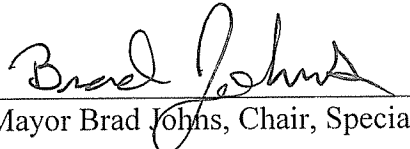




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Item No. 10.3.1
Halifax Regional Council
February 23, 2010

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Deputy Mayor Brad Johns, Chair, Special Events Advisory Committee

DATE: February 11, 2010

SUBJECT: 2010 Tim Horton's Brier

ORIGIN

The February 10, 2010 meeting of the Special Events Advisory Committee.

RECOMMENDATION

It is recommended that Halifax Regional Council:

1. Approve a grant of \$50,000 to the Tim Horton's Brier Event with funding as a withdrawal from the Special Events Reserve, Q315 as outlined in the 2010/11 Proposed Reserve Budget and in the Budget Implications Section of this report..

BACKGROUND

a) HRM Event Grant Application Process:

There are two intake processes for all HRM event granting programs. Grant applications are found on HRM web-page with accompanying instructions. 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 June and closes the last Friday of August. 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 for Festivals and Events, Summer Festival, and Marketing Levy Special Events Reserve grants programs are submitted. Upon receipt, staff forward 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 by staff and scored using a standard scoring sheet. Staff prepare a list of potential grant recipients and grant sums. Applicants requesting over \$20,000 in funding are contacted and required to make a presentation to Special Events Advisory Committee

Step Three: Special Events Advisory Committee Deliberations

Upon review of all applications, and hearing presentation for those over 20,000, the SEAC meets and prepares its recommendations for regional Council. A report from the Committee is prepared and forwarded for regional Council's consideration.

Step four: Regional Council Decisions

Upon review of the recommendations provided by the SEAC, Regional Council will make its decision on award of grants. Subsequently, grant recipients are officially notified by letter of the grant amount awarded.

a) The Tim Horton's Brier

The Tim Horton's Brier, or simply (and more commonly) the Brier, is the annual Canadian men's curling championship, sanctioned by the Canadian Curling Association (CCA). The current event name refers to its main sponsor, Tim Horton's. The winner of the Brier goes on to compete as Team Canada at the World Championships of the same year. The Brier is regarded by most curlers as the world's premier curling championship. The Brier is by far the best supported curling competition in terms of paid attendance, attracting crowds far larger than even those for World Championships held in Canada.

In March 2008, staff met with the Brier organizer and explained HRM's events granting process and the time line for submissions. A letter was forwarded including a copy of the grant application. HRM did not receive an application from the Brier for the 2009 grant process.

In 2009, the organizer contacted HRM and were advised that the granting process was closed, and that the Market Levy Special Event Reserve budget had been allocated by Regional Council. Staff explained that the organizers could submit an application again in January 2010.

The organizer expressed concern that the event was scheduled for March 2010, and that the grant was needed before this date. Staff advised that Council may consider applications subsequent to the event, and encouraged the organization to apply.

A 2010 application was submitted by the organizer in November 2009.

DISCUSSION

At the February 10, 2009 meeting of the Special Event Advisory Committee the matter of the 2010 Tim Horton's Brier application was brought forward by the Chair for discussion. The Chair explained the unfortunate chain of events outlined in the above background, and sought the Committees's input.

During discussion, committee members expressed concern about circumventing the process and providing preferential treatment to this event - when the error was their own-doing. However, the committee also acknowledged the sheer economic impact associated with this event and the importance of providing support. Therefore, the committee agreed to make an allowance for this event and recommended that Regional Council award \$50,000 of the \$100,000 request.

The committee also used the Brier to highlight the need for a program that is better equipped to respond to major hosting events. Reference was made to the proposed Event Strategy which recommends the establishment of a major event hosting fund that would achieve this objective. The committee directed staff to explore the development of such a fund for the next business cycle.

BUDGET IMPLICATIONS

The Marketing Levy Special Events Reserve (Q315) proposed budget for 2010/11 is projected to be \$1,200,000. Provided this budget is achieved, the Reserve can accommodate the proposed \$50,000 grant to the Tim Horton's Brier. It is staff's understanding that the organizers are not seeking the grant before the Brier occurs, rather only Regional Council approval of funding. All recommendations are subject to availability of reserve funds.

Budget Summary

10/11 Proposed Budget summary

Proposed Budget 2010/11 Revenue	\$ 1,200,000
Proposed 2010/11 Hallmark Grants	\$ (330,000)
Estimated Budget Events	\$ (770,000)

Q315 Reserve

Projected Reserve Balance March 31, 2010.	\$ 30,525
Proposed Marketing Levy Projected Revenue for 2010/11	\$ 1,200,000
Proposed 2010/11 Hallmark events estimated at this time	\$ (330,000)
Proposed Special Events: Tim Horton's Brier	\$ (50,000)
Proposed 2010/11 Special Events Remaining Grants Budget	\$ (720,000) *
Projected Reserve Balance March 31, 2011.	\$ 130,525

*A further report will be presented outlining the remaining anticipated participants and individual amounts for the Special Events component of the 2010/11 budget.

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

Alternative One: Regional Council may wish to amend the recommended grant award.

ATTACHMENTS

None

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.

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