

**Special Events Advisory Committee  
February 20, 2014**

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

Original Signed

**SUBMITTED BY:**

Brad Anguish, Director, Community and Recreation Services

**DATE:** January 30, 2014

**SUBJECT:** 2015 Canadian Figure Skating Championships

**ORIGIN**

Invitation to Halifax Regional Municipality (Attachment 1) to support Skate Canada Nova Scotia's bid to host the Canadian Figure Skating Championships in January 2015.

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, Section 79 (1) (av)*

**RECOMMENDATION**

It is recommended that that the Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve, in principle, payment of \$40,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 subject to approval of the 2014/2015 budget and availability of MLSER reserve funds to fund the bid to host the 2015 Canadian Figure Skating Championships, conditional on
  - a. HRM securing the event; and
  - b. Skate Canada Nova Scotia securing additional funding support from Province of Nova Scotia; and
2. Authorize the Mayor to provide a letter of support to Skate Canada Nova Scotia outlining the financial commitment and conditions for inclusion in the bid for the 2015 Canadian Figure Skating Championships (Attachment 2).

## **BACKGROUND**

The Marketing Levy Special Events Reserve (MLSER) is an operating reserve funded through the hotel tax levy. The MLSER is intended to provide funding to attract and host tourism, culture & heritage events, including host fees for event bids.

The Canadian Figure Skating Championships is an annual 6-day competition which hosts teams that qualify through sectional and provincial competitions. Canada's top skaters in singles, pairs, and dance in Novice, Junior and Senior categories compete for national titles and the right to represent Canada at the 2015 World Championships. The Championships are scheduled to take place January 19 to 25, 2015. In the past, HRM has hosted the championships in 1981, 1995 and 2007.

Skate Canada Nova Scotia is submitting a bid for the 2015 Canadian Figure Skating Championships, expected to be hosted at the Halifax Metro Centre and the Dartmouth Sportsplex. Skate Canada Nova Scotia requires written confirmation of the hosting fee for inclusion in the bid. Confirmation of the host fee requires the approval of Regional Council.

## **DISCUSSION**

Hosting fees are routinely required for national/ international sporting events and are typically paid by the host governments. The municipal hosting fee request for the 2015 Canadian Figure Skating Championships is \$40,000. The financial commitment of \$40,000 is only required if HRM is selected for the 2015 event. Further, Skate Canada Nova Scotia has indicated it will be requesting additional funding support from the Province of Nova Scotia.

Staff has assessed this opportunity under the MLSER criteria using the bid information which was submitted. The bid proposal meets the definition for funding from MLSER under the National and International Sporting and Mega Events category. As the hosting fee is a set amount, confirmation of the full bid amount is required for submission of the bid.

In terms of international sporting events, HRM has previously funded the bids associated with the 2008 IIHF World Hockey Championships (\$250,000) and the ICF World Senior Canoe Championships in 2009 (\$200,000). Furthermore, HRM has committed a hosting fee of \$300,000 for the 2014 PGA Web.com Golf Fest and \$150,000 for the 2015 Men's World Curling Championships. HRM has also funded national sporting events such as \$15,000 for the 2010 Senior Men's Baseball Championship and \$130,000 in total for the Canadian Interuniversity Sport (CIS) Men's Basketball Championship in 2011 and 2012.

A Sport Tourism Economic Assessment Model (STEAM) report was generated for the 2015 Canadian Figure Skating Championships by Events Nova Scotia in consultation with Skate Canada (Attachment 3). The report states that the net increase in economic activity in the province as a result of the initial expenditures of the event would be \$3,272,946. As well, the total level of taxes supported by the 2015 Canadian Figure Skating Championships is estimated at \$1,307,143. Of this, \$581,241 would be allocated to the federal government, \$592,998 to the provincial government and \$132,903 to Municipal governments across Nova Scotia.

Should HRM be selected for the 2015 Canadian Figure Skating Championships, a contract between Skate Canada Nova Scotia and HRM will be created. The contract will be negotiated prior to the payment of the hosting fee and will outline all conditions and benefits to HRM (i.e., media coverage, promotions and advertising opportunities).

In addition to specific and economic benefits, international sporting events historically have brought a degree of vibrancy to the city and it is expected that the Canadian Figure Skating Championships would provide such experiences to visitors and citizens alike. Therefore, it is recommended that HRM support the bid submission for the 2015 Skate Canada event.

### **FINANCIAL IMPLICATIONS**

All recommendations are subject to approval of the proposed 2014/15 budget and availability of MLSE reserve funds. Projected contributions and withdrawals are as follows:

Projected Balance March 31, 2014 (as at Dec 31/13)	\$ 365,538
Plus: Marketing Levy projected revenue for 2014/15	\$1,200,000
Less: previous approvals for 2014/15 funding:	
World Men's Curling Championship Host bid	\$ (150,000)
2013/14 2 <sup>nd</sup> intake for 2014/15 events	\$ (63,750)
Web.com PGA Tour Stop Host	\$ (300,000)
2014/15 Hallmark Event Grants (pending Council approval)	\$ (405,250)
Less: Canadian Figure Skating Championship Host bid (per recommendation)	\$ (40,000)
Projected Reserve Balance March 31, 2015	<b><u>\$ 606,538</u></b>

### **COMMUNITY ENGAGEMENT**

A local volunteer committee will be formed by Skate Canada Nova Scotia to help deliver the event.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

Alternative 1: SEAC could recommend that Regional Council approve a reduced amount of funding which would result in the provision of a lower hosting fee than the required amount. This is not recommended as it may result in HRM not being chosen as the successful host city.

Alternative 2: SEAC could recommend that Regional Council require that a portion of the hosting fee be provided by the Province of Nova Scotia. This is not recommended as Skate Canada Nova Scotia has indicated that a request to the Province for funding support will be undertaken but confirmation of the funding

may not be achieved in time to submit the bid. Therefore, the recommendation outlines a condition of additional funding support from the Province, to supplement the hosting fee from HRM.

Alternative 3: SEAC could recommend that Regional Council not support the 2015 Canadian Figure Skating Championships bid process. This is not recommended as the event could be expected to provide significant benefit to the community.

### **ATTACHMENTS**

Attachment 1 – Letter of Invitation from Skate Canada Nova Scotia

Attachment 2 – Proposed Letter of Commitment from HRM

Attachment 3 – STEAM Analysis

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-4387

**Original Signed**

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

**Original Signed**

Financial Approval by: Greg Keefe, Director of Finance & ICT/CFO, 490-6308

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March 27<sup>th</sup> 2013

Elizabeth Taylor, Manager  
Regional Events & Culture  
Halifax Regional Municipality  
P.O. Box 1749  
Halifax, B3J 3A5

RE: 2015 Canadian Tire National Skating Championships

Dear Elizabeth,

It is with great pleasure that Skate Canada Nova Scotia is making application to Skate Canada to host the 2015 Canadian Tire National Skating Championships, in the Halifax Regional Municipality.

Halifax has been the host to many successful skating events in the past and we look forward to once again hosting talented skaters from across Canada. The skating fans and volunteers will be excited to have skaters in Halifax as they begin their journey to the 2018 Olympics.

The help that we have received thus far from Events Nova Scotia is very much appreciated and know that they, and the venues needed, are fully aware of the needs of the competition.

Looking forward to bringing this prestigious event to Halifax.

Sincerely,  
Original Signed

✓ JILL KNOWLES  
Executive Director  
Skate Canada Nova Scotia

## Attachment 2 – Proposed Letter of Commitment

Jill Knowles, Executive Director  
Skate Canada Nova Scotia  
5516 Spring Garden Road, 4<sup>th</sup> Floor  
Halifax, NS  
B3J 1G6

Dear Ms. Knowles,

The Halifax Regional Municipality is pleased with Skate Canada Nova Scotia's interest in the Municipality as a host city for the 2015 Canadian Figure Skating Championships. Should the Halifax Regional Municipality be awarded the hosting rights, Halifax Regional Council has pre-approved funds for payment of a hosting fee, in the amount of \$40,000, subject to approval of the 2014-2015 budget and subject to an initial hold back percentage as per the HRM event grant process.

The payment of the hosting fee would be contingent on the following:

- Skate Canada Nova Scotia being successful in achieving additional funding support from the Province of Nova Scotia.
- Logo inclusion on all promotional materials related to Halifax Regional Municipality as the host of the 2015 Canadian Figure Skating Championships.
- Activation opportunity (to be determined).
- A commitment to formalize a partnership agreement prior to hosting the event and prior to payment of the hosting fee, that outlines all partnership rights and benefits awarded to the Halifax Regional Municipality, should it be awarded the hosting rights.

Halifax has the hotels, venues, suppliers, volunteers and talent to make the 2015 Canadian Figure Skating Championships an overwhelming success. We look forward partnering with the Skate Canada Nova Scotia should Halifax be successfully chosen as the host city.

Regards,

Mayor Mike Savage

## **2015 Canadian Figure Skating Championships (Halifax, Nova Scotia)**

### **Economic Impact Analysis – STEAM Report January 2014**

The combined total of visitor, capital and operational spending as a result of hosting the **2015 Canadian Figure Skating Championships** are estimated to total **\$3,120,475**. These expenditures are expected to generate a total of **\$6,983,533** of economic activity in the province, of which **\$4,675,536** will be in Halifax Regional Municipality.

The **2015 Canadian Figure Skating Championships** is estimated to provide a total of **41.8** jobs for the Halifax Regional Municipality and an additional **15.7** jobs for the remainder of the province. These jobs will create a total of **\$2,089,337** 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 **\$3,272,946**.

The total level of taxes supported by the **2015 Canadian Figure Skating Championships** is estimated at **\$1,307,143**. Of this, **\$581,241** is allocated to the federal government, **\$592,998** to the provincial government and **\$132,903** to municipal governments across Nova Scotia. The level of municipal taxes supported within the Halifax Regional Municipality is estimated to be **\$96,746**.

**Disclaimer:** The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results. Additionally, these forecasts only recognize the economic benefits of the event, and do not consider any displacement or substitution costs that may occur as a result of hosting the event.

STEAM<sup>®</sup> is the federally recognized economic impact assessment model used for sport tourism in Canada.

**The Local Organizing Committee (LOC)** release Events Nova Scotia from any and all claims which it may have relating to or resulting from the use of the results by the LOC or its agents.