

**Item No. 4.1**  
**Audit and Finance Standing Committee**  
**June 5, 2014**

**TO:** Councillor Karsten, Chair and Members of Audit and Finance Standing Committee

Original Signed

**SUBMITTED BY:** \_\_\_\_\_  
Councillor Dalrymple, Chair of Special Events Advisory Committee

**DATE:** May 28, 2014

**SUBJECT:** Marketing Levy Special Events Reserve (MLSER) Grant Report 2014

**ORIGIN**

April 22, 2014 staff report; the May 28, 2014 meeting of the Special Events Advisory Committee.

**LEGISLATIVE AUTHORITY**

Audit & Finance Standing Committee Terms of Reference section 3.8, which states "to review and make recommendations on proposals coming to Halifax Regional Council outside of the Annual budget or tender process including but not limited to:

- New Programs or services not yet approved
- Programs or services that are being substantially altered
- Proposed changes in operating or budget items
- Committing of funds where there is insufficient approved budget, or,
- New or increased capital projects not included in the approved budget
- Increases in project budget due to cost sharing
- Creation or modification of reserves and withdrawals not approved in the approved budget

HRM Charter, Section 79, which "states that Halifax Regional Council may expend money for municipal purposes" .

**RECOMMENDATION**

The Special Events Advisory Committee recommends Audit and Finance Standing Committee recommend to Halifax Regional Council:

**Recommendation continued on page 2**

1. Approve an increase to the 2014/15 gross operating budget in the amount of \$313,057 with funding as withdrawal from Marketing Levy Special Events Reserve (MLSER), Q315 as detailed in the Financial Implications section of this report.

### **BACKGROUND**

The Special Events Advisory Committee (SEAC) oversees the HRM event grant process. As part of this process SEAC makes recommendations to Regional Council for event grants that are funded out of the Marketing Levy Special Event Reserve (MLSER). Due to the amount of the 2014/15 MLSER event grants, SEAC is required to request an increase to the MLSER budget for 2014/15.

### **DISCUSSION**

The approved 2014/15 MLSER Q315 Reserve Budget withdrawal amount was \$1,197,443. With the carryover from 2013/14, the available funds are \$1,532,443. However, the current total of events grant from the MLSER for 2014/15 is \$1,510,500. Therefore an increased withdrawal from the MLSER of \$313,057 is needed which requires the approval of the Audit and Finance Standing Committee. SEAC also approved the addition of the Under 21 National Baseball Championships which was not included in the original April 22, 2014 staff report.

### **FINANCIAL IMPLICATIONS**

All recommendations are subject to the availability of MLSER funds.

The 2014/15 MLSER projected contributions and withdrawals are as follows:

Projected Available Funds:

Q315 Reserve Balance March 31, 2014	\$ 327,921
Plus: Marketing Levy budgeted revenue for 2014/15	\$1,200,000
Projected Interest	<u>\$ 4,552</u>
	\$1,532,443

Projected Withdrawals/Commitments:

Less: Previous commitments for 2014/15 funding:	
Operating:	
World Men's Curling Championship Host bid fee	\$ (150,000)
Web.com PGA Tour Stop Host bid fee	\$ (300,000)
2013/14 2 <sup>nd</sup> intake for 2014/15 events	\$ (85,000)
2014/15 Hallmark Event Grants	\$ (390,000)
Cheer Expo	\$ (33,000)
Less: Proposed MLSER Recommendations 2014/15 (page 3)	<u>\$ (552,500)</u>
	\$ 1,510,500
Projected Reserve Balance March 31, 2015	<u>\$ 21,933</u>

Approved Reserve Budget Operating Withdrawals 2014/15	\$1,197,443
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Total requested Hallmark and Special Events withdrawals	<u>\$1,510,500</u>
Increased withdrawal request:	<b>\$ 313,057</b>

The approved 2014/15 Reserve Budget withdrawal amount was \$1,197,443. With the carryover from 2013/14, the available funds are \$1,532,443. As the current total of Hallmark and Special Events is \$1,510,500, an increased withdrawal from reserve of \$313,057 is required.

The 2015/16 MLSER projected contributions and withdrawals are as follows:

Projected Balance March 31, 2015	\$ 21,933
Plus: Marketing Levy projected revenue for 2015/16	\$1,200,000
Less: Previous approvals for 2015/16 funding:	
Web.com PGA Tour Stop Host bid fee (year 2/3)	\$ (300,000)
Less: Proposed MLSER Recommendations 2015/16	
Tall Ships/Feast of the East (Recommendation #3)	<u>\$ (100,000)</u>
Projected Reserve Balance March 31, 2016	<b><u>\$ 821,933</u></b>

Funding for the 2015 Tall Ships/Feast of the East (Recommendation 3) is subject to approval of the 2015/16 budget. Availability of funding from Reserves has been confirmed with accounting.

### **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 identified.

### **ALTERNATIVES**

The Special Events Advisory Committee did not provide an alternative.

### **ATTACHMENTS**

1. April 22, 2014 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'  
  Paul Forrest, Civic Events Coordinator, 490- 6979



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

**Special Events Advisory Committee  
May 14, 2014**

**TO:** Chair and Members of the Special Events Advisory Committee

Original Signed

**SUBMITTED BY:**

\_\_\_\_\_  
Brad Anguish, Director, Community and Recreation Services

**DATE:** April 22, 2014

**SUBJECT: Marketing Levy Special Events Reserve (MLSER) Grant Report 2014**

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### **ORIGIN**

Civic Events Policy and Granting Framework approved by Regional Council on March 27, 2007.

### **LEGISLATIVE AUTHORITY**

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

### **RECOMMENDATION**

It is recommended that the Special Events Advisory Committee recommend that the Audit and Finance Standing Committee recommend that Halifax Regional Council:

1. Approve an increase to the 2014/15 gross Operating budget in the amount of \$281,154 with funding as a withdrawal from Marketing Levy Special Events Reserve (MLSER), Q315 as detailed in the Financial Implications section of this report.
2. Approve 16 MLSER Event Grants for a total of \$520,600 as identified in Table 1 from the 2014/15 Marketing Levy Special Events Reserve (MLSER) (Q315).
3. Pending the approval of the 2015/16 budget, approve 1 MLSER Event Grant for a total of \$100,000 as identified in Table 2 from the 2015/16 Marketing Levy Special Events Reserve (MLSER) (Q315),

## **BACKGROUND**

This report outlines the recommended Marketing Levy Special Events Reserve (MLSER) grant awards from the applications received during the 2014 intake. The MLSER is an operating reserve generated through a hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of supporting event and economic development (the other 60% supports the operation of Destination Halifax).

There were 16 applications for 2014/15 and 1 application for 2015/16 submitted for funding to the Non-Annual Events Program and the Exceptional Circumstances Clause. The Non-Annual Event Program supports large scale infrequent events that have a national/international tourism draw and significant economic impacts locally. The Non-Annual Event Program has three categories:

1. Tourism;
2. Sporting; and
3. Major Civic Celebration events.

The Exceptional Circumstances Clause states that Regional Council may consider requests for funding from the MLSER when requests fall outside the approved policy. In 2013/14, there were 8 events that received funding via the Exceptional Circumstances Clause due to policy restrictions in funding annual events.

A review of the granting framework has been completed in order to address this issue and align the policy to HRM's Event Strategy. As a result, proposed changes to the funding approach will be presented to Regional Council in the coming months for consideration of implementation for the 2015/16 fiscal year.

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 Event Granting Framework and Policy and the MLSER Reserve Business Case.

## **DISCUSSION**

### **Non-Annual Event Grant Program**

To be eligible for funding, events must be non-annual and must fall within one or more of the event programs outlined in Attachment 2. Upon determining eligibility, each event is assessed to determine which, if any, grant program it may qualify for consideration.

Following the review of all applications, the proposed events were placed into 1 of the 3 categories (see Attachment 3):

- Ineligible Events;
- Applications requiring additional information; and
- Eligible Events.

The eligible events were scored using the MLSER Score Sheets to determine if they qualified for a grant award. Events must score 50 or greater in order to qualify for funding. All applications scored 50 points or higher and qualified for grant support (Attachment 4), and have no outstanding financial obligations to HRM. The 2014/15 MLSER proposed funding amounts are displayed in Table 1 and the 2015/16 MSLER proposed funding amounts are displayed in Table 2.

### Exceptional Circumstances Clause

HRM received 9 applications for funding via the Exceptional Circumstance Clause (Attachment 5). All events under the Exceptional Circumstances Clause follow the same scoring process as Non-Annual Events. All applications scored 50 points or higher and qualified for grant support (Attachment 6), and have no outstanding financial obligations to HRM. The 2014/15 Exceptional Circumstances Clause proposed funding recommendations are displayed in Table 1.

<b>Table 1: 2014/15 Proposed Grant Awards – MLSER (Q315)</b>			
<b>Non-Annual Events</b>	<b>Request</b>	<b>Score</b>	<b>Proposed</b>
<b>Sporting Events</b>			
2015 CIS Men’s Hockey Championship	\$150,000	67	\$88,500
2014 Beach Volleyball Canadian Championship	\$100,000	59	\$43,000
Route Halifax Saint Pierre 2014	\$10,000	50	\$2,500
2014 Founder's Cup Jr. B	\$5,000	50	\$1,250
<b>SUBTOTAL</b>	<b>\$265,000</b>		<b>\$135,250</b>
<b>Tourism Events</b>			
Feast of the East (Tall Ships 2015)	\$325,000	77	*\$100,000
Aboriginal Day Live & Celebration	\$100,000	76	\$77,000
<b>SUBTOTAL</b>	<b>\$425,000</b>		<b>\$177,000</b>
<b>Major Civic Celebrations</b>			
Gottingen 250 Festival	\$10,000	63	\$5,100
<b>SUBTOTAL</b>	<b>\$10,000</b>		<b>\$5,100</b>
<b>TOTAL Non-Annual Events</b>	<b>\$700,000</b>		<b>\$317,350</b>
<b>Exceptional Circumstances Events</b>			
Aileen Meagher International Track Classic	\$60,000	57	**\$14,500
Atlantic Fringe Festival	\$20,000	58	\$8,250
Epic Dartmouth	\$137,750	64	**\$45,000
Hal-Con Sci-Fi	\$100,000	64	**\$45,000
Halifax Comedy Fest	\$25,000	53	\$7,750
Holiday Parade of Lights	\$25,000	75	**\$18,000
Multicultural Festival	\$60,000	73	**\$15,000
Nocturne: Art at Night	\$72,500	76	**\$43,000
Word on the Street	\$14,000	61	\$6,750
<b>Total Exceptional Circumstances Events</b>	<b>\$514,250</b>		<b>\$203,250</b>
<b>TOTAL MLSER EVENTS</b>	<b>\$1,214,250</b>		<b>\$520,600</b>

\*Staff recommendation of \$100,000 as per approved Tourism Category capping system.  
 \*\*Amounts to be capped at previous year's funding levels in consideration of SEAC's direction for 2014/15 Hallmark events which was to not surpass 2013/14 funding levels until the new granting framework is in place.

<b>Table 2: 2015/16 Proposed Grant Awards – MLSER (Q315)</b>			
<b>Non-Annual Events</b>	<b>Request</b>	<b>Score</b>	<b>Proposed</b>
<b>Tourism Events</b>			
Feast of the East (Tall Ships 2015)	\$590,000	77	*\$100,000
<b>SUBTOTAL</b>	<b>\$590,000</b>		<b>\$100,000</b>
<b>TOTAL MLSER EVENTS</b>	<b>\$590,000</b>		<b>\$100,000</b>

\*Staff recommendation of \$100,000 as per approved Tourism Category capping system.

**FINANCIAL IMPLICATIONS**

All recommendations are subject to the availability of MLSER funds.

The 2014/15 MLSER projected contributions and withdrawals are as follows:

Projected Available Funds:

Q315 Reserve Balance March 31, 2014	\$ 327,921
Plus: Marketing Levy budgeted revenue for 2014/15	\$1,200,000
Projected Interest	\$ 4,552
	<u>\$1,532,443</u>

Projected Withdrawals/Commitments:

Less: Previous commitments for 2014/15 funding:	
Capital (previously approved):	
2014/15 Civic Events Equipment & Infrastructure	\$ (50,000)
Operating:	
World Men's Curling Championship Host bid fee	\$ (150,000)
Web.com PGA Tour Stop Host bid fee	\$ (300,000)
2013/14 2 <sup>nd</sup> intake for 2014/15 events	\$ (85,000)
2014/15 Hallmark Event Grants	\$ (390,000)
Cheer Expo	\$ (33,000)
Less: Proposed MLSER Recommendations 2014/15 (page 3)	<u>\$ (520,600)</u>
	<u>\$1,528,600</u>
Projected Reserve Balance March 31, 2015	<u>\$ 3,873</u>

Total Projected Withdrawals/Commitments	\$1,528,600
Less: 2014/15 Civic Events Equipment (previously approved)	<u>\$ (50,000)</u>
	\$1,478,597

Approved Reserve Budget Operating Withdrawals 2014/15	\$1,197,443
Total requested Hallmark and Special Events withdrawals	<u>\$1,478,597</u>
Increased withdrawal request:	<b>\$ 281,154</b>

The approved 2014/15 Reserve Budget withdrawal amount was \$1,197,443. With the carryover from 2013/14, the available funds are \$1,532,443. As the current total of Hallmark and Special Events is \$1,478,597, an increased withdrawal from reserve of \$281,154 is required.

The 2015/16 MLSER projected contributions and withdrawals are as follows:

Projected Balance March 31, 2015	\$ 3,873
Plus: Marketing Levy projected revenue for 2015/16	\$1,200,000
Less: Previous approvals for 2015/16 funding:	
Web.com PGA Tour Stop Host bid fee (year 2/3)	\$ (300,000)
Less: Proposed MLSER Recommendations 2015/16	
Tall Ships/Feast of the East (Recommendation #3)	\$ (100,000)
Projected Reserve Balance March 31, 2016	<b><u>\$ 803,873</u></b>

Funding for the 2015 Tall Ships/Feast of the East (Recommendation 3) is subject to approval of the 2015/16 budget. Availability of funding from Reserves has been confirmed with accounting.

### **COMMUNITY ENGAGEMENT**

The Special Events Advisory Committee includes members of the public.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

1. SEAC may choose to recommend that Halifax Regional Council not approve the recommendations as outlined.
2. SEAC may choose to recommend that Halifax Regional Council amend the proposed grant award pending budget capacity.

### **ATTACHMENTS**

- Attachment 1: Grant Application and Evaluation Process
- Attachment 2: Event Programs & Categories
- Attachment 3: Non Eligible & Eligible Events
- Attachment 4: MLSER Sporting/Tourism Score Sheets
- Attachment 5: Exceptional Circumstances Event Information
- Attachment 6: Exceptional Circumstances MLSER Scoring Sheets



A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.html> then choose the appropriate Community Council and 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, Events & Cultural Initiatives, 490-6979  
Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-4387

**Original Signed**

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

**Original Signed**

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

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## Attachment 1 Grant Application and Evaluation Process

There typically are two application intakes for the HRM event grant process. However, for 2014/15 only one application intake was offered. This was a result of the pending revised event grant policy that will be coming forth to Halifax Regional Council during the 2014/15 fiscal. The application 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 communicates receipt of the application. An application reference number is provided.

### **Step Two: Applications Scoring and Presentations**

Applications are reviewed to determine eligibility for the respective grant program. Staff analyzes and scores each application accordingly (eligible events must reach the minimum score to be recommended a grant award). Award recommendations are developed within the allocated budget based on a grant allocation formula and capping system shown in Table 2 (Approved by Regional Council on April 21, 2009). Approved applicants requesting over \$20,000 in funding are contacted and required to make a presentation to the Special Events Advisory Committee.

<b>Event Category</b>	<b>Grant Cap Amount</b>
<b>Hallmark</b>	
• Hallmark	\$100,000
<b>Sport</b>	
• National	\$50,000
• International	\$250,000
<b>Tourism</b>	
• Major	\$100,000
<b>Major Civic Celebrations</b>	
• 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. Both successful and unsuccessful grant applicants are officially notified of Regional Council's motions.

## Attachment 2 Event Programs & Categories

The Reserve Business Case as approved by Regional Council in 2007 acts as the governing document for funding allocations from the Marketing Levy Special Events Reserve (MLSER). The purpose of the Reserve Business Case is to provide funding to attract and host exceptional tourism, culture, and heritage events that are typically national or international in calibre, and that occur on an infrequent basis, where HRM plays a leading and/or hosting role.

The Event Infrastructure Program, as stated in the Reserve Business Case, supports miscellaneous expenses such as maintenance, upgrades, and development of HRM owned and operated event infrastructure (i.e., HRM Float), equipment and sites. This funding program can be valued up to 10% of the MLSER budget in any given budget cycle.

The Civic Event Granting Framework and Policy was also approved by Regional Council in 2007 and guides all decisions respecting the allocation of the MLSER. The following policies were identified for funding and are referred to as the Non-Annual Event Categories:

### Non-Annual Event Categories

- **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, 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.

**Attachment 3  
Non-Eligible & Eligible Events**

**A. *NON-ELIGIBLE EVENTS***

Following the review of the applications, 0 (zero) events were ineligible for grant support.

**B. *APPLICATIONS REQUIRING ADDITIONAL INFORMATION***

Following the review of the applications, 0 (zero) events required additional information.

**C. *ELIGIBLE EVENTS***

Following the review of the applications, 7 events have been identified that are eligible for grant support. These events are listed below as either Non-Qualified Events or Qualified Events.

**a) *Non-Qualified Events***

There may be events which are eligible for funding but do not score enough points to qualify for the respective funding (an application must score the minimum of 50 points to qualify for a grant award recommendation). There were 0 (zero) non-qualified events.

**b) *Qualified Events***

Staff has identified 7 events that are eligible and qualified for grant support. A detailed description of each event is outlined in the following discussion:

***Major Sporting Events***

The following Major Sporting Event applications have been received:

***2015 CIS Men's Hockey Championship***

***Grant requested: \$150,000***

***Grant proposed: \$88,500***

This event is proposed for March 8–15, 2015, at the Halifax Metro Centre. The Canadian Interuniversity Sport (CIS) University Cup is a national championship that features the top 6 university men's hockey teams in Canada. There will be one team from the Western, Ontario, Quebec and Atlantic conferences along with a wild card entry and the host team (St. Francis-Xavier). The event is planning several other events such as an alumni hockey challenge, the Antigonish vs. Halifax minor hockey challenge and a Canadian Armed Forces tournament.

The two semi-final games and the championship game will be broadcasted live nationally on Rogers Sportsnet. Tournament passes for the entire championship are \$119 with discounts for seniors, students, children and the military, and individual game tickets will be under \$20. The estimated total attendance is 40,000 spectators, 200 athletes and 300 volunteers. The event estimates that it will attract 10,000 visitors from outside HRM, but within Nova Scotia, and 1,000 visitors from outside Nova Scotia. An estimated 1,000 room nights will be generated and the overall budget is \$875,000. The predictive Sport Tourism Economic Assessment Model (STEAM) report indicates that the event would have an increase in economic activity in HRM of \$1.2 million with direct spending of \$762,148. As well, 90% of the event's expenses would be spent in HRM with local businesses.

Based on information contained within the application, staff have evaluated 2015 CIS Men's Hockey Championship and identified a score of 67 points out of 100 on the MSLER Scoring Sheet.

***2014 Beach Volleyball Canadian Nationals***

***Grant Requested: \$100,000***

***Grant Proposed: \$43,000***

This event is proposed for August 28-31, 2014, at the Salter Lot, on the Halifax Waterfront. The event will feature Canada's top 32 beach volleyball athletes in both the men's and women's divisions. This is the first time the event has been held outside of Vancouver and Toronto. Ticket prices will be kept under \$20.

Included in the event will be a free clinic with national team athletes at the beach volleyball park in Dartmouth. The estimated total attendance is 10,000 spectators, 32 athletes and 100 volunteers. The event estimates that it will attract 2,000 visitors from outside HRM, but within Nova Scotia, and 500 visitors from outside Nova Scotia. An estimated 250 room nights will be generated and the overall budget is \$475,000.

Based on information contained within the application, staff have evaluated the 2014 Beach Volleyball Canadian Championship and identified a score of 59 points out of 100 on the MSLER.

Of note, in 2012, HRM awarded an event grant of \$114,750 for the FIVB Junior World Championships and in 2013 awarded an event grant of \$75,000 to SandJamin. Each event has been organized by the same event promoter, Sport Entertainment Atlantic (SEA).

***Route Halifax Saint Pierre 2014***

***Grant Requested: \$10,000***

***Grant Proposed: \$2,500***

This event is proposed for July 4-14, 2014, on the Halifax and Dartmouth Waterfronts. The Route Halifax Saint Pierre event is a biennial sailing event that attracts international participation in a 350 mile race across the Atlantic Ocean, Cabot Straits and the French islands of Saint-Pierre and Miquelon. This year's event will mark the seventh running of the race.

The event is free and will include several boats that will be open to the public to view along Bishop's Landing on the Halifax Waterfront. The estimated total attendance is 8,000 spectators, 350 athletes and 100 volunteers. The event estimates that it will attract 800 visitors from outside HRM, but within Nova Scotia, and 200 visitors from outside Nova Scotia. An estimated 2,000 room nights will be generated and the overall budget is \$59,000.

Based on information contained within the application, staff have evaluated the Route Halifax Saint Pierre 2014 and identified a score of 50 points out of 100 on the MSLER Scoring Sheet.

***2014 Founder's Cup Jr. B***

***Grant Requested: \$5,000***

***Grant Proposed: \$1,250***

This event is proposed for August 18-24, 2014, at the Halifax Forum. The Founder's Cup is a national box lacrosse championship for the Junior B division (ages 16-21). One of the event objectives is to build on the success of the 2013 Female Box Lacrosse National Championships to which HRM awarded a grant in the amount of \$2,500.

The event is gated and the ticket price is still to be determined. The estimated total attendance is 12,000 spectators, 250 athletes and 150 volunteers. The event estimates that it will attract 2,000 visitors from outside HRM, but within Nova Scotia, and 4,125 visitors from outside Nova Scotia. An estimated 3,500 room nights will be generated and the overall budget is \$65,000.

Based on information contained within the application, staff have evaluated the 2014 Founder's Cup Jr. B and identified a score of 50 points out of 100 on the MSLER Scoring Sheet.

***Major Tourism Events***

The following Tourism Event applications have been received:

***Feast of the East (Tall Ships 2015)***

***Previous grant: Tall Ships 2012 received \$500,000***

***Grant requested: \$915,000 (\$325,000 for 2014 & \$590,000 for 2015)***

***Grant proposed: \$100,000 for 2014/15 and \$100,000 for 2015/16 (amount restricted by \$100,000 tourism event grant cap amount)***

This one time event is planned for July, 2015, along the Halifax, Dartmouth and Bedford waterfronts. Feast of the East (title and branding to be confirmed) is a new event proposed to take place annually, incorporating Tall Ships in the relevant years but focusing on a broader celebration of Nova Scotia culture. The event plans to be a showcase and celebration of Nova Scotia culture focusing on culinary samplings, crafts, history, musical entertainment and HRM's sea coast communities. The event would include the Tall Ships, Taste of Nova Scotia Food Fare by the Sea, Select Nova Scotia Culinary Stage, the CBC Entertainment Zone, the MacDonald Bridge Picnic, Seaport Farmer's Market Festival and a George's Island Concert. The 2014 request is for the development and implementation of a marketing and media plan as well as a launch event on George's Island.

The majority of the events will be free including entertainment and family friendly events. Some elements of the event such as ship access will require a fee, but fees will be kept as low as possible. The estimated total attendance is 300,000 spectators, 1,000 participants and 500 volunteers. The event estimates that it will attract 42,000 visitors from outside HRM, but within Nova Scotia, and 75,000 visitors from outside Nova Scotia. Over 25,000 room nights would be generated and the overall budget is \$2.3 million. The 2012 Tall Ships event generated a \$10.1 million economic impact which resulted in nearly \$1 million in incremental provincial tax revenue.

Based on information contained within the application, staff have evaluated Feast of the East (Tall Ships 2015) and identified a score of 77 points out of 100 on the MSLER Scoring Sheet.

While standard process is to provide funding in the fiscal year in which an event occurs, Regional Council can consider providing funding in earlier years for event development. Therefore, funding for the Feast of the East can be provided in both the 2014/15 and 2015/16 fiscals if directed. Funding for the 2015/16 event would be pending the budget approval process.

***Aboriginal Day Live & Celebration***

***Grant requested: \$100,000***

***Grant proposed: \$77,000***

This event is proposed for June 21, 2014, along the Halifax Waterfront. Aboriginal Day Live & Celebration travels across Canada and each year there are two host cities, Winnipeg and a twin city. This is the first time Halifax has been chosen as the twin host city (last year it was held in Iqaluit, Nunavut). The event celebrates National Aboriginal Day and showcases aboriginal history and culture in Halifax. There will be 8 wigwams erected along the Halifax Waterfront and the events include lighting of the sacred fire, cultural activities (storytelling, quillwork, canoe making, herbal medicines, culinary samples, dancing and singing) and a major outdoor concert. The concert will be broadcasted live with Winnipeg to over 10 million Canadian households and will feature regional, national and international performers.

The event is free to the public. The estimated total attendance for the Halifax event is 25,000 spectators, 50 participants and 100 volunteers. The event estimates that it will attract 3,500 visitors from outside HRM but within Nova Scotia and 1,500 visitors from outside Nova Scotia. An estimated 2,450 room nights will be generated and the overall budget is \$847,000 for Halifax and \$1.7 million for the overall event. The event's total spend in the Atlantic Region is estimated at \$565,325.

In the past HRM has awarded grants to the 2010 Membertou 400 event (\$100,000), the 2011 Mawi'omi and 2011 Mi'kmaq International Powwow event (\$79,000), and to the Truth and Reconciliation - Atlantic National Event (\$79,000).

Based on information contained within the application, staff have evaluated Aboriginal Day Live & Celebration and identified a score of 76 points out of 100 on the MSLER Scoring Sheet.

***Major Civic Celebrations***

The following Major Civic Celebration application has been received:

***Gottingen 250 Festival***

***Grant requested: \$10,000***

***Grant proposed: \$5,100***

This event is proposed for September 11-14, 2014 and will take place along Gottingen Street, Halifax. The event will commemorate the 250<sup>th</sup> Anniversary of the naming of the Gottingen Region. The festival will feature musical styles which have historic roots in the Gottingen Region on an outdoor stage. There will also be a food market highlighting the many cultural and social groups that make up Gottingen area. The event is free to the public to attend and estimates that 5,000 spectators, 100 participants and 50 volunteers will take part. The event has a budget of \$205,000.

Based on information contained within the application, staff have evaluated and determined a score of 63 points out of 100.



**Attachment 4  
MLSER Sporting/ Tourism Score Sheet**

**2015 CIS Men's Hockey Championship**

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	5/15	Free – 15 Combination – 10 <b>Low Cost – 5</b>
<b>Attendance (Event Size)</b>	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 <b>25, 000 to 49,999 – 9</b> 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 <b>Off Season (Nov. To Mar.) – 9</b>
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/100-200/ <b>200+</b> – 4/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale – 2/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 1/3
<b>Tourism Impact</b> - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – <b>TV, radio, print, online – 4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	15 /20	Number of tourists – 5/8 General Economic Impact – 3/4 Buying local products, equipment, services – 4/4 <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4</b>
<b>Final Total</b>	67/100	

**Request: \$150,000**

**Total points: 67**

**Percentage of grant award proposed: 59%**

**Recommended grant award: \$88,500**

**MLSER Sporting/ Tourism Score Sheet**

**2014 Beach Volleyball Canadian Nationals**

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	6 /15	Less than 10,000 – 3 <b>10,000 to 24,999 – 6</b> 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	3 /9	<b>Prime Season (July to Sept.) – 3</b> Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 3/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale – 3/3 Identity – Physical attributes, heritage – 2/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 1/3
<b>Tourism Impact</b> - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – 4/4 Exposure – <b>TV, radio, print, online</b> – 4/4
<b>Economic Impact</b> - 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 – 3/4 Size/ <b>fiscal management/ appropriateness of budget/</b> low admin O/H – 2/4
<b>Final Total</b>	59/100	

**Request: \$100,000**

**Total points: 59**

**Percentage of grant award proposed: 43%**

**Recommended grant award: \$43,000**

**MLSER Sporting/ Tourism Score Sheet**

**Route Halifax St Pierre 2014**

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

**Request: \$10,000**

**Total points: 50**

**Percentage of grant award proposed: 25%**

**Recommended grant award: \$2,500**

**MLSER Sporting/ Tourism Score Sheet**

**2014 Founders Cup**

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

**Request: \$5,000**

**Total points: 50**

**Percentage of grant award proposed: 25%**

**Recommended grant award: \$1,250**

**MLSER Sporting/ Tourism Score Sheet**

**Feast of the East (Tall Ships 2015)**

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	15 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 <b>Greater than 250,000 – 15</b>
<b>Tourism Period (Seasonality)</b>	3 /9	<b>Prime Season (July to Sept.) – 3</b> Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – <b>Prov./Fed./Corp./Comm.– 4/4</b> Volunteers – 0-50/50-100/100-200/ <b>200+</b> – <b>4/4</b> Experience – Track record in Halifax – <b>4/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM’s Identity - Culture - Diversity	8 /12	Legacy – Appropriateness, scale – <b>3/3</b> Identity – Physical attributes, heritage – <b>3/3</b> Culture – Innovative/creative, diverse – <b>1/3</b> Diversity – Inclusive – <b>1/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – <b>4/4</b> Exposure – TV, <b>radio, print, online</b> – <b>3/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	19 /20	Number of tourists – <b>8/8</b> General Economic Impact – <b>4/4</b> Buying local products, equipment, services – <b>3/4</b> <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4</b>
<b>Final Total</b>	77/100	

**Request: \$325,000 for 2014 & \$590,000 for 2015 (\$915,000 total)**

**Total points: 77**

**Percentage of grant award proposed: 79%**

**Calculated grant award: \$256,750 for 2014/15 & \$466,100 for 2015/16**

**Recommended grant award: \$100,000\* for 2014/15 & \$100,000\* for 2015/16**

**\*Staff recommendation as per the grant cap amount of \$100,000 for Tourism events**

**MLSER Sporting/ Tourism Score Sheet**

**Aboriginal Day Live & Celebration**

<b>Criteria</b>	<b>Score</b>	<b>Values</b>
<b>Free or low costs (if gated)</b>	15/15	<b>Free – 15</b> Combination – 10 Low Cost – 5
<b>Attendance (Event Size)</b>	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 <b>25, 000 to 49,999 – 9</b> 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	6 /9	Prime Season (July to Sept.) – 3 <b>Shoulder Season (Apr. – June &amp; Oct.) – 6</b> Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 3/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	12 /12	Legacy – Appropriateness, scale – 3/3 Identity – Physical attributes, heritage – 3/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – <b>TV, radio, print, online – 4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – 5/8 General Economic Impact – 3/4 Buying local products, equipment, services – 2/4 <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4</b>
<b>Final Total</b>	76/100	

**Request: \$100,000**

**Total points: 76**

**Percentage of grant award proposed: 77%**

**Recommended grant award: \$77,000**

MLSER Major Civic Celebrations Scoring Sheet

Gottingen 250

Criteria	Score	Values
<b>Significant Community Celebration</b> Reflects Policy 3 of the Granting Framework and Section 5 of the MLSER Business Case	25/25	<b>High – 25</b> Medium – 15 Low – 10
<b>Free or low costs</b> <b>Gated vs. Non-Gated</b>	15 /15	<b>Free – 15</b> Comb ination – 10 Low Cost – 5
<b>Attendance (Event Size)</b>	2 /10	<b>less than 10,000 – 2</b> 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>	2 /8	greater than 75% – 8 greater than 50% – 6 25 % to 50% – 4 <b>less than 25% – 2</b>
<b>Tourism Period (Seasonality)</b>	3 /10	Off Season (Jan. To Mar.) – 10 Shoulder Season (Apr.-June & Oct-Dec) – 6 <b>Prime Season (July to Sept.) – 3</b>
<b>Geographic Distribution</b>	3 /10	<b>Urban – 3</b> Mixed – 6 Rural – 10
<b>Financial Support</b>	6 /6	<b>Provincial Government – 1.5</b> <b>Federal Government – 1.5</b> <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	3 /6	<b>Traditional, attractiveness, image, cultural awareness raising, publicity – 1.5</b> Recurring – N/A <b>Associated with HRM’s identity – 1.5</b> Raises HRM’s profile globally – N/A
<b>Business Case</b> - Economic Impact - Budget Breakdown <b>ROI Information</b> - local investment and HST spin-off	4 /10	Local expenditures including rental equipment and talent.
<b>Final Total</b>	63/100	

**Request: \$10,000**

**Total points: 63**

**Percentage of grant award proposed: 51%**

**Recommended grant award: \$5,100**

### Attachment 5: Exceptional Circumstances Event Information

The following information was extracted from the 9 applications received by HRM:

1. **Aileen Meagher International Track Classic**

*2013 MLSER Grant:* \$14,500

*2014 Grant requested:* \$60,000

*2014 Grant proposed:* \$14,500

The event is scheduled for June 14, 2014, at Saint Mary's University, Halifax. The event is 1 of 5 National Track League competitions and includes youth, masters and wheelchair events.

The event is gated with an entry fee of \$10 for adults and \$5 for children/ seniors, and free groups of tickets are given to elementary schools. The event estimates that it will attract 500 spectators, 200 athletes and 125 volunteers. The event estimates that 520 tourists from outside HRM but within the province will attend. In addition, 200 tourists from outside Nova Scotia will attend with 260 proposed room nights. The proposed budget is \$173,750.

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 on the MSLER Scoring Sheet.

2. **Atlantic Fringe Festival**

*2013 MLSER Grant:* \$14,500

*2014 Grant requested:* \$20,000

*2014 Grant proposed:* \$8,250

This event is scheduled for August 28 - September 8, 2014, at various venues across the Halifax Peninsula (i.e. Neptune Theatre, Bus Stop Theatre). The festival allows artists to create original theatre works and perform them to the public on a first come, first serve basis.

The event has a mix of free and gated events with the ticket prices ranging from \$1 to \$10 per show. There are also public school performances. The festival estimates that it will attract 20,000 spectators, 300 participants and 150 volunteers. 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.

Based on information contained within the application, staff have evaluated the Atlantic Fringe Festival and identified a score of 58 points out of 100 on the MSLER Scoring Sheet.



3. **Epic Dartmouth**

*2013 MLSE Grant:* \$45,000

*2014 Grant requested:* \$137,750

*2014 Grant proposed:* \$45,000

This triathlon event is scheduled for June 25-June 30, 2014, at Lake Banook, Dartmouth, with the cycling portion of the race through Eastern HRM to Musquodoboit Harbour. The triathlon has varying distances and race categories and partners with Canoe Kayak Canada Atlantic Division, Swim Nova Scotia, Run Nova Scotia and Triathlon Nova Scotia. The 2014 event will include the Epic Canadian (a family-friendly 5/10km walk/run) and the Epic Kids triathlon (the largest ever held in Eastern Canada).

The event is free to spectators and competitors pay a cost recovery fee to participate, (approximately \$200.00). The event estimates that it will attract 15,000 spectators, 2,500 participants and 450 volunteers. The event estimates that 1,000 tourists from outside HRM, but within the province, and 650 tourists from outside Nova Scotia will attend. The event estimates it will generate 250 room nights and the proposed budget for 2014 is \$415,000.

Based on information contained within the application, staff have evaluated Epic Dartmouth and identified a score of 64 points out of 100 on the MSLER Scoring Sheet.

4. **Hal-Con Sci-Fi**

*2013 MLSE Grant:* \$45,000

*2014 Grant requested:* \$100,000

*2014 Grant proposed:* \$45,000

This event is scheduled for November 7-9, 2014, at the World Trade and Convention Centre. Hal-Con is a three day science fiction and fantasy festival which aims to provide a family environment that is designed to inspire creativity, acceptance, imagination and fun.

The festival is gated with varying admission levels. A single day fee is \$20-\$35, the weekend rate is \$60-\$70 and the VIP entry fee is \$200. The event also offers numerous free smaller events throughout the year. The event estimates that it will attract 6,000 spectators, 500 participants and 250 volunteers. The event estimates that 4,000 tourists from outside HRM, but within the province, and 2,000 tourists from outside Nova Scotia will attend. The event also estimates that 750 room nights will be sold and the proposed budget is \$650,000.

Based on information contained within the application, staff have evaluated Hal-Con Sci-Fi and identified a score of 64 points out of 100 on the MSLER Scoring Sheet.

5. **Halifax Comedy Fest**

**2013 MLSER Grant:** \$25,000

**2014 Grant requested:** \$25,000

**2014 Grant proposed:** \$7,750

This event is scheduled for April 23-26, 2014, 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 is gated with entry fees ranging from \$20-\$45 for regular shows and a \$20 fee for the charity fundraiser event. The event estimates that it will attract 5,000 spectators, 40 comedians and 25 volunteers. The event estimates that 1,000 tourists from outside HRM but within the province and 500 tourists from outside Nova Scotia will attend. The event also estimates that it will generate 500 room nights and the proposed budget is \$205,000.

Based on information contained within the application, staff have evaluated the Halifax Comedy Fest and identified a score of 53 points out of 100 on the MLSER Scoring Sheet.

6. **Holiday Parade of Lights**

**2013 MLSER Grant:** \$18,000

**2014 Grant requested:** \$25,000

**2014 Grant proposed:** \$18,000

This event is scheduled for November 15, 2014, through downtown Halifax. This parade is the largest in Halifax and it partners with Feed Nova Scotia to collect donations of cash and food along the route.

This event is free to the public and estimates it will attract 110,000 spectators, 2,500 participants and 110 volunteers. The event estimates that 22,000 tourists from outside HRM but within the province and 2,000 tourists from outside Nova Scotia will attend. The event also estimates that 2,000 room nights will be sold and the proposed budget is \$202,000.

Based on information contained within the application, staff have evaluated the Halifax Comedy Fest and identified a score of 75 points out of 100 on the MLSER Scoring Sheet.

7. **Multicultural Festival**

**2013 MLSER Grant:** \$15,000

**2014 Grant requested:** \$60,000

**2014 Grant proposed:** \$15,000

This event is scheduled for June 15–22, 2014, at the Halifax Seaport, Alderney Landing and downtown Halifax. 2014 marks the 30<sup>th</sup> Anniversary of the Multicultural Festival. The festival site combines professional and amateur performances on three stages and includes a food pavilion, children's pavilion and a cultural pavilion. The 30<sup>th</sup> Anniversary event has 3 new components planned- the Diversity Parade through downtown Halifax, the Alderney Landing Concert and the Portland Street Party in Dartmouth.

The festival is gated with an entry fee of \$7 for adults, \$6 for seniors/students and free for children 12 years and under. The Diversity Parade and Portland Street Party will be free to the public and the Alderney Concert will be gated with an entry fee to be determined. The event estimates that it will attract 60,000 spectators, 3,000 participants and 900 volunteers. The event estimates that 10,000 tourists from outside HRM, but within the province, and 4,500 tourists from outside Nova Scotia will attend. The festival estimates that 400 room nights will be generated and the proposed budget is \$800,000.

Based on information contained within the application, staff have evaluated the Multicultural and identified a score of 73 points out of 100 on the MSLER Scoring Sheet.

8. **Nocturne: Art at Night**

**2013 MLSER Grant:** \$43,000

**2014 Grant requested:** \$72,500

**2014 Grant proposed:** \$43,000

This event is scheduled for Saturday, October 16, 2014, 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 is free to the public to attend and estimates that it will attract 30,000 spectators, 300 participants and 150 volunteers. The event estimates that 3,500 tourists from outside HRM, but within the province, and 1,700 tourists from outside Nova Scotia will attend. The event also estimates that it will generate 700 room nights and the proposed budget is \$254,000.

Based on information contained within the application, staff have evaluated Nocturne: Art at Night and identified a score of 76 points out of 100 on the MSLER Scoring Sheet.

9. **Word on the Street**

**2013 MLSER Grant:** \$8,000

**2014 Grant requested:** \$14,000

**2014 Grant proposed:** \$6,750

This event is scheduled for Sunday, September 21, 2014, on the Halifax Waterfront. The Word on the Street is an annual one-day literary festival that takes place on the third Sunday of September in conjunction with other Word on the Street host cities. The event celebrates reading and writing, promotes Atlantic and Canadian writers, poets, books, and magazines, and raises awareness about literacy issues in Atlantic Canada.

The event is free to the public to attend and estimates that it will attract 13,000 spectators, 100 participants and 80 volunteers. The event estimates that 3,000 tourists from outside HRM but within the province and 750 tourists from outside Nova Scotia will attend the festival. The event also estimates that it will generate 150 room nights and the estimated budget is \$150,000.

Based on information contained within the application, staff have evaluated Word on the Street and identified a score of 61 points out of 100 on the MSLER Scoring Sheet.

**Attachment 6: Exceptional Circumstances MLSER Scoring Sheets**

**MLSER Sporting/ Tourism Score Sheet**

**Applicant:** Aileen Meagher International Track Classic

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	3 /15	<b>Less than 10,000 – 3</b> 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	6 /9	Prime Season (July to Sept.) – 3 <b>Shoulder Season (Apr. – June &amp; Oct.) – 6</b> Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 3/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage – 1/3 Culture – Innovative/creative, diverse – 1/3 Diversity – Inclusive – 3/3
<b>Tourism Impact</b> - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, <b>radio, print, online</b> – 3/4
<b>Economic Impact</b> - 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 <b>Size/ fiscal management/</b> appropriateness of budget/ low admin O/H – 3/4
<b>Final Total</b>	57/100	

**Request: \$60,000**

**Total points: 57**

**Percentage of grant award proposed: 39%**

**Calculated grant award: \$23,400**

**Recommended grant award: \$14,500**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Atlantic Fringe Festival

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	6 /15	Less than 10,000 – 3 <b>10,000 to 24,999 – 6</b> 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	3 /9	<b>Prime Season (July to Sept.) – 3</b> Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 3/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - 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
<b>Tourism Impact</b> - HRM Exposure - Reputation	5 /8	Reputation –Event delivery – 3/4 Exposure – TV, radio, <b>print, online</b> – 2/4
<b>Economic Impact</b> - 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 <b>Size/ fiscal management/</b> appropriateness of budget/ low admin O/H – 2/4
<b>Final Total</b>	58/100	

**Request: 20,000**

**Total points: 58**

**Percentage of grant award proposed: 41%**

**Recommended grant award: \$8,250**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Epic Dartmouth

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	6 /15	Less than 10,000 – 3 <b>10,000 to 24,999 – 6</b> 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	3 /9	<b>Prime Season (July to Sept.) – 3</b> Shoulder Season (Apr. – June & Oct.) – 6 Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	6 /9	Urban – 3 <b>Mixed – 6</b> Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 3/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 4/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - 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
<b>Tourism Impact</b> - HRM Exposure - Reputation	6 /8	Reputation –Event delivery – 3/4 Exposure – TV, <b>radio, print, online</b> – 3/4
<b>Economic Impact</b> - 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 <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H</b> – 4/4
<b>Final Total</b>	64/100	

**Request: \$137,750**

**Total points: 64**

**Percentage of grant award proposed: 53%**

**Calculated grant award: \$73,007**

**Recommended grant award: \$45,000**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Hal-Con Sci-Fi

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free – 15 <b>Combination – 10</b> Low Cost – 5
<b>Attendance (Event Size)</b>	3 /15	<b>Less than 10,000 – 3</b> 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	9 /9	Prime Season (July to Sept.) – 3 Shoulder Season (Apr. – June & Oct.) – 6 <b>Off Season (Nov. To Mar.) – 9</b>
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Prov./Fed./Corp./Comm. – <b>2/4</b> Volunteers – 0-50/50-100/100-200/ <b>200+</b> – <b>4/4</b> Experience – Track record in Halifax – <b>3/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage – <b>1/3</b> Culture – Innovative/creative, diverse – <b>3/3</b> Diversity – Inclusive – <b>3/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – <b>3/4</b> Exposure – <b>TV, radio, print, online – 4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	14 /20	Number of tourists – <b>4/8</b> General Economic Impact – <b>3/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4</b>
<b>Final Total</b>	64/100	

**Request: \$100,000**

**Total points: 64**

**Percentage of grant award proposed: 53%**

**Calculated grant award: \$53,000**

**Recommended grant award: \$45,000**



**MLSER Sporting/ Tourism Score Sheet**

Applicant: Halifax Comedy Fest

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	5/15	Free – 15 Combination – 10 <b>Low Cost – 5</b>
<b>Attendance (Event Size)</b>	3 /15	<b>Less than 10,000 – 3</b> 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	6 /9	Prime Season (July to Sept.) – 3 <b>Shoulder Season (Apr. – June &amp; Oct.) – 6</b> Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – <b>Prov./Fed./Corp./Comm.</b> – 4/4 Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 1/4 Experience – Track record in Halifax – <b>4/4</b>
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	7 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage – <b>2/3</b> Culture – Innovative/creative, diverse – <b>2/3</b> Diversity – Inclusive – <b>1/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	8 /8	Reputation –Event delivery – <b>4/4</b> Exposure – <b>TV, radio, print, online</b> – <b>4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	12 /20	Number of tourists – <b>4/8</b> General Economic Impact – <b>3/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> Size/ <b>fiscal management/ appropriateness of budget/</b> low admin O/H – <b>2/4</b>
<b>Final Total</b>	53/100	

**Request: \$25,000**

**Total points: 53**

**Percentage of grant award proposed: 31%**

**Recommended grant award: \$7,750**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Holiday Parade of Light

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

**Request: \$25,000**

**Total points: 75**

**Percentage of grant award proposed: 75%**

**Calculated grant award: \$18,750**

**Recommended grant award: \$18,000**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Multicultural Festival

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	10/15	Free –15 <b>Combination –10</b> Low Cost –5
<b>Attendance (Event Size)</b>	12 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 25, 000 to 49,999 – 9 <b>50,000 to 249,999 – 12</b> Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	6 /9	Prime Season (July to Sept.) – 3 <b>Shoulder Season (Apr. – June &amp; Oct.) – 6</b> Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/100-200/ <b>200+</b> – 4/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	10 /12	Legacy – Appropriateness, scale, etc. – <b>2/3</b> Identity – Physical attributes, heritage – <b>2/3</b> Culture – Innovative/creative, diverse – <b>3/3</b> Diversity – Inclusive – <b>3/3</b>
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – $\frac{3}{4}$ Exposure – <b>TV, radio, print, online – 4/4</b>
<b>Economic Impact</b> - Spectators from outside HRM - Local expenditures - Employment - Budget	13 /20	Number of tourists – <b>4/8</b> General Economic Impact – <b>3/4</b> Buying local products, equipment, services, etc. – <b>3/4</b> <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4</b>
<b>Final Total</b>	74/100	

**Request: \$60,000**

**Total points: 73**

**Percentage of grant award proposed: 71%**

**Calculated grant award: \$42,600**

**Recommended grant award: \$15,000**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Nocturne: Art at Night

Criteria	Score	Values
<b>Free or low costs (if gated)</b>	15/15	<b>Free – 15</b> Combination – 10 Low Cost – 5
<b>Attendance (Event Size)</b>	9 /15	Less than 10,000 – 3 10,000 to 24,999 – 6 <b>25, 000 to 49,999 – 9</b> 50,000 to 249,999 – 12 Greater than 250,000 – 15
<b>Tourism Period (Seasonality)</b>	6 /9	Prime Season (July to Sept.) – 3 <b>Shoulder Season (Apr. – June &amp; Oct.) – 6</b> Off Season (Nov. To Mar.) – 9
<b>Primary Event Location</b>	3 /9	<b>Urban – 3</b> Mixed – 6 Rural – 9
<b>Event Sustainability</b> - Partnership Support - Volunteers - Event delivery experience	11 /12	Partnership support – <b>Prov./Fed./Corp./Comm. – 4/4</b> Volunteers – 0-50/50-100/ <b>100-200/200+</b> – 3/4 Experience – Track record in Halifax – 4/4
<b>Community Engagement</b> - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	12 /12	Legacy – Appropriateness, scale, etc. – 3/3 Identity – Physical attributes, heritage – 3/3 Culture – Innovative/creative, diverse – 3/3 Diversity – Inclusive – 3/3
<b>Tourism Impact</b> - HRM Exposure - Reputation	7 /8	Reputation –Event delivery – 3/4 Exposure – <b>TV, radio, print, online – 4/4</b>
<b>Economic Impact</b> - 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 <b>Size/ fiscal management/ appropriateness of budget/ low admin O/H – 4/4</b>
<b>Final Total</b>	76/100	

**Request: \$72,500**

**Total points: 76**

**Percentage of grant award proposed: 77%**

**Calculated grant award: \$55,825**

**Recommended grant award: \$43,000**

**MLSER Sporting/ Tourism Score Sheet**

Applicant: Word on the Street

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

**Request: \$14,000**

**Total points: 61**

**Percentage of grant award proposed: 47%**

**Calculated grant award: \$6,580**

**Recommended grant award: \$6,750**