

**Item No. 10.3.2**  
**Halifax Regional Council**  
**November 22, 2011**

**TO:** Mayor Kelly and Members of Halifax Regional Council

Original Signed

**SUBMITTED BY:** Councillor Sue Uteck, Chair, Special Events Advisory Committee

**DATE:** November 15, 2011

**SUBJECT:** Non-Annual Events Grant Program – Second Intake

**ORIGIN**

Staff report dated October 6, 2011 and the November 9, 2011 Special Events Advisory Committee meeting.

**RECOMMENDATION**

It is recommended that Halifax Regional Council:

1. Approve an increase to operating cost center C772 in the amount of \$131,500 with funding as a 2011/12 withdrawal from the Marketing Levy Special Events Reserve (MLSER) – Q315: for five (5) grant awards from the 2011/12 Non-Annual Events (second intake) as identified in Table 1, page 7 of the October 6, 2011 staff report with the following amendments:

Sporting Events:

- (i) Defer the National Basketball League of Canada All Star Weekend (11/12) pending further discussion by the Special Events Advisory Committee
- (ii) CIS Final 8 recommended award of \$50,000; an increase of \$4,250 from the recommended amount of \$45,750
- (iii) Canadian Sailing (CYA) Championships in the amount of \$2,000 as recommended pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred and;
- (iv) the addition of the Telus World Skin event with a recommended grant award of \$75,000 contingent upon (Glen Arbour) a) securing the event, b) securing provincial funding of \$125,000, c) discussion and agreement in regard to HRM obtaining an appropriate share of sponsorship advertising associated with the event.

**RECOMMENDATIONS CONTINUED ON PAGE 2**

## **RECOMMENDATIONS CONT'D**

### Tourism Events:

- (i) International Bazaar in the amount of \$4,500 pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred.

2. Approve, in principle, four (4) grant awards for a total of \$524,500 from the 2011/12 Non-Annual Events (second intake) for 2012/13 events as identified in Table 1, page 7 of the October 6, 2011 staff report and as amended by the Special Events Advisory Committee, to be funded from the MLSER – Q315 as follows:

### Sporting Events:

- (i) Aileen Meagher International Track Classic recommended award of \$14,500; a decrease of \$5,000 from \$19,500.

### Tourism Events:

- (i) Tall Ships Nova Scotia 2012 in the amount of \$500,000; a decrease of \$67,000 from the proposed \$567,000, and;
- (ii) Removal of the Clipper Round the World Yacht Race as the applicant has withdrawn their application.

### Major Civic Celebrations:

- (i) Artist for a Day – NSCAD 125 in the amount of \$10,000; an increase of \$250 from the recommended amount of \$9,750.

3. Defer consideration of the 2013 Continental Cup of Curling application until further information is provided.

## **BACKGROUND**

As per the staff report dated October 6, 2011.

## **DISCUSSION**

The Special Events Advisory Committee reviewed the October 6, 2011 staff report at their November 9, 2011 meeting. At the November 9<sup>th</sup> meeting, the Committee heard presentations from the following groups: National Basketball League of Canada All Star Weekend; 2012 CIS Final 8; Aileen Meagher International Track Classic; Tall Ships Nova Scotia 2012; Artist for a Day – NSCAD 125<sup>th</sup> Anniversary; and the Telus World Skin. The Committee had the opportunity to ask questions of clarification to the presenters in attendance. Based on the staff report, presentation by the event organizers and response to questions asked by the Special Events Advisory Committee, discussion ensued with the following amendments to the grant awards being proposed:

### National Basketball League of Canada All Star Weekend

Motion passed to defer this matter to the December 14<sup>th</sup> meeting of the Special Events Advisory Committee pending budget review and additional information from the Event Organizers in

regard to the budget.

CIS Final 8

Motion passed recommending Regional Council award \$50,000 to the CIS Final 8 event.

Aileen Meagher Track Classic

Motion passed recommending Regional Council award \$14,500 (decreased from recommended \$19,500) based on a revised request amount from the applicant and revised score sheet as follows: staff advised of their error in the Free or Low Costs Gated vs Non Gated category which should be 10/15 not 15/15 as the event is combined gated/non gated. Total score is now 52/100 down from 57/100.

Canadian Sailing (CYA) Championships

This event has already taken place. The recommendation is to award a grant in the amount of \$2,000, as recommended, pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred.

Tall Ships Nova Scotia 2012

Motion passed recommending Regional Council award \$500,000 to the Tall Ships Nova Scotia 2012 event.

Clipper Round the World Yacht Race

This group has withdrawn their application.

International Bazaar

This event has already taken place. The recommendation is to award a grant in the amount of \$4,500, as recommended, pending confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred

Artist for a Day - NSCAD 125

Motion passed recommending Regional Council award \$10,000 (increased by \$250 from the recommended amount of \$9,750) based on a revised score sheet as follows: the Significant Community Celebration category be increased to 20/25 from 15/25; the % Non Resident Participants/Spectators category be decreased to 2/8 from 4/8 as the event is expected to draw less than 25%; the Financial Support category be increased to 6/6 from 4.5/6 as Federal support has been confirmed.

Telus World Skins

This item was an added item at the November 9, 2011 Special Events Advisory Committee. See Attachment 2 for the Event Score Sheet. A presentation was given and an opportunity provided to the Committee members to ask questions of clarification of the presenter. Following discussion on the matter, and the understanding that the event would be a major sporting event opportunity for HRM, a motion was passed recommending Regional Council award \$75,000 contingent upon (Glen Arbour) securing the event; securing provincial funding of \$125,000; discussion and agreement in regard to HRM obtaining an appropriate share of sponsorship advertising associated with the event.

### **BUDGET IMPLICATIONS**

The proposed grant awards of \$131,500 for the 2011/12 events can be accommodated within the 2011/12 reserve budget. Due to the timing of the first intake of the 2012/13 Non-Annual Events granting program, award approval for 2012/13 events is being sought at this time. All recommendations, however, are subject to approval of the 2012/13 budget and availability of reserve funds. Assuming the reserve contribution from the marketing levy is consistent with the 2011/12 budget amount of \$1.267M, there would be sufficient funds in 2012/13 to accommodate the proposed grant awards for 2012/13. As per the proposed revisions recommended by the Special Events Advisory Committee, the revised reserve budget is as follows:

Budget Summary Q315 Reserve:

Projected Reserve Balance March 31, 2012	\$467,881
Less: Proposed 11/12 Second Intake (11/12 events)	(\$131,500)
Projected Balance March 31, 2012	<b><u>\$336,381</u></b>
Projected Balance March 31, 2012	\$ 336,381
Plus: Marketing Levy projected revenue for 12/13	\$1,267,000
Less: Proposed 11/12 Second Intake (12/13 events)	(\$524,500)
Projected Reserve Balance March 31, 2013	<b><u>\$1,078,881</u></b>

### **FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Project budget, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation. Approval of the first recommendation will increase the 2011/12 Gross operating budget, but not the net budget and will increase withdrawals from the reserve.

### **COMMUNITY ENGAGEMENT**

The Special Events Advisory Committee is comprised of four members at large and four representatives of organizations such as the Greater Halifax Partnership, Destination Halifax, Hotel Association of Nova Scotia and the Chamber of Commerce. The Committee is also comprised of four elected officials. The Special Event Advisory Committee meetings are open to the public.

### **ALTERNATIVES**

1. Halifax Regional Council may choose not to approve the recommendations as outlined. This is not the recommended option.
2. Halifax Regional Council may choose to amend the proposed grant awards pending budget capacity. This is not the recommended option.

**ATTACHMENTS**

1. Staff report dated October 6, 2011.  
Please note that Attachment 3 of the October 6, 2011 staff report has not been included with this report as Council has requested that the reports include the event score sheets only. Attachment 3 is available for review in the Municipal Clerk's Office.
2. Telus World Skin Event Score Sheet

---

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: [Chris Newson, Legislative Assistant, 490-6732]

Report Approved by:

Original Signed

James Cooke, CGA, Director Finance and Information Technology/CFO (490-6308)

---



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

**Item No.**  
**Special Events Advisory Committee**  
**November 9, 2011**

**TO:** Special Events Advisory Committee

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

**DATE:** October 6, 2011

**SUBJECT:** Non-Annual Events Grant Program – Second Intake

---

**ORIGIN**

HRM's biannual Civic Event Granting Program solicited several grant applications during Phase Two (June – September) 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 Halifax Regional Council:

1. Approve an increase to operating cost centre C772 in the amount of \$89,750 with funding as a 2011/12 withdrawal from the Marketing Levy Special Events Reserve (MLSER) – Q315 for four (4) grant awards from the 2011/12 Non-Annual Events (second intake) as identified in Table 1;
2. Approve, in principle, four (4) grant awards for a total of \$690,750 from the 2011/12 Non-Annual Events (second intake) for 2012/13 events as identified in Table 1, to be funded from the MLSER -Q315 in 2012/13;
3. Require confirmation of the event attendance and financial information to confirm that the funding is still required for events that have already occurred (International Bazaar and Canadian Sailing Championships); and
4. Defer consideration of the 2013 Continental Cup of Curling application until further information is provided.

## EXECUTIVE SUMMARY

This report outlines the recommended awards of the Non-Annual Events (second intake) for the 2011/2012 MLSER (Q315) grant program. Through the MLSER, HRM provides financial support to non-annual events and event infrastructure programs. Total funding availability of approximately \$1.2 million is anticipated for 2011/2012. An overview and evaluation of each application is provided within the report. Among the 9 applications, staff is recommending support for 8 events, with 1 event requiring further information. This is the second report of two from the second intake; the previous proposing the Festival & Events grant allocations.

## 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; and 4) Festivals and Events. This is the second in a series of two committee reports of the second intake; the first report addressed the festivals and events. This report addresses applications for non-annual events funded by the MLSER (Q315).

The 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 million annually.

An overview of the Civic Event Grant Process can be found as Attachment 1.

## DISCUSSION

This report provides recommendations to SEAC respecting the Non-Annual Major Events 2011/12 grant applications to be funded through the MLSER. All applications received for this intake can be found in Attachment 3.

### 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. Additionally, events must score a minimum of 50 points out of 100 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, staff may identify events following the review of all applications that may not qualify for grant support. There were no events in the second phase application process that fall within this category.

C. Applications Requiring Further Information

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

1. ***The 2013 Continental Cup of Curling***

This event is proposed for January 2013 in the Dartmouth Sportsplex, Dartmouth. The funding requested is \$200,000. It proposes a 4 day event with 11 draws featuring six men and women teams from Europe and Asia against six men and women teams from North America. The applicant has requested that the application be deferred until the hosting committee can confirm that the event is coming to HRM.

D. Qualified Events

Table 1 summarizes the various events that staff recommends 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, SEAC may consider recommending grant awards beyond the cap amounts as per past practice.

Major Sport Events

The following Sporting Event applications have been received on or before the August 26, 2011 deadline. Any applications received subsequent to this date will be processed during the next intake.

1. ***National Basketball League of Canada All Star Weekend***

*Requesting: \$150,000*

*Recommendation: \$37,500*

This event is proposed for March 2012 at the Halifax Metro Centre, Halifax. Expected attendance is stated to be upwards of 4,000 people with another 6,000 people watching online. The event will include a three point shoot-out competition, a slam dunk contest, a legends game and an All-Star game. Proposed ticket prices are \$20 for a day pass and \$30 for the weekend pass. The applicant has previously received a grant of \$50,000 in 2010 and \$25,000 in 2009.

Based on information contained within the application, staff have evaluated the National Basketball League of Canada All Star Weekend and identified a score of 50 points out of 100 on the MLSER Scoring Sheet. Strengths of this application include contributing to HRM's basketball hosting reputation, and that the event will take place in the off season period. Staff has also identified some areas of concern regarding the All Star Weekend event. As the event is currently proposed, it is not clear if the event qualifies as a national



or international caliber and there are possible concerns with the return on investment for the amount requested.

**2. *CIS Final 8***

*Requesting: \$80,000*

*Recommendation: \$45,750*

This event is proposed for March 9 – 15, 2012 at the Halifax Metro Centre, Halifax. The expected attendance at the event for 2012 is 30,000 people and an estimated 80 volunteers will be involved. The CIS Final 8 is a National men's basketball championship for Canadian Interuniversity Sports. The average ticket price is \$16.60. This event has previously received a grant of \$40,000 from HRM in each of 2010 and 2011, therefore staff's recommendation increases HRM's total accumulated contribution to this event to \$125,750. This grant exceeds the National Sport cap of \$50,000 as defined in Attachment 1.

Based on information contained within the application, staff have evaluated the CIS Final 8 and identified a score of 66 points out of 100 on the MLSER Scoring Sheet. Strengths of this application include contributing to HRM's basketball hosting reputation, that the event will take place in the off season period, and the event has a proven track record of success in Halifax.

**3. *Aileen Meagher International Track Classic***

*Requesting: \$50,000*

*Recommendation: \$19,500*

This event is proposed for July 8, 2012, at Saint Mary's University, Halifax. Approximately 60 volunteers, 150 athletes and over 2,000 spectators will take part in the event in 2012. The Aileen Meagher is one of six events in the newly formed National Track League. Ticket prices are \$10 for general admission and \$5 for seniors and children. This event has previously received a grant of \$3,000 from HRM in 2010.

Based on information contained within the application, staff have evaluated the Aileen Meagher International Track Classic and identified a score of 57 points out of 100. Strengths of this application include contributing to HRM's reputation of international caliber sporting events, stable support from numerous partners and organizations, proven track record of success, and an appropriate level of economic impact.

**4. *Canadian Sailing Championships***

*Requesting: \$3,000*

*Recommendation: \$2,000*

This event is proposed for August 27 – September 1, 2011 (Youth Championship) and September 27 – October 1, 2011 (Senior Championship), at St. Margaret's Bay, French Village. Approximately 200 support personnel and officials, 300 volunteers, 350 family members and 400 competitors will take part in the event. The National Championships select the Canadian Sailing team and, in addition to the races, there are training camps, opening and closing ceremonies, and non-athletic activities for visitors and support personnel. This event is free to the public to watch and is the first year for the event in

Halifax.

Based on information contained within the application, staff have evaluated the Canadian Sailing Championships and identified a score of 68 points out of 100. Strengths of this application include contributing to HRM's traditional identity, raising HRM's sailing profile globally, and that sailing is a strategic development area noted in the Event Strategy. The economic impact for this event is appropriate for the grant amount requested.

It should be noted that this event has already taken place. Therefore, staff recommend that SEAC approve the funding subject to the submission of confirmation of event attendance and financial information to confirm that the funding is still required.

#### Major Tourism Events

The following Tourism Event applications have been received on or before the August 26, 2011 deadline. Any applications received subsequent to this date will be processed during the next intake.

#### **1. Tall Ships Nova Scotia 2012**

*Requesting: \$700,000*

*Recommendation: \$567,000*

This event is proposed for July 19 – 30, 2012, along the Halifax Waterfront (July 19 – 23) and other Nova Scotia outports (July 24 – 30). The expected attendance is over 600,000 people over the five day period. The event is aimed to celebrate the rich Maritime history and would have ships docked along the Halifax and Dartmouth waterfronts. Ships will be open to the public daily and will be family-friendly accessible during the day and entertainment in the evening. The event is free to the public, however, there will be a fee to board the ships. This event has received grants of \$540,000 in 2009 and \$300,000 in 2007 from HRM.

Based on information contained within the application, staff have evaluated the Tall Ships Nova Scotia event and identified a score of 78 points out of 100. Based on staff's scoring formula, the Tall Ships Nova Scotia event would qualify for \$567,000. The guidelines do outline a funding cap of \$100,000, however due to the value of this event to the community; staff recommend that SEAC approve the full amount determined by the formula. The capping guidelines were created to help manage the reserve but provide SEAC with the option to consider grant awards beyond the cap amount where warranted.

Strengths of this application are that the event is a strategic area of the new Event Strategy, celebrates HRM's tradition and identity, and appears to have a high level of economic impact. The event is also expected to have a significant tourism draw and economic impact on HRM.

**2. *Clipper Round the World Yacht Race***

*Requesting: \$150,000*

*Recommendation: \$94,500*

This event is proposed for June 11 – 15, 2012, along the Halifax Waterfront, Halifax. It is expected that there will be over 50,000 spectators, crews and media taking part over the four day period. The event will include 10 Clipper ships berthed alongside the Halifax waterfront with 3 receptions for visiting crews and VIPS, viewing of the ships, interacting with the crew, and TBD programming on the waterfront. The viewing of the ships is free to the public. This event has previously received a grant of \$25,000 from HRM in 2007/08.

Based on information contained within the application, staff have evaluated the Clipper Round the World Yacht Race and identified a score of 69 points out of 100 on the MLSEER Scoring Sheet. Strengths of this event are that the event is a strategic area of the new Event Strategy, and celebrates local traditions and identity. The event also offers HRM a high level of international exposure by hosting this event.

**3. *International Bazaar***

*Requesting: \$10,000*

*Recommendation: \$4,500*

This event is proposed for September 22 – 25, 2011, at Sackville Landing, Halifax Waterfront. It is estimated that over 10,000 people will visit this event. The event will celebrate the United Nation's International year for people of African Descent by showcasing a vibrant bazaar. The bazaar will allow cultural products and tourism services to be sold or displayed by African Nova Scotians, African Canadians and other African nationalities from around the world. This event is free to attend.

Based on information contained within the application, staff have evaluated the International Bazaar event and identified a score of 60 points out of 100 on the MLSEER Scoring Sheet. Strengths of the application are that the event celebrates culture and diversity (a strategic area of the new Event Strategy). Weaknesses of the application are that the event appears to offer a low economic impact.

It should be noted that this event has already taken place. Therefore, staff recommend that SEAC approve the funding subject to the submission of confirmation of event attendance and financial information to confirm that the funding is still required.

*Major Civic Celebrations*

The following Major Civic Event applications have been received by the August 26, 2011 deadline. Any applications received subsequent to this date will be processed during the next intake date.

**1. *Artist for a day – NSCAD (125th Anniversary)***

*Requesting: \$25,000*

*Recommendation: \$9,750*

This event is proposed for from May 12, 2012, along the Halifax Waterfront, Halifax. The estimated attendance of this event is over 2,000 people and will celebrate NSCAD's 125<sup>th</sup> Anniversary. Wearable art artists and models will animate the space highlighting Halifax's burgeoning fashion industry, a steamroller workshop, plien-air painting, potter wheels, filmmaking and animation kiosks to provide hands-on opportunities to explore a variety of disciplines. The event is free to the public and it is the first year of the event. Based on information contained within the application, staff have evaluated the Artist for a day event and identified a score of 57 points out of 100 on the MLSER Scoring Sheet. Strengths of this application are that it aligns with strategic area of the new Event Strategy (culture), falls within the shoulder season, and celebrates an important anniversary within HRM.

**TABLE 1 - PROPOSED FUNDING AMOUNTS – Second Intake  
Marketing Levy Special Events Reserve (MLSER) (Q315)**

Event Name	Event Year	Request	Score	Proposed
<b>Sporting Events</b>				
National Basketball League of Canada All Star Weekend	(11/12)	\$150,000	50	\$37,500
CIS Final 8	(11/12)	\$80,000	66	\$45,750
Aileen Meagher International Track Classic	(12/13)	\$50,000	57	\$19,500
Canadian Sailing (CYA) Championships	(11/12)	\$3,000	68	\$2,000
<b>SUBTOTAL</b>		<b>\$283,000</b>		<b>\$104,750</b>
<b>Tourism Events</b>				
Tall Ships Nova Scotia	(12/13)	\$700,000	78	\$567,000
Clipper Round the World Yacht Race	(12/13)	\$150,000	69	\$94,500
International Bazaar	(11/12)	\$10,000	60	\$4,500
<b>SUBTOTAL</b>		<b>\$860,000</b>		<b>\$666,000</b>
<b>Major Civic Celebrations</b>				
Artist for a Day – NSCAD 125	(12/13)	\$25,000	57	\$9,750
<b>SUBTOTAL</b>		<b>\$25,000</b>		<b>\$9,750</b>
<b>GRAND TOTAL</b>				<b>\$780,500</b>

**BUDGET IMPLICATIONS**

The proposed grant awards of \$89,750 for the 2011/12 events listed in Table 1 above can be accommodated within the 2011/12 reserve budget. Due to the timing of the first intake of the 2012/13 Non-Annual Events granting program, award approval for 2012/13 events is being sought at this time. All recommendations, however, are subject to approval of the 2012/13 budget and availability of reserve funds. Assuming the reserve contribution from the marketing levy is consistent with the 2011/12 budget amount of \$1.267M, there would be sufficient funds in 2012/13 to accommodate the proposed grant awards included in Table 1.

Projected contributions and withdrawals are as follows:

Budget Summary Q315 Reserve:

Projected Reserve Balance March 31, 2012	\$467,409
Less: Proposed 11/12 Second Intake (11/12 events)	<u>(\$89,750)</u>
Projected balance March 31, 2012	<u>\$377,659</u>
Projected balance March 31, 2012	\$377,659
Plus: Marketing Levy projected revenue for 12/13	\$1,267,000
Less: Proposed 11/12 Second Intake (12/13 events)	<u>(\$690,750)</u>
Projected Reserve Balance March 31, 2013	<u>\$953,909</u>

**FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Project budget, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation. Approval of the first recommendation will increase the 2011/12 Gross operating budget, but not the net budget and will increase withdrawals from the reserve.

**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 choose to approve the report with amendments to individual funding amounts, including reducing the funding amount for the Tall Ships and CIS Final 8 events that exceed the maximum cap amounts defined in the Civic Event Grant Process guidelines (Attachment 1).

Alternative 2: SEAC could choose to not approve the report. This is not recommended as these events provide important value to the community.

**ATTACHMENTS**

Attachment 1: Civic Event Grant Process Overview  
Attachment 2: Non-Annual Events Evaluation Sheets  
Attachment 3: Non-Annual Events Applications

---

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: Paul Forrest/Event Coordinator, Community Development and Partnerships, 490-6979

Report Approved by: Original Signed  
Denise Schofield, Manager, Community Development and Partnerships

Original Signed

Financial Approval by: James Cooke, CGA, Director of Finance/CFO, 490-6308

---

## Attachment 1: Civic Event Grant Process Overview

The following is an overview of the Civic Event Grant process:

a) *The Civic Event Granting Framework and Policy*

A civic event policy approved by Council in 2007 guides all decisions 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 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 and 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 and an application reference number is provided.

**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.

Event Category	Grant Cap Amount
Hallmark	
Hallmark	\$100,000
Sport	
National	\$50,000
Commercial	\$50,000
International	\$250,000
Tourism	
Professional Festival	\$50,000
Major	\$100,000
Major Civic Celebrations	
Civic Celebration	\$25,000
Anniversary	\$25,000

**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



Attachment 2

Event: Canadian Basketball League All Star Weekend

Criteria	Score	Values
<b>National or International</b>	15 /15	National Events = 10 International Events = 15
<b>Free or low costs Gated vs. Non-Gated</b>	5 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	3 /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
<b>% Non-resident participants/spectators</b>	6 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	10 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	2.5 /5	Provincial Government = 1.25 Federal Government = 1.25 <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> Recurring = 1.5 Associated with HRM's identity = 1.5 <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4 /12	\$333,000 budget Small economic impact 4,000 people = 500 people in hotels Players & officials in hotels and local expenditures
<b>Final Total</b>	50 /100	

50 points = 25% of the \$150,000 request.  
Grant award of \$37,500 recommended.

Event: CIS Final 8

Criteria	Score	Values
<b>National or International</b>	10 /15	National Events = 10 International Events = 15
<b>Free or low costs Gated vs. Non-Gated</b>	10 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	9 /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
<b>% Non-resident participants/spectators</b>	6 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	10 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	3.75 /5	<b>Provincial Government = 1.25</b> Federal Government = 1.25 <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	4.5 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> <b>Recurring = 1.5</b> <b>Associated with HRM's identity = 1.5</b> Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	10 /12	\$434,000 budget 2004 economic assessment stated 143,000 in tax revenue generated by this event 8 million in direct impacts Over 2,000 hotel nights
<b>Final Total</b>	66.25 /100	

66.25 moves down to 66. 66 points = 57% of the \$80,000 request.  
Grant award of \$45,750 recommended.

Event: Aileen Meagher International Track Classic

Criteria	Score	Values
<b>National or International</b>	15 /15	National Events = 10 International Events = 15
<b>Free or low costs</b> <b>Gated vs. Non-Gated</b>	15 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	3 /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
<b>% Non-resident participants/spectators</b>	6 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	3 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	5 /5	<b>Provincial Government = 1.25</b> <b>Federal Government = 1.25</b> <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	3 /6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 <b>Recurring = 1.5</b> Associated with HRM's identity = 1.5 <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4 /12	\$146,500 dollar budget Competitors and officials in hotels \$51,147 in direct spending \$40,630 in wages for Nova Scotia
<b>Final Total</b>	<b>57 /100</b>	

57 points = 39% of the \$50,000 request.  
Grant award of \$19,500 recommended.

Event: Canadian Sailing Championships

Criteria	Score	Values
<b>National or International</b>	10 /15	National Events = 10 International Events = 15
<b>Free or low costs Gated vs. Non-Gated</b>	15 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	3 /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
<b>% Non-resident participants/spectators</b>	12 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	3 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	10 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	3.75 /5	<b>Provincial Government = 1.25</b> Federal Government = 1.25 <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	6 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> <b>Recurring = 1.5</b> <b>Associated with HRM's identity = 1.5</b> <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	5 /12	\$75,000 dollar budget Competitors, families, officials in hotels for 6 days (usually more to train before and visit after).
<b>Final Total</b>	67.5 /100	

67.5 moves up to 68. 68 points = 61% of the \$3,000 request.  
Grant award of \$2,000 recommended.

Event: Clipper Round the World Yacht Race

Criteria	Score	Values
<b>National or International</b>	15 /15	National Events = 10 International Events = 15
<b>Free or low costs</b> <b>Gated vs. Non-Gated</b>	10 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	15 /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
<b>% Non-resident participants/spectators</b>	9 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	3 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	5 /5	<b>Provincial Government = 1.25</b> <b>Federal Government = 1.25</b> <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	6 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> <b>Recurring = 1.5</b> <b>Associated with HRM's identity = 1.5</b> <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	12 /12	\$2.7 million dollar budget Significant international exposure 600,000 in attendance 94,000 people visited from outside the province specifically for Tall Ships Generated 32.8 million for the province and 3.2 million in direct taxes
<b>Final Total</b>	78 /100	

78 points = 81% of the \$567,000 request.

Grant award of \$100,000 recommended based on the funding cap guidelines.

Event: Clipper Round the World Yacht Race

Criteria	Score	Values
<b>National or International</b>	15 /15	National Events = 10 International Events = 15
<b>Free or low costs</b> <b>Gated vs. Non-Gated</b>	15 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	9 /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
<b>% Non-resident participants/spectators</b>	6 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	6 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	2.5 /5	<b>Provincial Government = 1.25</b> Federal Government = 1.25 <b>Corporate = 1.25</b> Community = 1.25
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	6 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> <b>Recurring = 1.5</b> <b>Associated with HRM's identity = 1.5</b> <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6 /12	\$375,000 budget Significant international exposure 2007/2008 event resulted in direct expenditures of 2.6 million
<b>Final Total</b>	68.5 /100	

68.5 moves up to 69. 69 points = 63% of the \$150,000 request.  
Grant award of \$94,500 recommended.

Event: International Bazaar

Criteria	Score	Values
<b>National or International</b>	15 /15	National Events = 10 International Events = 15
<b>Free or low costs Gated vs. Non-Gated</b>	15 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	6 /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
<b>% Non-resident participants/spectators</b>	9 /12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
<b>Tourism Period (Seasonality)</b>	3 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	3.75 /5	<b>Provincial Government = 1.25</b> Federal Government = 1.25 <b>Corporate = 1.25</b> <b>Community = 1.25</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	3 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> Recurring = 1.5 Associated with HRM's identity = 1.5 <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	2 /12	\$64,000 budget Minimal economic impact
<b>Final Total</b>	59.75 /100	

59.75 moved up to 60 points. 60 points = 45% of the \$10,000 request.  
Grant award of \$4,500 recommended.

Event: Artist for a day - NSCAD

Criteria	Score	Values
<b>Significant Community Celebration</b> Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15 /25	High = 25 Medium = 15 Low = 10
<b>Free or low costs</b> <b>Gated vs. Non-Gated</b>	15 /15	Free = 15 Combination = 10 Low Cost = 5
<b>Attendance (Event Size)</b>	2 /10	less than 10,000 = 2 10,000 to 25,000 = 4 25, 000 to 50,000 = 6 50,000 to 250, 000 = 8 greater than 250,000 = 10
<b>% Non-resident participants/spectators</b>	4 /8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2
<b>Tourism Period (Seasonality)</b>	6 /10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3 /10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	4.5 /6	<b>Provincial Government = 1.5</b> Federal Government = 1.5 <b>Corporate = 1.5</b> <b>Community = 1.5</b>
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event -Provides HRM a competitive advantage	4.5 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5</b> Recurring = 1.5 <b>Associated with HRM's identity = 1.5</b> <b>Raises HRM's profile globally = 1.5</b>
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3 /10	\$80,000 budget Attract alumni to come back to visit Halifax
<b>Final Total</b>	57 /100	

57 points = 39% of the \$25,000 request.  
Grant award of \$9,750 recommended.





## Marketing Levy Special Events Reserve (MLSER) Scoring

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

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.

<b>FOR OFFICE USE ONLY</b>		Reference Number: <i>CE 1169</i> <i>Telus World Stars Game</i>
Grant Reviewed:	Approved	Yes 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)	6 /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	3 /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	6 /10	Urban = 3 Mixed = 6 Rural = 10



**Marketing Levy Special Events Reserve (MLSER)  
Scoring**

<b>Financial Support</b>	3,75/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
<b>Other Factors:</b> - 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
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	10/12	
<b>Final Total</b>	66,5/100	

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date