

**Chair and Members of Special Events Advisory Committee  
February 6, 2013**

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

Original Signed

**SUBMITTED BY:** Brad Anguish, Director, Community & Recreation Services

**DATE:** January 17, 2013

**SUBJECT:** Hallmark Event Grant 2013 Renewals

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**ORIGIN**

Pursuant to the Civic Events Policy and Granting Framework, the Special Events Advisory Committee (SEAC) reviews the funding for 2013/14 Hallmark Events.

**LEGISLATIVE AUTHORITY**

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

**RECOMMENDATION**

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

1. Approve the renewal of nine (9) Hallmark Event grants from the 2013/14 Marketing Levy Special Events Reserve (Q315) for a total of \$370,000, as listed below and subject to budget implications section of this report:
  - \$90,000 to the Royal NS International Tattoo;
  - \$60,000 to the Blue Nose International Marathon;
  - \$50,000 to the Halifax International Busker Festival;
  - \$40,000 to the Halifax Jazz Festival;
  - \$40,000 to the Atlantic Film Festival;
  - \$25,000 to the Halifax Pride Festival;
  - \$25,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament;
  - \$25,000 to the Halifax Pop Explosion; and
  - \$15,000 to the Scotia Festival of Music.

## **BACKGROUND**

In March 2007, Council approved the Civic Events Policy and Granting Framework which outlines the overall approach to HRM's civic event granting process. The framework enables the Marketing Levy Special Events Reserve, which is an operating reserve funded through the hotel tax levy, to fund annual Hallmark Events.

A Hallmark Event by definition is:

*"a recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become inseparable in terms of their image."*

## **Hallmark Event Annual Assessment Criteria**

Pursuant to the SEAC procedures, all Hallmark Events must table a year-end report annually and present on the past year's activity. The report is to provide information on:

- i. Current Event Information
- ii. Event Sustainability
- iii. Community Engagement
- iv. Tourism Impact
- v. Economic Impact
- vi. Direction
- vii. Financials

In addition, each Hallmark Event is required to present to SEAC to communicate important updates and future directions.

Based on the information presented, the impact of the event is assessed and one of the following options is recommended for Council's consideration:

1. Maintain the grant amount from previous year
2. Increase the grant amount
3. Decrease the grant amount

## **DISCUSSION**

Staff have reviewed the information submitted on each event and recommend that funding for the events be approved as follows:

### ***1. The Royal Nova Scotia International Tattoo***

The Tattoo features over 2,000 world-class Canadian and international military and civilian performers. On May 4, 2006, it was announced that the Tattoo had received the designation "Royal" from Queen Elizabeth II.

The 2012 Royal Nova Scotia International Tattoo had an attendance of 53,852. The 2,000 performers of the Tattoo came from across Canada, Estonia, France, Germany, Switzerland, the United Kingdom and the United States. The event saw an increase for the gated performances and an increase in the overall festival attendance. These increased

numbers were the result of a more robust marketing campaign that included focusing on families within driving distance of HRM, a mobile phone application, participation in several community-driven marketing initiatives (Parade of lights, Culture Days) and the Collector Button project. Both the free noon-time festival events and workshops were revamped by volunteers/students and were a vibrant success.

There was increased media coverage in 2012 for the Tattoo due to the stories of War of 1812, Titanic, Broadway Superstar Peter Karrie and a wedding. The Tattoo achieved bilingual media coverage in print, radio and television and expanded onto PBS stations in the US. A local company, IC Video, filmed and edited the Tattoo for future marketing and 60,000 festival brochures were distributed through Sobeys stores in HRM, volunteers and the Halifax International Airport Authority.

Of the attendees, 18,141 were tourists to HRM. In addition, survey data indicated that 61.1% Tattoo attendees came to Nova Scotia specifically for the Tattoo. The average tourist daily expenditure in Nova Scotia was \$190.98 and the event provided an overall economic contribution of \$29.3 million. The budget for this event was approximately \$2.5 million.

***2012 HRM Grant: \$90,000***

***2013 Proposed HRM Grant: \$90,000***

## ***2. The Blue Nose International Marathon***

The Blue Nose International Marathon is the largest marathon east of Ottawa. The youth run draws thousands of participants each year and is the largest youth run in Canada.

The 5k, 10k, half marathon and full marathon routes were re-designed in consultation with participants, marathon committee and HRM. New Race Director and Operations Director positions were created in 2012 to strengthen the event organization.

The 2012 Blue Nose Marathon reached a new participant record of over 11,800 people and increased the Facebook page to over 4,000 fans. The event had over 1,200 volunteers providing over 30,000 hours of assistance. The charity challenge raised \$480,000 for 49 charities. The majority of participants were from Atlantic Canada (93%), with 61% from outside Greater Halifax. Based on survey results, runners from over 10 countries participated and 96% of all participants' expectations were met or exceeded.

The total operating budget was approximately \$600,000. The 2013 event will be the 10<sup>th</sup> Anniversary of the Bluenose Marathon.

***2012 HRM Grant: \$60,000***

***2013 Proposed HRM Grant: \$60,000***

3. *The Halifax International Busker Festival*

The Halifax International Busker Festival is the largest street theatre festival in North America and includes a local talent contest. It features over 500 International shows over 11 days of the Festival.

The Halifax International Busker Festival engaged 180 volunteers including several from the YWCA Immigration Centre. The 2012 event partnered with the Natal Day Festival on cross promotion materials and the Hydrostone Pancake Breakfast Celebration.

New to the marketing program in 2012 was a partnership with the Halifax International Airport Authority. This partnership saw 20 performances over a 5-day periods at various locations throughout the airport. The event's social media presence increased with over 2,000 followers on Facebook and the event's webpage had 50,761 visits (39,546 unique) between July 1<sup>st</sup>, 2012 and August 31<sup>st</sup>, 2012.

According to the 2006 People's Bank survey, visitors spend between \$51 - \$150/day, and 98% of tourists from outside of Canada spend more than \$250/day. The survey also gives an estimated attendance of over 450,000 people for the ungated event. The event budget was approximately \$502,000.

***2012 HRM Grant: \$50,000***

***2013 Proposed HRM Grant: \$50,000***

4. *The Halifax Jazz Festival*

The Halifax Jazz Festival's objective is to promote jazz, blues, world and other music to educate the public and to develop an audience for non-commercial music. The Festival claims to be Atlantic Canada's largest music festival.

The event remained at the new Halifax Waterfront location in 2012. Over 10,000 tickets were sold with an estimated attendance over 50,000. Programming highlights included diverse music from around the world along with a balance of traditional and modern music.

The 2012 festival maintained its event program campaign as in past years and the event budget was approximately \$800,000.

***2012 HRM Grant: \$40,000***

***2013 Proposed HRM Grant: \$40,000***

5. *The Atlantic Film Festival*

The International Atlantic Film Festival (AFF) is the 4<sup>th</sup> largest major film festival in Canada. The AFF showcases International, Canadian and Atlantic Canadian films and runs for 10 days each September.

The 2012 AFF event had an attendance of 29,280. The event had 178 volunteers to help deliver the event which showed 158 films. One out of four screenings were sold out in 2012, resulting in a total of 40 sell outs. The AFF had 8 Atlantic Features and 48 Atlantic shorts in 6 Atlantic Shorts programs.

The event had 95 registered media representatives and received coverage in print, radio, television and online. The AFF utilized a mobile phone application, social media teams and an online Ambassador program to help promote the event in 2012. The AFF also distributed 8,000 program guides to various locations in HRM.

The AFF booked over 600 room nights and the total event budget was \$2,800,000.

***2012 HRM Grant: \$40,000***

***2013 Proposed HRM Grant: \$40,000***

***6. Halifax Pride Festival***

The Halifax Pride Festival is Canada's 4<sup>th</sup> largest Pride Festival in Canada and largest in Atlantic Canada. It consists of several events spread throughout HRM over 8 days and aims to educate the local community and to celebrate diversity and culture in HRM.

In 2012, the Halifax Pride Festival marked its 25th Anniversary with more than 150,000 people in attendance. It is operated by a volunteer board and 200 volunteers. 2012 highlights included the addition of a Saturday night celebration party on the Garrison Grounds and a fireworks show. Halifax Pride's Queer Acts Theatre Festival was successful in 2012 with the best attendance to date.

The Halifax Pride Festival worked closely with Destination Halifax in 2012 to partner in promotion campaigns outside HRM. As well, 25,000 brochures were circulated throughout HRM. A survey was conducted in 2012 which indicated that 27.6% of attendees came from outside HRM with 10% of attendees visiting from outside Nova Scotia.

Halifax Pride Festival estimates that over 1,000 hotel nights was generated. The total event budget was approximately \$350,000.

***2012 HRM Grant: \$40,000 (included a onetime increase of \$15,000 for 25<sup>th</sup> Anniversary)***

***2013 Proposed HRM Grant: \$25,000***

***7. Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament***

SEDMHA is a minor hockey tournament that claims to be the largest annual sporting event in Nova Scotia. The tournament includes hundreds of participants each year ranging in age from 8 to 18.

SEDMHA is organized by a board of 8 people and a 25 person operational committee.

The event also has numerous sport team groups and organizations volunteering their time to help operate the 18 venues used throughout the weekend. The total audience for this event was estimated at 35,000, but does not include those under the age of 18 who enter for free.

The marketing program included the event website and a tournament brochure sent to all teams who have previously played in the tournaments well as the majority of minor hockey associations in the Maritime Provinces.

The event had 271 teams participating which translated into a \$19.8 million economic impact based on the 2012 Sport Tourism Economic Assessment Model (STEAM) analysis. The total event budget was approximately \$400,000.

***2012 HRM Grant: \$25,000***

***2013 Proposed HRM Grant: \$25,000***

**8. *The Halifax Pop Explosion***

Founded in 1993, the Halifax Pop Explosion blends new music with exhibitions of art, media and pop culture. It consistently receives international exposure.

The Halifax Pop Explosion had attendance of over 22,000 in 2012. The event used over 250 volunteers and presented 180 bands. Approximately 32% of the volunteers were under the age of 19. The event is directed by a volunteer board of directors and employs 3 full time staff, 16 contract staff and dozens of technicians and service providers.

The festival focused on direct to fan marketing through social media, mailing list communication and event marking in key markets outside of Halifax. Through new partnerships with media outlets the total direct marketing value for the Pop Explosion grew to \$400,000 in 2012.

Approximately 44% of the audience was from outside HRM and 5% of those from outside of Canada. More than 8,500 tourists came to HRM for the five day festival. The total economic impact of the event is estimated over \$3.4 million over 5 days. The 2011 event budget was approximately \$500,000.

***2012 HRM Grant: \$25,000 (increase from \$10,000 in 2011 to \$25,000 in 2012)***

***2013 Proposed HRM Grant: \$25,000***

**9. *Scotia Festival of Music***

The Scotia Festival of Music is a two-week long chamber music festival held annually and has been recognized internationally for its diverse programming and level of performers.

The 2012 festival had 25 volunteers, 44 guest artists and 42 young artists (from Nova Scotia, across Canada and outside Canada). The festival held 46 events over two weeks that were open to the public at the Music Room. The total audience was 2,454.

Over 342 people traveled to HRM to be part of the festival. The budget for the Scotia Festival of Music and its' association, Scotia Chamber Players was \$489,000.

*2012 HRM Grant: \$15,000*

*2013 Proposed HRM Grant: \$15,000*

### **FINANCIAL IMPLICATIONS**

All recommendations are subject to approval of the proposed 2013/14 budget and availability of MLSE reserve funds. Projected contributions and withdrawals are as follows:

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

Projected Balance March 31, 2013(as at Dec 31/12)	\$ 47,824
Plus: Marketing Levy projected revenue for 2013/14	\$1,177,996
Less: previous approvals for 2013/14 funding:	
CCMA	\$ (250,000)
2012/13 2 <sup>nd</sup> intake for 2013/13 events	\$ (17,250)
Less: 2013/14 Hallmark Event Grants (per recommendation)	<u>\$ (370,000)</u>
Projected Reserve Balance March 31, 2014	<u><b>\$ 588,570</b></u>

Of the Hallmark applicants, Halifax Busker Festival and Royal Nova Scotia International Tattoo have outstanding accounts receivable with HRM. Halifax Busker Festival has made arrangements for a payment plan with HRM, and staff is currently in discussions with Royal Nova Scotia International Tattoo regarding repayment of their outstanding amount.

### **COMMUNITY ENGAGEMENT**

Not applicable

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend the proposed grant award pending budget capacity.

### **ATTACHMENTS**

None.



A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.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.

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**Original Signed**

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

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Financial Approval by:  Greg Keefe, Director of Finance and Information Technology/CFO, 490-6308

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