

Item No. 11.5.1
Halifax Regional Council
August 6, 2013

TO: Mayor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed by
Councillor Brad Johns, Chair, Special Events Advisory Committee

DATE: June 20, 2013

SUBJECT: Marketing Levy Special Events Reserve Exception Report – Follow Up

ORIGIN

The February 12, 2013 staff report, the April 12, 2013 SEAC report; the April 10, 2013 and June 12, 2013 meeting of the Special Events Advisory Committee. The April 23, 2013 meeting of Halifax Regional Council.

LEGISLATIVE AUTHORITY

HRM Charter (2008) Section 79 (av) (v) and *HRM Civic Events Policy Framework*

RECOMMENDATION

The Special Events Advisory Committee recommends Halifax Regional Council:

1. Approve an increased grant for the Halifax Comedy Fest from \$13,000 to \$25,000 from the 2013/14 Marketing Levy Events Reserve (MLSER), Q315.
2. Approve an increased grant for Nocturne: Art at Night from \$30,000 to \$43,000 from the 2013/14 Marketing Levy Events Reserve (MLSER), Q315.
3. Approve the renewal of three (3) grants from the 2013/14 Marketing Levy Events Reserve (MLSER), Q315, in the amount of \$41,000 to fund the three (3) grants listed below:

Holiday Parade of Lights	\$ 18,000
Multicultural Festival	\$ 15,000
Word on the Street	<u>\$ 8,000</u>
	\$ 41,000

BACKGROUND

On April 23, 2013, Halifax Regional Council motioned to refer the Halifax Comedy Fest, Epic Dartmouth and Nocturne: Art at Night, back to the Special Events Advisory Committee (SEAC) for consideration of an increased grant. Council also agreed at the request of SEAC, to defer the decision of the following events for the next SEAC meeting:

Holiday Parade of Lights
Multicultural Festival
Word on the Street

DISCUSSION

At their June 12, 2013 meeting, the Special Events Advisory Committee discussed the events that were referred back from Regional Council. Following discussion on the events referred back to SEAC for consideration of an increased grant award, the Committee approved the following:

Event	Previous Award	Increase	Award Total
Halifax Comedy Fest	\$13,000	\$12,000	\$25,000
Nocturne: Art at Night	\$30,000	\$13,000	\$43,000
Epic Dartmouth	\$45,000	\$0	\$45,000

Halifax Comedy Fest

The Special Events Advisory Committee reevaluated the Halifax Comedy Festival and felt that the current event scoring system did not take into consideration the media exposure for HRM. While the Halifax Comedy Festival scored low in attendance, SEAC felt that the exposure of HRM through the Halifax Comedy Festival provides a greater value for tourism impact. SEAC was provided with additional viewership statistics and concluded that an increased grant was justified.

Nocturne: Art at Night

The Special Events Advisory Committee reevaluated Nocturne: Art at Night and felt that based on its cultural significance to HRM, it warranted an increased award. The Committee also noted that it is an important event for the revitalization of the downtown core. Nocturne: Art at Night was the highest scoring in the MLSER applications, so the Committee recommended increasing the grant to the same amount as awarded in 2012.

Epic Dartmouth

Motion defeated that the Special Events Advisory Committee recommend that Halifax Regional Council increase the grant for Epic Dartmouth. The Special Events Advisory Committee was not provided with any additional information for considering an increased grant to Epic Dartmouth.

Discussion continued on page 3.....

At their June 12, 2013 meeting, the Special Events Advisory Committee also discussed the deferred events and made the following grant award recommendations:

Holiday Parade of Lights	\$ 18,000
Multicultural Festival	\$ 15,000
Word on the Street	\$ 8,000

FINANCIAL IMPLICATIONS

Projected Balance, March 31, 2014 (as at June 30) \$6,035

Awards made in accordance with the recommendations will have no impact on this projected balance as the amounts within the recommendations on page 1 are included in the Council approved withdrawals from the reserve in 2013/14.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of three citizens at large, three elected officials and three representatives from the following organizations: Destination Halifax, Hotel Association of Nova Scotia and Greater Halifax Partnership. The meetings of the Special Events Advisory Committee are open to the public.

ENVIRONMENTAL IMPLICATIONS

There were no environmental implications identified.

ALTERNATIVES

The Special Events Advisory Committee did not provide an alternative.

ATTACHMENTS

1. Marketing Levy Special Events Reserve Exception Clause – April 12, 2013

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: Quentin Hill, Legislative Assistant, 490-6732

Item No. 10.5.3
Halifax Regional Council
April 23, 2013

TO: Mavor Savage and Members of Halifax Regional Council

SUBMITTED BY: Original signed
for / Councillor Brad Johns, Chair, Special Events Advisory Committee

DATE: April 12, 2013

SUBJECT: Marketing Levy Special Events Reserve Exception Clause

ORIGIN

The February 12, 2013 staff report; the April 10, 2013 meeting of the Special Events Advisory Committee.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av)

RECOMMENDATION

The Special Events Advisory Committee recommends Halifax Regional Council:

1. Approve the renewals of 5 grants from the 2013/14 Marketing Levy Special Events Reserve (MLSER), Q315, in the amount of \$117,000 to fund the five (5) grants, as listed below:

Aileen Meagher International	\$ 14,500
Atlantic Fringe Festival	\$ 14,500
Epic Dartmouth	\$ 45,000
Halifax Comedy Fest	\$ 13,000
Nocturne: Art at Night	\$ 30,000 and;

Recommendations continued on page 2.....

2. Defer the following three events to be reevaluated at the next Special Events Advisory Committee meeting, as listed below:

Holiday Parade of Lights
Multicultural Festival
Word on the Street

BACKGROUND

As per the February 12, 2013 staff report.

DISCUSSION

At their April 10, 2013 meeting, the Special Events Advisory Committee discussed the February 12, 2013 staff report on the Marketing Levy Special Events Reserve Exception Clause.

FINANCIAL IMPLICATIONS

All recommendations are subject to approval of the proposed 2013/14 budget and availability of MLSER reserve funds. Projected contributions and withdrawals are as follows:

Budget Summary Marketing Levy Special Events Reserve, Q315

Projected Balance March 31, 2013 (as at April 12)	\$ 384,633
Plus: Marketing Levy projected revenue for 2013/14	\$1,177,996
Plus: Projected interest to be earned	\$ 2,539
Less: 2013/14 proposed withdrawals for Hallmark, Special Events, Civic Celebrations, Twinning, Infrastructure (this recommendation is included in this amount)	<u>\$(1,563,832)</u>
Projected Reserve Balance March 31, 2014	\$ 1,336

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of four citizens at large, three elected officials and three representatives from the following organizations: Destination Halifax, Hotel Association of Nova Scotia and Greater Halifax Partnership. The meetings of the Special Events Advisory Committee are open to the public.

ENVIRONMENTAL IMPLICATIONS

None indicated.

ALTERNATIVES

SEAC did not provide an alternative.

ATTACHMENTS

1. February 12, 2013 staff report.
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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: Quentin Hill, Legislative Assistant, 490-6732

**Special Events Advisory Committee
March 27, 2013**

TO: Chair and Members of Special Events Advisory Committee

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

DATE: February 12, 2013

SUBJECT: Marketing Levy Special Events Reserve Exception Report

ORIGIN

January 9, 2013, motion of the Special Events Advisory Committee (SEAC) to allow the eight (8) events (Aileen Meagher Track Classic, Atlantic Fringe Festival, Epic Dartmouth, Halifax Comedy Fest, Holiday Parade of Lights, Multicultural Festival, Nocturne and Word on the Street) that are considered ineligible for funding in 2013/14 to apply for consideration of funding under the exception clause.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av)

RECOMMENDATION

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

1. Approve the renewal of 8 grants from the 2013/14 Marketing Levy Special Events Reserve (MLSER), Q315, in the amount of \$216,510 to fund the eight (8) grants, as listed below:

Aileen Meagher International	\$ 14,500
Atlantic Fringe Festival	\$ 10,250
Epic Dartmouth	\$ 73,000
Halifax Comedy Fest	\$ 12,950
Holiday Parade of Lights	\$ 18,750
Multicultural Festival	\$ 21,350
Nocturne: Art at Night	\$ 53,625
Word on the Street	<u>\$ 12,085</u>
	\$216,510

BACKGROUND

On January 9, 2013, the Special Events Advisory Committee (SEAC) motioned to offer eight events applications for funding from the Marketing Levy Special Events Reserve (MLSER) via the Exceptional Circumstances Clause. The Exceptional Circumstances Clause states that when requests for funding from the Reserve fall outside the approved policy, a separate report for funding may be created for Regional Council consideration. 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 for the purposes of event and economic development.

In previous years, the eight (8) events have been financially supported through various HRM event funding streams. Those funding streams include the Festival & Event Program, the Marketing Levy Special Event Reserve (MLSER) Program, and the Regional Events & Culture Budget.

The amounts received in 2012 for the eight events are as follows:

- Aileen Meagher International Track Classic - \$14,500 (Non-Annual program)
- Atlantic Fringe Festival - \$10,000 (Exception Clause)
- Epic Dartmouth – \$14,500 (Non-Annual Program)
- Halifax Comedy Fest - \$9,750 (Exception Clause)
- Holiday Parade Of Lights - \$17,040 (Exception Clause)
- Multicultural Festival - \$15,050 (Exception Clause)
- Nocturne Art at Night: \$42,250 (Exception Clause)
- Word on the Street - \$8,000 (Exception Clause)

Staff undertakes the grant application and evaluation process which is described in Attachment 1. All recommendations respecting the allocations of the MLSER are guided by the Civic Events Granting Framework and Policy and the MLSER Reserve Business Case. Detailed information on the programs and event categories is outlined in Attachment 2.

DISCUSSION

HRM received an application for 2013/14 funding from all eight events (see Attachment 1 for Event Information of Applicants). Each application must score 50 points or higher on the MLSER Score Sheet in order to qualify for funding (See Attachment 2 for Score Sheets). All eight events scored above 50 and are being recommended for funding. All grant award recommendations are shown in Table 1:

Table 1: Proposed Grant Awards - MLSER (Q315)			
Event Name	Request	Score	Proposed
Aileen Meagher International	\$50,000	52	\$14,500
Atlantic Fringe Festival	\$25,000	58	\$10,250
Epic Dartmouth	\$137,750	64	\$73,000
Halifax Comedy Fest	\$35,000	56	\$12,950
Holiday Parade of Lights	\$25,000	75	\$18,750

Multicultural Festival	\$35,000	68	\$21,350
Nocturne: Art at Night	\$71,500	75	\$53,625
Word on the Street	\$25,711	61	\$12,085
TOTAL	\$404,961		\$216,510

FINANCIAL IMPLICATIONS

All recommendations are subject to approval of the proposed 2013/14 budget and availability of MLSER reserve funds. Projected contributions and withdrawals are as follows:

Budget Summary Marketing Levy Special Events Reserve, Q315:

Projected Balance March 31, 2013(as at Feb 28/13)	\$ 47,984
Plus: Marketing Levy projected revenue for 2013/14	\$1,177,996
Less: previous approvals for 2013/14 funding:	
CCMA	\$ (250,000)
2012/13 2nd intake for 2013/14 events	\$ (17,250)
2013/14 Hallmark Event Grants	\$ (370,000)
2013/14 Non-Annual Grants	\$ (180,075)
2013/14 Infrastructure Costs	\$ (50,000)
Less: 2013/14 Exception Clause Grants (per recommendation)	<u>\$ (216,510)</u>
Projected Reserve Balance March 31, 2014	\$ 142,145

None of the applicants have outstanding accounts receivable with HRM.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend the proposed grant award pending budget capacity.

ATTACHMENTS

- Attachment 1: Applicant's Event Information
Attachment 2: MLSER Scoring Sheets

Financial Approval by: Greg Keefe, Director of Finance and ICT/CFO, 490-6308

Attachment 1
Applicant's Event Information

The following information was extracted from the eight applications received by HRM:

1. Aileen Meagher International Track Classic

2012 MLSE Grant: \$14,500

2013 Grant requested: \$50,000

2013 Grant proposed: \$14,500

Information: The event is scheduled for June 9, 2013, at Saint Mary's University, Halifax. The event is one of five National Track League competitions and includes youth, masters and wheelchair events. The event estimates that it will attract 2,000 spectators, 200 athletes and 80 volunteers. Entry fees for spectators are \$10 for adults and \$5 for children/seniors. The event also offers free tickets to elementary school track participants and holds free clinics hosted by established athletes. The event estimates that 520 tourists from outside HRM but within the province will attend, 320 tourists from outside Nova Scotia will attend, and 300 room nights will be sold. The proposed budget for 2013 event is \$169,500.

2. Atlantic Fringe Festival

2012 MLSE Grant: \$10,000

2013 Grant requested: \$25,000

2013 Grant proposed: \$10,250

Information: This event is scheduled for August 29 - September 8, 2013, at various venues across the Halifax Peninsula (Neptune Theatre, Bus Stop Theatre). The festival estimates that it will attract 20,000 spectators, 200 participants and 100 volunteers in 2012. The entry fees range from \$1 to \$10 per show and there also are public school performances. The event estimates that 825 tourists from outside HRM but within the province will attend, 325 tourists from outside Nova Scotia will attend, and 600 room nights will be sold. The proposed budget for 2013 is \$209,000.

3. Epic Dartmouth

2012 MLSE Grant: \$14,500

2013 Grant requested: \$137,750

2013 Grant proposed: \$73,000

Information: This triathlon event is scheduled for June 26 – July 1, 2013, at Lake Banook, Dartmouth, with the bicycle portion of the race going through Eastern HRM to Musquodoboit Harbour. The triathlon has varying distances and race categories and will hold a fireworks show over Lake Banook. New to the event in 2013 is the Epic Canadian (a family-friendly 5/10km walk/run), Epic Revolutions (a fundraiser for the Dartmouth General Hospital) and the Epic Kids triathlon. The event estimates that it will attract 15,000 spectators, 2,500 participants and 500 volunteers, and the event is free to spectators. The event estimates that 1,300 tourists from outside HRM but within the province will attend, 950 tourists from outside Nova Scotia will attend, and 250 room nights will be sold. The proposed budget for 2013 is \$373,439.

4. Halifax Comedy Fest

2012 MLSE Grant: \$9,750

2013 Grant requested: \$35,000

2013 Grant proposed: \$12,950

Information: This event is scheduled for April 24-27, 2013, at various venues in Halifax and Dartmouth. The festival hosts regional, national and international comedic talent and is one of three CBC national aired comedy festivals. The event estimates that it will attract 5,000 spectators, 50 comedians and 25 volunteers. Free events include the Halifax's Funniest series and a screening of Alone up (documentary on the life of a comedian). Entry fees range from \$20 for a charity fundraiser to \$20 - \$45 for regular shows. The event estimates that 1,003 tourists from outside HRM but within the province will attend, 529 tourists from outside Nova Scotia will attend, and 342 room nights will be sold. The proposed budget for 2013 is \$229,231.

5. Holiday Parade of Lights

2012 MLSE Grant: \$17,040

2013 Grant requested: \$25,000

2013 Grant proposed: \$18,750

Information: This event is scheduled for November 16, 2013, through downtown Halifax. In 2012, 3,500 new toys were collected for children in need as well as \$14,483 in cash donations and 2,781 kg in non-perishable food items were collected for Feed Nova Scotia. The event estimates that it will attract 100,000 spectators, 3,000 participants and 120 volunteers. The event is free to the public. The event estimates that 22,000 tourists from outside HRM but within the province will attend, 2,000 tourists from outside Nova Scotia will attend, and 4,000 room nights will be sold. The proposed budget for 2013 is \$213,551.

6. Multicultural Festival

2012 MLSE Grant: \$15,050

2013 Grant requested: \$35,000

2013 Grant proposed: \$21,350

Information: This event is scheduled for June 21 – 23, 2013, at the Halifax Seaport. The event has professional and amateur performances on three stages and includes a food pavilion, children's pavilion and cultural pavilion. The event estimates that it will attract 25,500 spectators, 725 participants and 855 volunteers. The festival has a Friday morning free school showcase where over 600 students attend. The festival entry fee is \$7 for adults, \$6 for seniors/students, \$2 for children and free for children six years and under. The event estimates that 5,100 tourists from outside HRM but within the province will attend, 1,000 tourists from outside Nova Scotia will attend, and 250 room nights will be sold. The proposed budget for 2013 is \$321,000.

7. Nocturne: Art at Night

2012 MLSE Grant: \$42,250

2013 Grant requested: \$71,500

2013 Grant proposed: \$53,625

Information: This event is scheduled for Saturday, October 19, 2013, throughout HRM. The event showcases the municipality in creative and dynamic ways by highlighting the talent of artists and performers who respond thematically to HRM's distinct geography, culture, history and architecture. The event estimates that it will attract 25,000 spectators, 300 participants and 125 volunteers. The event estimates that 2,060 tourists from outside HRM but within the province will attend, 540 tourists from outside Nova Scotia will attend, and 400 room nights will be sold. The event is free to the public to attend. The proposed budget for 2013 is \$251,000.

8. Word on the Street

2012 MLSE Grant: \$8,000

2013 Grant requested: \$25,711.77

2013 Grant proposed: \$12,085

Information: This event is scheduled for Sunday, September 22, 2013, on the Halifax Waterfront. Word on the Street is the only organization of its type in Atlantic Canada and in 2012, 40 of the 56 showcase authors were from HRM. The event estimates that it will attract 13,000 spectators, 120 participants and 110 volunteers. The event is free to the public to attend. The event estimates that 4,047 tourists from outside HRM but within the province will attend, 1,000 tourists from outside Nova Scotia will attend, and 200 room nights will be sold. The estimated budget for 2013 is \$200,000.

**Attachment 2
MLSER Score Sheets**

MLSER Sporting/ Tourism Score Sheet

Applicant: Aileen Meagher International Track Classic

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 2/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 0/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	52/100	

Total points: 52

Percentage of grant award proposed: 29%

Recommended grant award: \$14,500

MLSER Sporting/ Tourism Score Sheet

Applicant: Atlantic Fringe Festival

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	5 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 2/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 4/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	58/100	

Total points: 58

Percentage of grant award proposed: 41%

Recommended grant award: \$10,250

MLSER Sporting/ Tourism Score Sheet
Applicant: Epic Dartmouth

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	6 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 3/4 Volunteers – 0-50/50-100/100-200/200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	8 /12	Legacy – Appropriateness, scale, etc. – 3/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 4/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	64/100	

Total points: 64
Percentage of grant award proposed: 53%
Recommended grant award: \$73,000

MLSER Sporting/ Tourism Score Sheet
Applicant: Halifax Comedy Fest

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 1/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 2/3 Diversity – Inclusive – 1/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	56/100	

Total points: 56

Percentage of grant award proposed: 37%

Recommended grant award: \$12,950

MLSER Sporting/ Tourism Score Sheet
Applicant: Holiday Parade of Light

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	12 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	9 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Prov./Fed./Corp./Comm. – 2/4 Volunteers – 0-50/50-100/100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 2/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – 6/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 2/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	75/100	

Total points: 75

Percentage of grant award proposed: 75%

Recommended grant award: \$18,750

MLSER Sporting/ Tourism Score Sheet
Applicant: Multicultural Festival

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 4/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	68/100	

Total points: 68

Percentage of grant award proposed: 61%

Recommended grant award: \$21,350

MLSER Sporting/ Tourism Score Sheet

Applicant: Nocturne: Art at Night

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	11 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 3/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 4/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – 4/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4
Final Total	75/100	

Total points: 75

Percentage of grant award proposed: 75%

Recommended grant award: \$53,625

MLSER Sporting/ Tourism Score Sheet

Applicant: Word on the Street

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Prime Season (July to Sept.) = 3 Shoulder Season (Apr. – June & Oct.) = 6 Off Season (Nov. To Mar.) = 9
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – Prov./Fed./Corp./Comm. – 4/4 Volunteers – 0-50/50-100/100-200/200+ – 3/4 Experience – Track record in Halifax – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 2/3 Diversity – Inclusive – 3/3
Tourism Impact - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, print, online – 3/4
Economic Impact - Spectators from outside HRM - Local expenditures - Employment - Budget	8 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 2/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 1/4
Final Total	61/100	

Total points: 61

Percentage of grant award proposed: 47%

Recommended grant award: \$12,085