussed the categorization of events and questioned whether it would be possible to alter the minimum budget criterion and shift events from one category to another. Ms. Taylor explained that altering the criterion would mean a change to the Administrative Order. Mr. Paul Forrest explained that events could be moved to a different event category as long as the minimum budget requirement was still met.

The Committee discussed the categorization of sporting events that are based on a two-year bid model. Committee members commented that if these events were categorized under signature events, it would increase the Municipality's ability to secure such events; committee members noted that while the specific sport may change every two years, the type of event could be considered a consistent occurrence and thus qualify as a Signature Event.

Ms. Taylor explained that there is also a Major Hosting category that could accommodate such events.

The Committee discussed the challenges posed by determining and verifying the number of room nights considered when scoring events.

The Committee reviewed each of the fourteen (14) proposed event grants and addressed them as follows:

**Emerging Events:**

**1. Groundswell**

Committee members commented that this event has good seasonality as it occurs in November. The Committee reflected that, while the impact is relatively small, the purpose of the Emerging Events category is to encourage such events to grow.

MOVED by Mr. Jolliffe, seconded by Mr. Ransome

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to Groundswell in the amount of:**

- (a) \$14,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$14,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$14,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**Tourism Events:**

**2. CIS Final 8 Men's Basketball Championship 2017**

MOVED by Mr. Jolliffe, seconded by Mr. Ransome,

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to CIS Final 8 Men's Basketball Championship 2017 in the amount of:**  
**(a) \$39,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315), and**  
**(b) \$39,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**3. Epic Dartmouth**

Committee members commented that this event is comparable to the CIS Final 8 Men's Basketball event and thus should receive a comparable grant. Committee members suggested that the grant amount be reduced from the \$45,000 recommended by staff to \$39,000. As such, it was

MOVED by Mr. Jolliffe, seconded by Mr. Ransome

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to Epic Dartmouth in the amount of \$39,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**4. Hal-Con**

Committee members commented that the Sport Tourism Economic Assessment Model (STEAM) and number of room nights for this event are comparable with Epic Dartmouth and the CIS Final 8 Men's Basketball Championship and thus should receive a comparable grant. Committee members suggested that the grant amount be reduced from the \$45,000 recommended by staff to \$39,000. As such, it was

MOVED by Mr. Ransome, seconded by Mr. Gordon Stewart

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to Hal-Con in the amount of \$39,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**5. Cheer Expo**

Committee members commented that this event was held on the same weekend as SEDMHA this year and that it was a challenge for the Municipality to accommodate both events simultaneously. Mr. Jolliffe explained that this is what he intended to address during item 10.1.1. The Committee acknowledged the importance of Cheer Expo and SEDMHA being held on different weekends on a go forward basis. Committee members questioned why staff had proposed a larger grant for Cheer Expo this year than they had received last year. Mr. Forrest informed the Committee that the recommended amount was determined by the score their application received. Committee members

questioned the accuracy of the number of room nights identified for this event. It was suggested that the grant amount be reduced from the \$44,000 recommended by staff to \$30,000.

MOVED by Councillor Adams, seconded by Mr. Ransome

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to Cheer Expo in the amount of \$30,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

#### **6. Maritime Race Weekend**

Committee members questioned if this event could be categorized as an Emerging Event. Mr. Forrest responded that it would qualify to be considered under this category. The Committee agreed that Maritime Race Weekend would be better placed in the Emerging Events category than the Tourism Events category and that the grant amount should be reduced from the \$31,500 recommended by staff to \$15,000.

MOVED by Mr. Ransome, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant, under the category of Emerging Events, to Maritime Race Weekend in the amount of:**

- (a) \$15,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$15,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$15,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**Councillor Nicoll left the meeting at 10:53 a.m.**

#### **Signature Events**

#### **7. Atlantic Film Festival**

Committee members commented that this event should receive the same grant amount as it did in 2015, thus reducing the amount from the \$58,000 recommended by staff to \$40,000.

MOVED by Mr. Ransome, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Atlantic Film Festival in the amount of:**

- (a) \$40,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$40,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$40,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

#### **8. Blue Nose Marathon**

Committee members questioned whether the closure of the MacDonald Bridge would cause this event to incur a greater cost than usual. Committee members commented that they agree with staff's recommendation for this event.

MOVED by Mr. Ransome, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Blue Nose Marathon in the amount of:**

- (a) \$60,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$43,500 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$27,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

#### **9. Halifax International Busker Festival**

Committee members commented that the grant amount for this event should be the same as the grant amount for 2015/16, and thus suggested that the \$59,000 recommended by staff should be reduced to \$50,000.

MOVED by Mr. Ransome, seconded by Mr. Jolliffe

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Halifax International Busker Festival in the amount of:**

- (a) \$50,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$50,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$50,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

#### **10. Halifax Comedy Fest**

Committee members commented that the grant amount recommended by staff is appropriate for this event.

MOVED by Mr. Jolliffe, seconded by Mr. Ransome

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Halifax Comedy Fest in the amount of:**

- (a) \$23,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$23,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$23,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

#### **11. Halifax Jazz Festival**

Committee members commented that it would be appropriate to reduce the grant amount for this event from the \$48,000 recommended by staff to \$45,000.

MOVED by Mr. Jolliffe, seconded by Mr. Stewart

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Halifax Jazz Festival in the amount of:**

- (a) \$45,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$45,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$45,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

## **12. Halifax Pop Explosion**

Committee members commented that the room nights for this event appear to be accurate and that the amount recommended by staff is appropriate.

MOVED by Mr. Ransome, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Halifax Pop Explosion in the amount of:**

- (a) \$40,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (b) \$36,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (c) \$32,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

## **13. Royal Nova Scotia International Tattoo**

Committee members commented that the staff recommendation was appropriate for this event.

MOVED by Mr. Jolliffe, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to the Royal Nova Scotia International Tattoo in the amount of:**

- (d) \$100,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315)**
- (e) \$97,000 for 2017/18, pending the approval of the 2017/18 budget, from the 2017/18 Marketing Special Events Reserve (Q315), and**
- (f) \$94,000 for 2018/19, pending the approval of the 2018/19 budget, from the 2018/9 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

## **14. SEDMHA**

Committee members commented that, while the grant amount recommended by staff for this event is appropriate, it would be better suited in the Tourism Event category. Mr. Forrest confirmed that it would be possible to move SEDMHA to the Tourism Event category within the requirements of Administrative Order 2014-020-GOV. Staff noted that events in the Tourism Event category receive funding for one year while events in the Signature Events category receive funding for three years. The Committee acknowledged that changing the category for this event would mean that they would have to reapply for funding on an annual basis.

MOVED by Mr. Jolliffe, seconded by Mr. Ransome

**THAT SEDMHA be moved to the Tourism Event category and that the Special Events Advisory Committee recommend that Regional Council approve an Event Grant to SEDMHA in the amount of \$35,000 for 2016/17, from the 2016/17 Marketing Special Events Reserve (Q315).**

MOVED by Councillor Adams, seconded by Mr. Stewart

**THAT the Special Events Advisory Committee recommend that Halifax Regional Council:**

- 1. Approve 14 Event Grants for a total of \$569,000 as identified in Table 1 of the Discussion section of this report from the 2016/17 Marketing Levy Special Events Reserve (Q315);**
- 2. Pending the approval of the 2017/18 budget, approve 10 Event Grants for a total of \$402,500 as identified in Table 2 of the Discussion section of this report from the 2017/18 Marketing Levy Special Events Grants Reserve (Q315) and;**
- 3. Pending the approval of the 2018/19 budget, approve 9 Event Grants for a total of \$340,000 as identified in Table 3 of the Discussion section of this report from the 2018/19 Marketing Levy Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

MOVED by Mr. Jolliffe, seconded by Mr. Ransome

**THAT a minimum of \$400,000 be allocated to the Major Hosting Events reserve annually.**

**MOTION PUT AND PASSED.**

The Committee reviewed the events that were deemed ineligible for funding and noted that if the Aileen Meagher Track Classic did not receive municipal funding it may also lose the opportunity for provincial and federal funding and would likely not be able to operate.

MOVED by Mr. Ransome, seconded by Councillor Adams

**THAT the Special Events Advisory Committee recommend that Halifax Regional Council consider an exception to the minimum budget requirement and approve an Event Grant of \$10, 000 to the Aileen Meagher Track Classic for 2016/17 from the 2016/17 Marketing Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

#### **9.1.2 Canadian Sport Tourism Alliance Membership – Discussion**

This item was not addressed due to a lack of time.

#### **9.2 COMMITTEE MEMBER UPDATES - NONE**

#### **10. ADDED ITEMS**

##### **10.1.1 Cheer Expo and SEDMHA timing**

This item was dealt with during 9.1.1

##### **10.1.2 Events Nova Scotia**

This item was not addressed due to a lack of time.

**11. DATE OF NEXT MEETING – May 18, 2016, 9:00 a.m.,** Halifax Hall, Second Floor, City Hall,  
1841 Argyle Street.

**12. ADJOURNMENT**

The meeting adjourned at 11:40 a.m.

Cathy Collett  
Legislative Assistant