



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Halifax Regional Council
May 9, 2006

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

A handwritten signature in cursive script, reading "Carol Macomber", written over a horizontal line.

Carol Macomber, Acting Director, Community, Culture & Economic
Development

DATE: May 4, 2006

SUBJECT: **The Changing of the Guard Increased Funding Recommendation**

INFORMATION REPORT

ORIGIN

Halifax Regional Council meeting, April 11, 2006, item 8.3.1, staff report requested regarding proposed municipal support to The Changing of the Guard.

BACKGROUND

In 2004 staff of Recreation, Tourism & Culture (RTC) had a meeting with staff of Parks Canada about a possible celebration in 2006 to mark the 100th Anniversary of the British Army turning the Citadel fort over to the Canadian Army. Halifax Regional Municipality (HRM) staff encouraged Parks Canada staff to pursue this endeavour, since if they were to plan an international program with activities open to both the local and travelling public, it would most likely qualify for funding from the Special Events Reserve.

An application was received in December 2004 requesting funding support from the Special Events Reserve to assist with the program and marketing development of the 2006 Changing of the Guard. The request was for \$75,000.00 and in April of 2005 HRM Council, on the recommendation of

staff, approved \$35,000.00 to be used as “ramp-up” funding for this new program. This was done with the understanding that organizers of The Changing of the Guard would be seeking additional support from the HRM through the Special Events Reserve in 2006.

Staff with RTC meet with both staff of Parks Canada and organizers of The Changing of the Guard throughout 2005 and assisted them in preparing their next request to the Special Events Reserve funding process. It was during these meetings that RTC staff made it very clear that requests for funding from the Special Events Reserve would have to be reviewed and recommendations made to EMT and then Regional Council prior to any funding figure and approval process being finalized.

In December of 2006 staff received a Special Events Reserve application from The Changing of the Guard organizers requesting \$150,000.00 from the Special Events Reserve. In the winter of 2006 staff reviewed the application and using criteria that is found within the Special Events Reserve Guidelines and Business Case made a recommendation to EMT. This recommendation was that organizers of The Changing of the Guard receive \$75,000.00 in support from the Special Events Reserve. This \$75,000.00 along with previous year’s \$35,000.00 would mean that HRM’s total investment over two year’s would be \$110,000.00. This was considered by staff to be an appropriate contribution, based on identified support from the other two levels of government and comparison to other similar events supported by HRM in the past.

DISCUSSION

A letter was sent in March 2006 informing the organizers of The Changing of the Guard that they would be recommended to HRM Council for a \$75,000.00 grant from the 2006-07 Special Events Reserve. Upon receipt of this letter organizers of The Changing of the Guard then wrote a letter to the Acting Director of RTC and made a presentation to Regional Council requesting that their original request for funding be reconsidered.

Since that letter and the presentation to Regional Council staff have met with the organizers of The Changing of the Guard to revisit their request for \$150,000.00 from the municipality. After reviewing both the final budget, which is now estimated to be in excess \$900,000.00, and the scope of this very ambitious program combined with new information that the Federal funding is now “expected to meet or exceed \$500,000.00”, staff will be recommending during the 2006/07 budget deliberations, an additional \$30,000.00 from the 2006-07 Special Events Reserve. This would bring the total contribution from the municipality in 2006 to \$105,000.00 and a total financial contribution over two years to \$140,000.00 in support of The Changing of the Guard program.

BUDGET IMPLICATIONS

An increase of \$30,000.00 to the previously recommended \$75,000.00 in funding to The Changing of the Guard will be recommended for approval during the 2006/07 budget deliberations. Capacity exists within the Special Events Reserve to allow for this to happen pending Regional Council approval of the 2006/07 Operating 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

None.

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.

Report Prepared by : Andrew Cox / Civic Events & Festivals Coordinator / 490-4729



Financial Review : Barb Palmeter / Financial Consultant / 490-7221