



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 10.2.1

**Halifax Regional Council
April 1, 2008**

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: *Sheila Fougere*
Councillor Sheila Fougere, Chair, Special Events Advisory Committee

DATE: March 20, 2008

SUBJECT: Special Events Advisory Committee - 2007-08 Clipper Round the
World Yacht Race

ORIGIN

March 19, 2008 Special Events Advisory Committee meeting.

RECOMMENDATION

It is recommended that Regional Council award \$25,000 to Events Halifax and approve an unbudgeted reserve withdrawal from the Marketing Levy Special Events Reserve Q315 as per the budget implications section of the attached staff report.

BACKGROUND/DISCUSSION

Please see the attached staff report dated February 4, 2008.

BUDGET IMPLICATIONS

Please see the attached staff report dated February 4, 2008.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

Halifax Regional Council could chose not to support the recommendation.

ATTACHMENTS

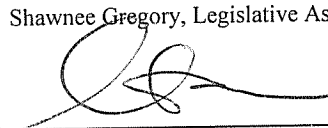
Staff report dated February 4, 2008

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/agenda.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: Shawnee Gregory, Legislative Assistant, 490-6732

Financial Approval:

FoR


Dale MacLennan, Director of Finance, 490-1578

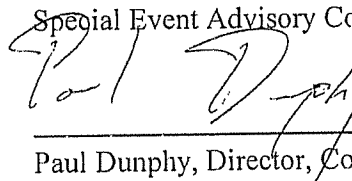


PO Box 1749
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**Special Event Advisory Committee
February 20, 2008**

TO: Special Event Advisory Committee

SUBMITTED BY:


Paul Dunphy, Director, Community Development

DATE: February 4, 2008

SUBJECT: 2007-08 Clipper Round the World Yacht Race

ORIGIN

At the October 2007 meeting of the Special Event Advisory Committee a request for \$50,000 in funding by Events Halifax was heard in support of the Clipper Round the World Yacht Race.

RECOMMENDATION

It is recommended that the Special Event Advisory Committee recommend that Regional Council award \$25,000 to Events Halifax and approve an unbudgeted reserve withdrawal from the Marketing Levy Special Events Reserve Q315 as per the budget implications section of this report.

BACKGROUND

The Clipper Round the World Yacht Race was started in 1995 by well-known yachtsman Sir Robin Knox-Johnston. The original ideology was to break the old principles of ocean racing as being for the privileged or professional. It now holds the claim to fame as being the world's largest sporting event in both distance and time.

The annual event involves 17 crew members of all sailing experience ranges and a highly experienced skipper for each of the ten yachts. The race covers 35,000 nautical miles over 11 months, beginning in September 2007 and finishing in August 2008.

The ten competing yachts represent a host city scattered across the world and each of these host cities become destination points for the intermittent 7-10 day breaks.

In June 2007 Events Halifax held an information session regarding the 07-08 Clipper Round the World Yacht Race. Events Halifax requested that Halifax Regional Municipality be used as a 'stop-off' point during the Clipper challenge.

Subsequently, HRM was selected as a host city for 2008. The Yacht's estimated arrival in HRM will be on June 7, 2008 and stay for an estimated period of six days.

During their stay a 'race-village' will be created for spectators and sailing enthusiasts to enjoy tours and sail around the Halifax Harbour on the Clipper yachts. HRM residents, spectators, and visitors will also be able to visit and tour the yachts and interact with the sailors.

DISCUSSION

Events Halifax submitted a request for funding support in the amount of \$50,000. In consideration of this request, the Special Events Advisory Committee and Regional Council must refer to the HRM Civic Events Policy.

The Policy states that *HRM will provide support to sporting events which are large, compelling, major market events with high expenditure potential. Such events also have a high potential for national and international exposure and the ability to encourage multi-day visits. To be considered a true sporting event, a material share of total participation must come from overnight tourists/visitors. Emphasis will be on national and internationally sporting events and mega-events as generally describe below:*

Furthermore, in consideration of funding, each applicant must demonstrate merit based on specific criteria including economic development, hotel room generation, and draw.

Based on a review of these criteria, the Special Event Advisory Committee believes that the proposal satisfies these criteria. Specifically, the Committee recognizes the strength of this application for its economic development and new tourism market development potential. In fact, it was felt that by participating as a host city, Halifax Regional Municipality would be afforded a wonderful opportunity to gain global recognition and attract international media coverage.

It should be noted that despite these benefits, the Special Event Advisory Committee acknowledged the event 'component' is somewhat poorly defined.

For the reasons noted, the SEAC recommended HRM Regional Council support the event, but at a grant of \$25,000.

BUDGET IMPLICATIONS

The purpose of Marketing Levy Special Events Reserve Q315 is *"to provide funding to attract and host exceptional Tourism, Culture, & Heritage events, that typically are national or international in calibre and occur on an infrequent basis, where HRM provides a leading and/or hosting role."* HRM support for the Clipper Round the World Yacht Race meets this purpose.

The Marketing Levy Special Events Reserve budget is set annually. However, any expenditures beyond the budget allocation requires Council approval. At present, the Marketing Levy Special Events Reserve Q315 has adequate capacity to satisfy the \$25,000 required.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve Budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

If approved this will increase the reserve operating budget withdrawals.

ALTERNATIVES

Halifax Regional Council could choose not to support this race.

ATTACHMENTS

None.

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Report Prepared by: Mike Gillett, Coordinator, Civic Events, 490-4740

Report Approved by:



Andrew Whittemore, A/Manager, Community Relations & Cultural Affairs, 490-1585