

SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES

March 19, 2014

PRESENT: Councillor Brad Johns, Chair  
Councillor Barry Dalrymple  
Councillor David Hendsbee  
Mr. Leon N'Da  
Mr. Stuart Joliffe  
Mr. Tom Boyd  
Mr. Jeff Ransome  
Mr. Gary Sandover

REGRETS: Ms. Laurie Sauers

STAFF: Ms. Elizabeth Taylor, Manager Events and Cultural Initiatives  
Mr. Paul Forrest, Coordinator, Civic Events  
Mr. Quentin Hill, Legislative Assistant

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**1. CALL TO ORDER**

The Chair called the meeting to order at 12:35 p.m. in Halifax Hall, 1841 Argyle Street, Halifax.

**2. APPROVAL OF MINUTES – February 20, 2014**

**MOVED by Mr. Joliffe, seconded by Mr. Boyd that the February 20, 2014 minutes be approved as presented. MOTION PUT AND PASSED.**

**3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS**

Additions: 8.1 Councillor Johns – SEAC Committee Composition  
8.2 Councillor Dalrymple – 2014 Canadian Baseball Championships  
6.3.4 Atlantic Film Festival

Mr. Paul Forrest, Coordinator Civic Events advised that the presentations would be held slightly different than the agenda indicated and in the following order:

- Halifax Pride Festival
- Atlantic Film Festival
- Halifax Jazz Fest
- Cheer Expo 2015

**MOVED by Mr. Joliffee, seconded by Mr. Sandover that the agenda be approved as amended. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**6. CORRESPONDENCE, PETITIONS & DELEGATIONS**

**6.1 Correspondence - None**

**6.2 Petitions - None**

**6.3 Delegations**

**6.3.1 Halifax Pride Festival**

A copy of the Halifax Pride Festivals presentation and budget were before the Committee.

Ms. Ramona Westgate gave the presentation of the event. The request is for \$30,000 from HRM. Ms. Westgate then responded to questions from the Committee and provided the following information/clarification:

- 4<sup>th</sup> largest Pride Festival in Canada.
- 100,000 visitors to the region from outside of HRM
- 1000 + room nights over 10 day span.
- Event is debt free
- Majority of events are accessible
- Run by volunteers with no paid staff.
- Drug and alcohol free zone with an addiction recovery area; partnered with Addiction services.

Councillor Johns thanked Ms. Westgate for the presentation and information provided. He advised her that staff would contact them once the Committee had made a decision.

### **6.3.2 Atlantic Film Festival**

A copy of the Atlantic Film Festival presentation and budget were before the Committee.

Mr. Wayne Carter and Ms. Rose Zack gave the presentation of the event. The request is for \$50,000 from HRM. Mr. Carter and Ms. Zack then responded to questions from the Committee and provided the following information/clarification:

- Festival will be held from September 11– 18, 2014.
- 2013 had highest attendance at Outdoor Film Experience with 10,500 estimated in attendance.
- All outdoor film experience event screenings are free.
- 250+ volunteers with 3000 volunteer hours.
- Work underway to expand regional marketing and advertising to other Maritime Provinces.

Councillor Johns thanked Ms. Zack and Mr. Carter for their presentation and information provided. He advised that staff would be in contact with them once the Committee had made a decision.

### **6.3.3 Halifax Jazz Festival**

A copy of the Halifax Jazz Festival presentation and budget were before the Committee

Ms. Heather Gibson gave the presentation of the event. The request from HRM is \$50,000 to be used towards operating expenses for the festival and only representing 4% of the total operating budget. Ms. Gibson then responded to questions from the Committee and provided the following information/ clarification:

- 2013 saw over 51,000 attendees

- 87 concerts in total and 44 of those were free to the public
- Earned revenue provides 81% of operating budget
- 23% increase in ticket sales over 2012
- Festival presented 446 musicians from around the world

Councillor Johns thanked Ms. Gibson for the presentation and information provided. He advised that staff would be in contact with her once the Committee had made a decision.

#### **6.3.4 Cheer Expo**

A copy of the Cheer Expo 2015 presentation and budget were before the Committee.

In agreement, the Committee decided to move to deal with this item under 7.1.2 and move it up on the agenda as the next order of business.

#### **7.1.2 Cheer Expo 2015**

A staff report dated February 24, 2014 was before the Committee.

Mr. Forrest advised that the Cheer Expo is a for profit event. He noted that St. John New Brunswick has made them an offer to host the event there. He added that it would generate a significant number of hotel room nights and supports HRM owned infrastructure. Mr. Forrest stated that the group would like to stay in HRM, but would need to move if HRM could not match the offer from New Brunswick.

Mr. Joliffe advised that it is a big event and does provide economic impact during a shoulder season. He added that it would generate a significant amount of hotel room rentals.

Councillor Hendsbee stated that he felt it was important to support the event as it involved young women in activities and he was impressed with the number of attendees to the event. He added that there is a big economic spinoff by keeping the event in HRM.

Mr. Ransome raised concern that by supporting the event, the Committee would be supporting a for profit business bringing an event to HRM. He cautioned that supporting the event would encourage other for profit events to come and request funding.

Councillor Dalrymple indicated he was not pleased at how the application came forward, however he added that the event is a large scale event and the STEAM report figures show that it is an important event for HRM to host during a relatively slow season. He questioned if the Committee should suggest a grant somewhere in between staff's recommendation and the requested grant.

Further discussion ensued. The Committee agreed that there was economic value in providing the requested grant of up to \$33,000 in order to retain the event for at least the current year as it is a large scale event and is held during a seasonally slow tourism period.

**MOVED by Mr. Joliffe, seconded by Councillor Hendsbee that Special Events Advisory Committee request staff to work with Cheer Expo to award a grant total of up to \$33,000 that will ensure the event stays in HRM at least for the current year. MOTION PUT AND PASSED.**

The applicant indicated that in order to retain the event in HRM, an event grant matching the exact difference in offer from Saint John New Brunswick would be required. The Committee agreed that there was economic value in providing the requested grant of \$33,000 in order to retain the event for at least the current year.

**MOVED by Mr. Joliffe, seconded by Councillor Hendsbee that the Special Events Advisory Committee recommends Halifax Regional Council:**

- 1. Approve an event grant from the 2014/15 Marketing Levy Special Events Reserve (MLSER). Q315, in the amount of \$33,000 to fund Cheer Expo 2015.**

**MOTION PUT AND PASSED.**

## **7. REPORTS**

### **7.1 Staff**

#### **7.1.1 Hallmark Event Grants 2014**

A staff report dated January 22, 2014 was before the Committee.

Mr. Paul Forrest, Coordinator, Civic Events, presented the report then responded to questions from Members of the Committee.

The Committee did not agree with the staff recommendation to increase the grant awards for three Hallmark Events, Royal Nova Scotia International Tattoo Festival, Halifax International Buskers Festival and the Halifax Jazz Festival based on increased event costs. The Committee agreed to vote on each event separately.

#### Royal Nova Scotia International Tattoo

**MOVED by Mr. Ransome, seconded by Mr. Joliffe that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$90,000 to the Royal Nova Scotia International Tattoo.**

**MOTION PUT AND PASSED.**

Blue Nose International Marathon

**MOVED by Mr. Joliffe, seconded by Mr. Ransome that the Special Events Advisory Committee recommend that Halifax Regional Council approve an award of \$60,000 to the Bluenose International Marathon as outlined in the January 22, 2014 staff report. MOTION PUT AND PASSED.**

Halifax International Busker Festival

**MOVED by Mr. Ransome, seconded by Mr. Joliffe that the Special Events Advisory Committee recommend approval of \$50,000 to the Halifax International Busker Festival. MOTION PUT AND PASSED.**

Atlantic Jazz Festival

**MOVED by Mr. Ransome, seconded by Mr. Richardson that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Jazz Festival as outlined in the January 22, 2014 staff report. MOTION PUT AND PASSED.**

Atlantic Film Festival

**MOVED by Mr. Joliffe, seconded by Mr. Ransome that the Special Events Advisory Committee recommend approval of \$40,000 to the Atlantic Film Festival as outlined in the January 22, 2014 staff report. MOTION PUT AND PASSED.**

Halifax Pride Festival

**MOVED by Mr. Joliffe, seconded by Mr. Ransome that the Special Events Advisory Committee approve an award of \$30,000 to the Halifax Pride Festival.**

Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament

**MOVED by Mr. Joliffe, seconded by Councillor Hendsbee that the Special Event Advisory Committee approve an award of \$25,000 to the Shearwater East Dartmouth Minor Hockey Association International Hockey Tournament as outlined in the January 22, 2014 staff report. MOTION PUT AND PASSED.**

Scotia Festival of Music

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that the Special Events Advisory Committee approve an award of \$15,000 to the Scotia Festival of Music. MOTION PUT AND PASSED.**

Halifax Pop Explosion

**MOVED by Mr. Joliffe, seconded by Mr. Ransome that the Special Events Advisory Committee approve an award of \$40,000 to the Halifax Pop Explosion, on the condition a free all ages concert is held or the grant will be lowered to \$25,000.**

**MOTION PUT AND PASSED.**

Discussion ensued with a motion then put forward including amended award amounts as follows:

**MOVED by Councillor Dalrymple, seconded by Mr. Joliffe, that Halifax Regional Council approve the renewal of nine (9) Hallmark Event grants from the 2013/14 Marketing Levy Special Events Reserve (Q315) for a total of \$390,000, as listed below and subject to budget implications section of the January 17, 2013 report:**

**\$90,000 to the Royal Nova Scotia International Tattoo;  
\$60,000 to the Bluenose International Marathon;  
\$50,000 to the Halifax International Busker Festival;  
\$40,000 to the Halifax Jazz Festival;  
\$40,000 to the Atlantic Film Festival;  
\$30,000 to the Halifax Pride Festival;  
\$25,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament;  
\$40,000 to the Halifax Pop Explosion, on the condition a free all ages concert is held or the grant will be lowered to \$25,000;  
\$15,000 to the Scotia Festival of Music**

**MOTION PUT AND PASSED.**

**7.1.2 Cheer Expo 2015**

This item was dealt with earlier in the meeting. See page 5.

**8. ADDED ITEMS**

**8.1 Councillor Johns – SEAC Committee Composition**

Councillor Johns noted that there were a number of positions that were on the Committee and had not been replaced since their recent vacancies. He noted that the Halifax Chamber and Greater Halifax Partnership were former members and no longer wished to participate. He felt that the Committee should think of and recommend relevant industries to be involved on the Committee.

Mr. Joliffe suggested that the Restaurant Association and the Halifax Chamber should be approached to join the Committee.

Councillor Hendsbee suggested that some of the smaller bed and breakfast associations should also be considered.

Councillor Johns advised that he would work with staff and look at how to move the process forward.

## **8.2 Councillor Dalrymple – 2014 Canadian National Baseball Championships**

Councillor Dalrymple requested the Committee consider a late application from the Dartmouth Junior Baseball Association who are hosting the 2014 Canadian National Baseball Championship. He noted that the Association were confused with the grant deadlines and thought there was a second date to submit. Councillor Dalrymple noted that there would be a fairly strong economic impact for the city for this event to happen.

**MOVED by Councillor Dalrymple, seconded by Councillor Hendsbee that the Special Events Advisory Committee to allow staff to review and evaluate the late submission from the Dartmouth Junior Baseball Association to host the 2014 Canadian National Baseball Championship. MOTION PUT AND PASSED.**

## **9. NEXT MEETING DATE – April 9, 2014**

Councillor Johns asked the Committee if they wished to hear all of the Exception Clause event presentations at the next meeting or just have the reports come and their budgets be provided to the Committee. He added that most of the information is the same year after year, and a new process would be coming forward to deal with the Exception Clause events.

**MOVED by Councillor Johns, seconded by Mr. Ransome that the Special Events Advisory not require presentations from the Exception Clause Events for the current year, but have the Non- Annual presentations who are over \$10,000 present. MOTION PUT AND PASSED.**

## **10. ADJOURNMENT**

The meeting was adjourned at 3:19 p.m.

Quentin Hill  
Legislative Assistant