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Item No. 13.3
Halifax Regional Council
April 20, 2010

TO: Mayor Kelly and Members of Halifax Regional Council

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

DATE: April 14, 2010

SUBJECT: Special Events Grant Funding Requests - Membertou 400 Pow Wow 2010

ORIGIN

The March 24, 2010 and April 14, 2010 meetings of the Special Events Advisory Committee.

RECOMMENDATION

It is recommended that Halifax Regional Council approve funding in the amount of \$100,000 from the Marketing Levy Special Events Reserve (Q315) for the Membertou 400 Pow Wow 2010 event.

BACKGROUND

Discussions held at the March 24th and April 14th, 2010 Special Events Advisory Committee meetings and the presentation given by the organizers of the Membertou 400 Pow Wow 2010 event.

DISCUSSION

The Special Events Advisory Committee recommended on April 14, 2010 that Halifax Regional Council approve the \$100,000 award as recommended by staff based on the scoring of 73/100 for the event as per the Event Criteria Score Sheet attached as Attachment 1 to this report.

BUDGET IMPLICATIONS

The \$100,000 award is included within the proposed 2010/11 Marketing Levy Special Events Reserve (Q315) budget as part of the proposed operating withdrawals.*

Proposed 2010/11 Budget Summary Q315

Projected Reserve Balance March 31, 2010	\$ 65,027
Proposed Contributions	\$ 1,200,000
Proposed Capital Withdrawals	(\$ 125,000)
Proposed Operating Withdrawals*	(\$1,031,000)
Projected 2010/11 Interest	<u>\$ 7,154</u>
Projected balance March 31, 2011	\$ 116,181

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the proposed 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 choose to amend the recommended grant award.

ATTACHMENTS

1. Event Criteria Score Sheet for - CE1058 - Membertou 400.
2. Extract of the March 24, 2010 minutes of the Special Events Advisory Committee.
3. Extract of the draft April 14, 2010 minutes of the Special Events Advisory Committee.

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: Chris Newson, Legislative Assistant, Municipal Clerk's Office, 490-6732

Financial Approval by:



Cathie O'Toole, CGA, Director of Finance/CFO, 490-6309

ATTACHMENT ONE



Application deadlines are 4:30 p.m. on the last Friday in January and August.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

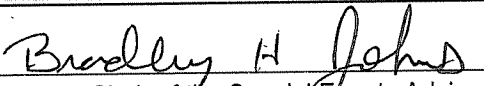
FOR OFFICE USE ONLY	Reference Number: CE1058 - Membertou 400
Grant Reviewed: Feb. 18th 2010	Approved <input type="checkbox"/> Yes <input type="checkbox"/> No Sum:

Criteria	Score	Values
National or International	15 /15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	12/15	less than 10,000 = 3 10,000 to 25,000 = 6 25, 000 to 50,000 = 9 50,000 to 250, 000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	9/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	3/10	Urban = 3 Mixed = 6 Rural = 10

ATTACHMENT ONE



Financial Support	5/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors: - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI Information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/12	
Final Total	72.5/100	



 Signature, Chair of the Special Events Advisory Committee

Date

8.3.1 Presentations

iv. Membertou 400 Pow Wow 2010

Deputy Mayor Johns welcomed Ms. Andree Gracie, Event Manager, and Ms. Deborah Ginnish, Executive Director, Mi'kmaq Association of Cultural Studies, then explained the procedures for presentations.

Ms. Gracie and Ms. Ginnish provided the following information during their presentation:

- the event is to commemorate the baptism of Grand Chief Membertou (1610 in Port Royal); an event of historical significance as Chief Membertou was the first Aboriginal in Canada to be baptised in the Roman Catholic faith thereby strengthening relations with Europe
- the event will be a three day celebration of the rich and distinct culture featuring a Mi'kmaq Village with a praying Counsel; opening concert with Buffy St. Marie; a production by Brooks Diamond; crafts/artists/authentic food products and will be open to all
- youth are encouraged to be part of the event
- a major concert is planned on the Commons for Saturday night with an open air Mass on Sunday
- elders who annually attend celebrations in St. Anne de Beaupre, Quebec are being encouraged to come to Halifax
- high level participants from the Roman Catholic Church, including a Cardinal from the Vatican, will be participating as well as representatives from all levels of government; 1000 participants, including drummers/dancers, are expected from across the country
- attendance is expected to be in excess of 100,000 people
- it will be the first national Pow Wow east of Toronto
- the event is free, family oriented and dry (no alcohol)
- confirmation has been received of western Native participants who will be first time visitors to Halifax; the event will provide an opportunity for repeat visitation; this will be an opportunity to build cross cultural awareness and understanding of the first people of Nova Scotia
- over \$2.5 million is expected in economic spinoff; they are working with Events Nova Scotia to quantify the projected economic impact
- there will be National and International media exposure that will showcase HRM as a region of cultural diversity
- this event is a new opportunity for HRM
- the Event Committee includes representatives from the Federal Government of Canada; Tour Tech; Catering; Pow Wow Planner from Western Canada; Video and Marketing expertise as well as advice from Elders on the Band Counsel and

support from Corporate Partners and opportunities for partnering with events such as the 100th Anniversary of the Canadian Navy

- marketing will also include bridge banners, street banners; an interactive website; Catholic and Aboriginal networks
- funding from HRM would help cover the costs to implement the major event on the Commons such as a proper sound system, seating, signage, logistics and clean-up
- HRM will be recognized as a major contributor with acknowledgement in all media releases

In response to comments/concerns raised by the Committee, the presenters provided the following information:

- ACOA is providing \$200,000 to cover staff/office space and discussions are planned with Community Affairs in regard to corporate sponsorship
- other corporate sponsors will be approached, specifically those who work with the first nations people in the community such as the Seafood and Pulp and Paper industry, Offshore Oil and the Nova Scotia Gaming Corporation
- the event will be ecumenical and will be the first sanctioned National Pow Wow
- the ask is for \$250,000

Mr. Billy Comer, Coordinator, Civic Events, clarified that the issue of camping on the Commons during this event and any issues concerning the Noise By-Law will be brought to Regional Council. Mr. Andrew Cox, Coordinator, Civic Events, explained that the 1752 treaty rights permits First Nations people to exercise their right to camp on public ground.

Deputy Mayor Johns thanked the presenters and advised that they would be notified of the Committee's decision following the April meeting.

7.2 Special Events Grant Funding Request

MOVED by Councillor Dawn Sloane, seconded by Mr. Timothy Rissesco that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$100,000 from the Marketing Levy Special Events Reserve (Q315) to the Membertou 400 Pow Wow 2010 event. MOTION PUT AND PASSED.