



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

Item No.
Special Events Advisory Committee
April 13, 2011

TO: Special Events Advisory Committee

SUBMITTED BY: Paul Dunphy
Paul Dunphy, Director, Community Development

DATE: April 6th, 2011

SUBJECT: HRM Non-Annual Events & Event Infrastructure Report

ORIGIN

HRM's biannual Civic Event Granting Program solicited several grant applications during Phase One (Oct-Jan) of the process which require the consideration of the Special Events Advisory Committee before recommendations are tabled with Regional Council.

RECOMMENDATION

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

1. Approve the 2011/12 Non-Annual grants for a total of \$298,000 and infrastructure funding totalling \$90,000 as identified in Table 2 from the Marketing Levy Special Events Reserve (Q315).
2. Defer consideration of Ballsy 2011- Ballsy Cancer Society until further information is provided; and
3. Decline application for funding request from the Joe Lamontagne Memorial March Break Hockey Tournament for reasons outlined in the staff report;

EXECUTIVE SUMMARY

This report outlines the recommended allocations for the 2011/2012 Marketing Levy Special Events Reserve (Q315) grant program. Through the MLSER, HRM provides financial support to annual (i.e., Hallmark), non-annual events and event infrastructure programs. A total budget of approximately \$1.2 million is anticipated for 2011/2012. A detailed overview and evaluation of each applicant are provided within the report. Among the 13 applications, staff is recommending support of 11 events, with 1 event not recommended for support, and 1 event requiring further research by staff. This is the second report of three, the previous proposing the 2011 Hallmark process and the third will address the Festival & Events and Summer Festival applications.

BACKGROUND

The Special Events Advisory Committee (SEAC) governs four streams of HRM event granting services including: 1) Hallmark Events 2) Non-Annual Major Events 3) Summer Festivals 4) Festivals and Events. This is the second of a series of three committee reports; the first report addressed the Hallmark events. This report addresses all event applications for non-annual events, as well as the 2011/12 budget for the common concerts and infrastructure program funded by the Marketing Levy Special Events Reserve (Q315).

The Marketing Levy Special Events Reserve (MLSER) is an operating reserve funded through the hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy which equates to approximately 1.2 million annually.

a) The Civic Event Granting Framework and Policy

A civic event policy approved by Council in 2007 guides all decision respecting the allocation of the MLSER. The following grant programs have been developed in support of the policy:

- Non-Annual Major Event Program: provides funding to exceptional tourism, culture, and heritage events that are typically national or international in caliber, and that occur on an infrequent basis (non-annual). HRM usually plays a leading and/or hosting role in such events.
- Event Infrastructure Program: A program designed to support existing and new event infrastructure including maintenance, upgrades, and development of an HRM owned and operated event infrastructure and sites. This program is valued up to \$40,000 annually, with the exception of years where a major infrastructure project is identified.

b) Event Categories

Within the approved policy, a range of events are supported through the MLSER funded programs including:

- Sporting Events: large, compelling, major market events with high expenditure potential.

Such (sporting) events also have a high potential for national and international exposure and the ability to encourage multi-day visits. A grant program for local sporting events is not included.

- **Tourism Events:** large, compelling to a major market and with high expenditure potential. Such events also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourists/visitors.
- **Major Civic Celebrations:** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

c) Grant Application and Evaluation Process:

There are two intake processes for all HRM events granting programs, including the above noted MLSER funded programs. The first intake process begins the last Friday of October and closes the last Friday of January. The second intake process opens the last Friday in May and closes the last Friday of August. Grant applications are located on the HRM web page with accompanying instructions each intake process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff forwards a letter confirming receipt of the application. An application reference number is provided. If the event organizer has not received confirmation within 10 business days after submitting an application, the web page encourages them to contact HRM.

Step Two: Applications Scoring and Presentations

Applications are reviewed to determine eligibility and whether the proposal qualifies for a specific grant program. Staff analyzes and scores each application accordingly. A list of grant sums is developed within the allocated budget based on a grant allocation formula and capping system shown in Table 1. Applicants requesting over \$20,000 in funding are contacted and required to make a presentation to the Special Events Advisory Committee.

Table 1: MLSER Granting Cap Amount Totals	
Event Category	Grant Cap Amount
Hallmark	
Hallmark	\$100,000
Sport	
National	\$50,000
International	\$250,000
Commercial	\$50,000
Tourism	
Major	\$100,000
Professional Festival	\$50,000
Major Civic Celebrations	
Civic Celebration	\$25,000

	Anniversary	\$25,000
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Step Three: Special Events Advisory Committee Deliberations

Upon review of all applications, and hearing presentations, SEAC prepares and forwards its recommendations to Regional Council. A committee report is tabled for Council's consideration.

Step Four: Regional Council Decision

Upon review of the recommendations provided by the SEAC, Regional Council makes a final decision on the proposed grants. Successful and unsuccessful grant applicants are officially notified by letter of the grant amount awarded.

DISCUSSION

This report will assist SEAC in its deliberations respecting the Non-Annual Major Events and Major Civic Celebration grants applications for 2011-2012 to be funded through the Marketing Levy Special Event Reserve (MLSER). The report also provides staff's recommended allocation for the Event Infrastructure program.

A. Applicant Eligibility and Qualification:

To be eligible for event funding under the MLSER, applicants must be non-profit, non-annual, and the proposed event needs to fall within one or more of the event program and categories outlined in the background. Upon determining eligibility, each event is assessed to determine which if any funding grant program they may qualify for consideration. Additionally, events must score 50 or greater in order to qualify for funding.

As part of the review process, SEAC and Council may also consider matters beyond the direct policy framework, such as delinquent or outstanding monies owed to HRM, event quality and image, event organizer's capacity and experience, and event organizer's governance structure. SEAC and Council may also consider matters related to other municipal supports - either from another grant program or capital investment in infrastructure required to support the event.

B. Non-Qualified Events

Based on the above noted, following the review of all applications, staff have identified one event that may not qualify for grant support. Staff is seeking SEAC's concurrence based on the reasons noted below:

1. The Joe Lamontagne Memorial March Break Hockey Tournament

This event is proposed for March 11 – 13 and 18 – 20, 2011, at the Cole Harbour Place, Bowles Arena, Gray Arena and Eastern Shore Arena. An estimated 2,300 players and coaches will participate in the event. The Joe Lamontagne Memorial is a regional (Atlantic) scale event. Consequently, the event does not meet the current criteria under a sporting event for MLSER funding which requires a minimum of national level competition and participants and spectators from across Canada. Based on the above, staff recommend that the application not be advanced.

C. *Applications Requiring Further Information*

Periodically, an application is unclear and may require additional information to ensure staff can effectively evaluate the proposal. The following event falls within this category for the reasons outlined:

1. ***Ballsy 2011- Ballsy Cancer Society***

This event is proposed for September 17th, 2011 on the Halifax Central Commons, Halifax. The expected attendance is approximately 7,000 – 10,000 people and the funding requested is \$350,000. The event proposes to fence off the entire Central Commons and host professional skateboarding and BMX athletes, classic car show (along Cogswell Street), zip lining infrastructure, rockwall climbing, art exhibits, roller derby, UCW wrestling, break dancing and major musical acts (with a contained alcohol area). Staff has identified a number of questions requiring clarification before this application proceeds to the next stage of the granting process. Specifically, clarity is needed on the proposed budget, the level and scale of talent and entertainment, the experience of event organizers with respect to large-scale outdoor events, the revenue sources beyond government, risk management plan, and municipal service costs.

D. *Qualified Events*

Table 2 (Attachment 1) outlines the various events that staff is recommending that qualify for funding. A detailed description of each event is outlined in the following discussion and an evaluation sheet for each is provided as Attachment 2. Please note that in some instances, the requested amount exceeds the recommended caps for stated events. However, this is merely intended as a guideline, and as such, SEAC may consider recommending grants awards beyond this cap amount. Specifically, the score received by both the Truth & Reconciliation – Atlantic National Event and Peggy's Cove Bicentennial Events would qualify them for higher award amounts (based on funding formula) but these go beyond the cap system.

Major Sport Events

The following Sporting Event applications have been received on or before the January 29, 2011 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the fall 2011.

1. ***FIVB Beach Volleyball Junior World Championships***

This event is proposed for August 31 – September 14, 2011, along the Halifax Waterfront at 1375 Lower Water Street, Halifax. Four hundred athletes, coaches and support staff from 30 countries are expected to attend with an estimated 10,000 spectators. Based on information contained within the application, staff have evaluated the FIVB Beach Volleyball Junior World Championships and identified a score of 63 points out of 100 on the MSLER Scoring Sheet. Strengths of this application include an experienced event organizer with a proven local track record at delivering successful major outdoor sporting events, and this event aligns with the strategic direction of the new Event Strategy. Additionally, the application appears to have a strong economic business case and

suggests a significant portion of the events spectators are “non-resident”.

2. *J24 North American Sailing Championship Regatta*

This event is proposed for August 13 – 21, 2011 at the Royal Nova Scotia Yacht Squadron, Purcell’s Cove Road, Halifax. 45-50 boats will participate with about 275 sailors, plus over 300 family members/ spectators will travel to watch. Socials will take place each night around Halifax. Last year Halifax held the National Championship and there is currently a bid to host the 2014 J24 World Championship. Based on information contained within the application, staff have evaluated the J24 and identified a score of 59 points out of 100 on the MSLER Scoring Sheeting. Strengths of this application are that sailing is a strategic development area noted in the Event Strategy, and the host venue has a proven local track record at delivering successful sailing events. The proposed business case does not appear to suggest significant economic impacts.

3. *2011 Canadian Blind Sports Sanctioned National Goalball*

This event is proposed for May 13 – 15, 2011, at Citadel High School, Halifax, Nova Scotia. Approximately 70 volunteers will be required and the estimated attendance is 1,000. Goalball is a Paralympic sport played exclusively by blind and visually impaired athletes at regional, provincial, national and international levels. Based on information contained within the application, staff have evaluated the 2011 Canadian Blind Sports Sanctioned National Goalball and identified a score of 51 points out of 100. Noted weaknesses of this application are the inexperience of the organizers and short lead-up time for this event. Moreover, the proposed business case does not appear to suggest significant economic impacts.

Major Tourism Events

The following Tourism Event applications have been received within the January 30, 2011 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the fall 2011.

1. *Truth & Reconciliation – Atlantic National Event*

This event is proposed for October 28, 29, 30 and 31, 2011, at various locations across HRM. The attendance of participants and spectators is estimated between 30,000 to 50,000 people. This event is run by the Truth & Reconciliation Commission and is one of seven bi-annual events that will occur in Canada from summer 2010 until fall 2013. Based on information contained within the application, staff have evaluated and determined the Truth & Reconciliation scored 78 points out of 100 on the MSLER Scoring Sheeting. Based on staff’s scoring formula, the Truth & Reconciliation event would qualify for \$156,000, but due to the funding cap restrictions, staff is recommending a cap of \$100,000. Strengths of this application are that it is a strategic area of the new Event Strategy, celebrates traditions and identity, and appears to have a high level of economic impact.

2. *Mawiomi 2011 – Mi’kmaq International Powwow*

This event is proposed for July 1 – 3, 2011, on the Halifax Commons. It is expected that there will be over 1,000 participants and over 80,000 spectators. This is the first time for

Mawiomi 2011 but the event will be based on last year's Membertou 400. Based on information contained within the application, staff have evaluated and determined the Mawiomi 2011 scored 77 points out of 100 on the MLSER Scoring Sheeting. Strengths of this event are the organizer has a proven local track record at delivering successful major outdoor events, that the event is a strategic area of the new Event Strategy, and celebrates local traditions and identity. The event is also expected to have a significant tourism draw and economic impact on HRM.

3. *Nocturne: Art at Night*

This event is proposed for Saturday, October 15, 2011, at various locations throughout HRM. It is estimated to attract over 22,000 participants. Nocturne aims to showcase the local arts community and positions HRM as a creative and dynamic city. Based on information contained within the application, staff has evaluated and determined a score of 62 points out of 100 on the MLSER Scoring Sheeting. Strengths of this application are that the event organizers have a proven local track record at delivering successful major cultural events, that the event satisfies a strategic area of the new Event Strategy, that it falls within the shoulder season, and appears to have strong local economic impact, both indirectly and directly.

4. *September Storm Classic Surf Event*

This event is proposed for a weekend during the month of September 2011 (floating event date due to wave conditions, preference to earliest date possible) at Cow Bay or Lawrencetown. There will be between 90 – 100 participants with an estimated audience of 5,000 – 6,000. This event will involve both amateur and professional divisions and serves as a national qualifier for athletes to the I.S.A team). Based on information contained within the application, staff have evaluated and determined a score of 62.5 points out of 100 for the September Storm Classic. Strengths of this application are that the event organizer has a proven local track record at delivering major outdoor surfing events, that the event aligns with a strategic development area of the new Event Strategy, that it uses and highlights HRM natural assets and draws visitors to HRM's rural areas.

5. *African Nova Scotia Arts & Cultural Freedom Festival*

This event is proposed for September 2011 at Alderney Landing, Dartmouth Waterfront and will have over 220 performers. This event aims to incorporate local musicians, artists and artisans from our local African Nova Scotian communities. It will showcase local arts and cultures to a broad audience thorough the provision of high quality, professional outdoor entertainment. Based on information contained within the application, staff have evaluated and determined a score of 65 points out of 100 for the Freedom Festival. Strengths of this application are that this event is a noted strategic area of the new Event Strategy, and celebrates our local culture and history.

6. *Maritime Fiddle Festival*

This event is proposed for July 7 – 11, 2011, at Prince Andrew High School and the East Dartmouth Rotary Club, Dartmouth. Approximately 2,500 – 3,000 participants are expected. The event program consists of fiddle competitions, workshops, jamborees and kitchen parties, and features concerts with performers from Canada, U.S.A and Ireland.

Based on information contained within the application, staff have evaluated and determined the Maritime Fiddle Festival and recommend a score of 60 points out of 100 on the MLSER Scoring Sheet. Strength of this application is that this event satisfies a strategic area of the new Event Strategy.

Major Civic Celebrations

The following Major Civic Event applications have been received by the January 30, 2011 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the fall 2011.

1. *Peggy's Cove Bicentennial Celebration*

A series of events are proposed for from April 2011 to October 2011, at Peggy's Cove, Nova Scotia. These events are estimated to attract over 5,000 spectators. Events will consist of a media kick-off, plays, musical concerts, fishing demonstrations and a major concert with fireworks. Based on information contained within the application, staff have evaluated and determined a score of 78 points out of 100. However, based on staff's scoring formula, the Peggy's Cove Bicentennial Celebration event would qualify for \$40,000 but due to the funding cap restrictions, staff is recommending \$25,000. Strengths of this application are that it aligns with strategic area of the new Event Strategy, celebrates an important anniversary and pays homage to HRM's heritage and traditions.

2. *HRM Heritage Quest*

This event is proposed from April 16 – 18, 2011, at various urban and rural sites in HRM. The HRM Heritage Quest is estimated to attract over 2,000 participants. The purpose of the event is to celebrate world heritage day and to promote the social heritage of HRM. Based on information contained within the application, staff have evaluated and determined the HRM Heritage Quest scored 50 points out of 100 on the MLSER Scoring Sheet. Strengths of this application are that this event satisfies a strategic area of the new Event Strategy and celebrates HRM's heritage and tradition.

Infrastructure

The Event infrastructure Program supports existing and new event infrastructure including maintenance, upgrades, and development of an HRM owned and operated event infrastructure, equipment and sites. This program is valued up to \$40,000 annually, with the exception of years where a major infrastructure project is identified. For the 2011-2012 event infrastructure budget, staff is seeking SEAC's concurrence on allocating an additional \$50,000 for the development and production of a new HRM float. This project occurs once every three to four years to keep the image of HRM updated and unique. The existing float becomes a secondary display and allows for more participation and exposure by HRM in parades occurring at the same time.

BUDGET IMPLICATIONS

All recommendations are subject to approval of the proposed 2011/12 budget and availability of reserve funds. ~~The Marketing Levy Special Events Reserve (Q315) budget for 2011/12 is projected at \$1,200,000.~~ Assuming the Reserve remains consistent, the Reserve can accommodate the proposed grants to the events noted in the recommendations. Projected contributions and withdrawals are as follows:

Budget Summary Q315 Reserve:

Projected Reserve Balance March 31, 2011	\$ 360,559
Marketing Levy Projected Revenue for 11/12	\$ 1,267,000
Proposed 2011/12 Non-Annual Applications	\$ (298,000)
Proposed 2011/12 Hallmark Grants	\$ (330,000)
Infrastructure	\$ (90,000)
CIS Men's Basketball Championship \$80,000 over two years (2010/11-2011/12)	\$ (40,000)
ONEILL Cold Water Classic	\$ (142,000)
FCM Conference	\$ (225,000)
Interest	<u>\$ 16,065</u>
Projected Reserve Balance March 31, 2012	\$ 518,624

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation and is subject to the approval of the proposed 2011/12 Reserve budget.

COMMUNITY ENGAGEMENT

Community engagement for this process involves staff seeking the input of relevant and knowledgeable stakeholders through the Special Event Advisory Committee to advise on the proposed events. Event organizers are also invited to attend a SEAC meeting to present and to answer questions.

ALTERNATIVES

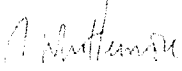
- Alternative 1: SEAC could approve the report with amendments.
- Alternative 2: SEAC could not approve the report (this is not staff's recommendation).


ATTACHMENTS

- Attachment 1: Table 2 – Proposed Funding Amounts
- Attachment 2: Non-Annual Events Evaluation Sheets

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

Report Prepared by: Paul Forrest/Event Coordinator, Community Relations & Cultural Affairs, 490-6979

Report Approved by: 
Andrew Whittemore/Manager, Community Relations & Cultural Affairs, 490-1585

Financial Approval by: 
For Bruce Fisher, A/ Director of Finance/CFO 490-6308

Attachment 1 – Table 2

TABLE 2 - PROPOSED FUNDING AMOUNTS			
Marketing Levy Special Events Reserve (Q315)			
Event Name	Request	Score	Proposed
Sporting Events			
FIVB Beach Volleyball Junior World Championships	50,000	63	25,500
J24 North American Sailing Championship Regatta	10,000	59	4,500
2011 Canadian Blind Sports Sanctioned National Goalball	5,000	51	1,250
SUBTOTAL	60,000		31,250
Tourism Events			
Truth & Reconciliation – Atlantic National Event	200,000	78	*100,000
Mawiomi 2011 – Mi'kmaq International Powwow	100,000	77	79,000
Nocturne: Art at Night	70,000	62	34,500
September Storm Classic	20,000	62.5	10,250
African Nova Scotia Arts & Cultural Freedom Festival	15,000	65	8,250
Maritime Fiddle Festival	15,000	60	6,750
SUBTOTAL	420,000		238,750
Major Civic Celebrations			
Peggy's Cove Bicentennial Celebration	50,000	78	*25,000
HRM Heritage Quest	11,383	50	3,000
SUBTOTAL	61,383		28,000
TOTAL NON-ANNUAL EVENTS			298,000
Event Infrastructure			
Infrastructure Maintenance and Upgrades			40,000
HRM Float			50,000
TOTAL INFRASTRUCTURE			90,000
GRAND TOTAL MLSER PROPOSED			388,000

* Granting cap restrictions; see Major Tourism Events, item 1, and Major Civic Celebrations, item 1, for more information.