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**Item No. 7.1.1**  
**Special Events Advisory Committee**  
**April 29, 2015**

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

Original Signed

**SUBMITTED BY:** \_\_\_\_\_  
Brad Anguish, Director, Parks & Recreation

**DATE:** April 17, 2015

**SUBJECT:** **Hallmark Events Grants 2015**

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**ORIGIN**

Pursuant to the Civic Events Policy and Granting Framework, the Special Events Advisory Committee (SEAC) reviews the funding for 2014/15 Hallmark Events.

**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 approve nine (9) Hallmark events grants from the 2015/16 Marketing Levy Special Events Reserve (Q315) for a total of \$400,000, as listed in Table 1 and subject to financial implications section of this report.

## **BACKGROUND**

In March 2007, Council approved the Civic Events Policy and Granting Framework which outlines the overall approach to HRM's civic event granting process. The framework enables the Marketing Levy Special Events Reserve (MLSER), which is an operating reserve funded through the hotel tax levy, to fund annual Hallmark Events.

Under the framework, a Hallmark Event is defined as:

*"a recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become inseparable in terms of their image."*

Hallmark events are vital to the Municipality's commitment to provide dynamic, creative and entertaining urban experiences for tourists and citizens. A history of the funding to Hallmark events can be found in Attachment 1.

### **Hallmark Event Annual Assessment Criteria**

Pursuant to the SEAC procedures, all Hallmark Events must table a year-end report annually that outlines the past year's activity. The report is to provide information on:

- i. Current Event Information
- ii. Event Sustainability
- iii. Community Engagement
- iv. Tourism Impact
- v. Economic Impact
- vi. Direction
- vii. Financials

In addition, a presentation on the upcoming event is typically delivered to SEAC. Based on the all information presented, the impact of the event is assessed and one of the following options is recommended for Council's consideration:

1. Maintain the grant amount from the previous year,
2. Increase the grant amount, or
3. Decrease the grant amount.

### **2015 Assessment Process**

The Hallmark Program annual assessment process typically begins in January with a report drafted from details provided from the previous year final report. Staff then schedule presentations to SEAC in February and March. However, that process was postponed in 2015 as a report addressing a revised event granting structure and process was scheduled for Regional Council in early February.

On February 3, 2015, Regional Council deferred consideration of the proposed Event Grant Administrative Orders to a future Committee of the Whole meeting. This deferral means that all programs, including the Hallmark Program, will be governed under the current Civic Events Policy and Granting Framework for 2015/16. Due to the delayed start with the Hallmark Program process, no presentations have been scheduled for SEAC in order to expedite the recommendation and approval process. This change will allow funding approvals by Regional Council to be delivered in advance of the summer event season. Should SEAC decide to request presentations from the applicants, the process timeline will be impacted.

In lieu of presentations, each Hallmark event was required to submit an application similar to the existing MLSER event application. Also, each Hallmark event was requested to complete a predictive Sport Tourism Economic Assessment Model (STEAM) Report. The STEAM Report is an economic and tourism

assessment tool adopted by the Nova Scotia Tourism Agency (NSTA) that is provided by the Canadian Sport Tourism Alliance. The model is adjusted to provide evaluation on tourism events that have no sporting component. This new assessment report was requested based on direction from SEAC to provide a more detailed evaluation of the economic and tourism impact on events receiving funding from the MLSER.

This report outlines the proposed Hallmark grant funding for SEAC's consideration for recommendation to Regional Council.

**DISCUSSION**

Due to the reoccurring nature of the Hallmark Program, there is no approved quantitative scoring system. As such, staff analyzes the final reports and budget for the upcoming event to identify potential risks or concerns. If there are no substantial changes to the event's program and no other concerns have been noted, consistent funding is recommended to SEAC for discussion.

Staff has reviewed the 2014 final reports and applications submitted by each Hallmark event and has summarized the general event information in Attachment 2. As of the date of this report, the STEAM reports were not received from the NSTA, however, they will be presented to SEAC as additional information at the April 29, 2015 meeting. The below Table 1 states the 2015 recommendations:

<b>Table 1: 2015 Hallmark Recommendations</b>			
<b>Event Name</b>	<b>14/15 Funding</b>	<b>15/16 Request</b>	<b>Proposed 15/16 Funding</b>
Royal NS International Tattoo	\$100,000	\$170,00	\$100,000
Blue Nose Marathon	\$60,000	\$60,000	\$60,000
Halifax International Busker Festival	\$50,000	\$75,000	\$50,000
Halifax Jazz Festival	\$40,000	\$60,000	\$40,000
Atlantic Film Festival	\$40,000	\$50,000	\$40,000
Halifax Pop Explosion	\$40,000	\$60,000	\$40,000
Halifax Pride Festival	\$30,000	\$30,000	\$30,000
SEDMHA Hockey Tournament	\$25,000	\$35,000	\$25,000
Scotia Festival of Music	\$15,000	\$17,000	\$15,000

**FINANCIAL IMPLICATIONS**

All recommendations are subject to approval of the proposed 2015/16 budget and availability of MLSER reserve funds. Projected contributions and withdrawals are as follows:

Projected Balance April 1, 2015	\$ 133,619
Plus: Marketing Levy projected revenue for 2015/16	\$1, 201,412
Less: Previous approvals for 2015/16 funding:	
Web.com PGA Tour Stop Host	\$ (300,000)
Less: 2015/16 Hallmark Event Grants (per recommendation)	<u>\$ (400,000)</u>
Projected Reserve Balance March 31, 2016	\$ 635,031

None of the current Hallmark events have outstanding accounts receivables with HRM.

**COMMUNITY ENGAGEMENT**

SEAC includes members of the public.

**ENVIRONMENTAL IMPLICATIONS**

None identified.

**ALTERNATIVES**

Alternative 1: SEAC may choose to amend report recommendations to Regional Council.

**ATTACHMENTS**

Attachment 1: Hallmark Funding History  
Attachment 2: Hallmark Event Information

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A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Paul Forrest, Civic Events Coordinator, Culture & Events, 490-6979

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Report Approved by:

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Denise Schofield, Manager, Program Support Services, 490-6252

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Financial Approval by:

\_\_\_\_\_  
Greg Keefe, Director of Finance & ICT/CFO, 902.490.6308

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**Attachment 1  
Hallmark Funding History**

<b>Table 2: Hallmark Funding History</b>								
<b>Hallmark Event</b>	<b>2007<sup>1</sup></b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
Royal NS Tattoo	\$60,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$90,000	\$100,000
Blue Nose Marathon	-	\$40,000	\$50,000	\$50,000	\$50,000	\$60,000	\$60,000	\$60,000
Halifax Busker Festival	\$43,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000
Halifax Jazz Festival	-	\$40,000	\$40,000	\$40,000	\$45,000 <sup>2</sup>	\$40,000	\$40,000	\$40,000
Atlantic Film Festival	-	\$25,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000	\$40,000
Halifax Pride Festival	-	-	\$25,000	\$25,000	\$25,000	\$40,000 <sup>2</sup>	\$30,000	\$30,000
SEDMHA Tournament	-	-	\$15,000	\$15,000	\$25,000	\$25,000	\$25,000	\$25,000
Halifax Pop Explosion	-	\$10,000	\$10,000	\$10,000	\$40,000 <sup>3</sup>	\$25,000	\$40,000 <sup>4</sup>	\$40,000 <sup>4</sup>
Scotia Festival of Music	-	\$10,000	\$10,000	\$10,000	\$15,000	\$15,000	\$15,000	\$15,000
NS International Air Show	\$40,000	\$30,000	-	-	-	-	-	-

<sup>1</sup> - In 2007 the Hallmark events were identified by policy.

<sup>2</sup> - One time increase for Anniversary.

<sup>3</sup> - Halifax Pop Explosion received a \$10,000 grant plus a one-time conditional grant of \$30,000 for a free public concert in 2011

<sup>4</sup> - Halifax Pop Explosion received a \$15,000 grant plus a conditional grant of \$25,000 towards the delivery a free public concert.

**Attachment 2  
Hallmark Event Information**

Table 4 summarizes Hallmark Events by metrics based on the information provided by event organizers. Following Table 4 is event information on each Hallmark Event.

<b>Table 4: 2015 Hallmark Metrics</b>					
<b>Event Name</b>	<b>Volunteers</b>	<b>Budget</b>	<b>Estimated Attendance</b>	<b>Number of Tourists (outside HRM)</b>	<b>Room Nights</b>
Royal NS Tattoo	1,500	\$2,937,000	182,000	29,726	40,956
Blue Nose Marathon	1,500	\$954,000	32,000	10,000	6,734
Halifax Busker Festival	180	\$539,000	350,000	216,000	40,144
Halifax Jazz Festival	461	\$1,175,000	51,000	19,920	2,725
Atlantic Film Festival	283	\$1,543,000	30,777	8,344	12,800
Halifax Pop Explosion	300	\$546,000	31,000	12,400	350
Halifax Pride Festival	100	\$377,325	128,000	13,000	2,552
SEDMHA Tournament	25	\$471,000	47,300	18,671	6,111
Scotia Festival of Music	50	\$423,897	3,119	373	715

**Royal Nova Scotia International Tattoo**

The Tattoo is a cultural event with international military and civilian performers that aims to stimulate patriotism and education youth. In 2006, the Tattoo received the designation "Royal" from Queen Elizabeth II and currently is promoted as the world's largest annual indoor event. The 2015 event date is scheduled for June 30 – July 7.

In 2014, the Tattoo had an attendance of 52,000 and the event was broadcasted on 7 Public Broadcasting Service (PBS) stations in the Northern United States. There were 7,200 tickets provided to citizens for the June 30 preview show, and another 5,600 complimentary tickets were given away during the event to senior citizens, veterans and community groups. There were 3,200 tickets (supported by donations and companies) given to young people to attend. The 2015 ticket range was \$25 to \$80 (average was \$35), with remaining tickets discounted to half price 90 minutes before the start of each show. The Tattoo celebrated its 35<sup>th</sup> Anniversary in 2014 which saw a 10% increase in American tourists. The Tattoo is governed by a volunteer Board of Directors and employs 7 full time, 4 part time and 25 contract staff. The 2014 budget was \$2,209,000.

The 2015 focus will be on PBS television coverage. Currently, the Tattoo will be broadcasted by 20 PBS stations that will reach millions of viewers in the USA and Canada. Related to this is a documentary that that PBS has expressed an interest to work on with the Tattoo. This year's theme will continue with the Centennial of the First World War and the 70<sup>th</sup> Anniversary of the Second World War. As well, the Tattoo is looking to expand its partnership with the Halifax Public Libraries.

	<b>2014 Attendance</b>	<b>2015 Estimated Attendance</b>	<b>Estimated Attendance from:</b>	
<b>Spectators</b>	174,000	180,000	<b>Within HRM</b>	23,936
<b>Participants</b>	2,000	2,000	<b>Within Atlantic Canada</b>	16,755
<b>Total</b>	172,000	182,000	<b>Outside Atlantic Canada</b>	12,971

**Blue Nose Marathon**

The Blue Nose International Marathon is the largest marathon east of Ottawa and has the largest youth run in Canada. The Blue Nose Marathon has several walking/ racing events; full marathon, half marathon, 10 km, 5 km and the youth run (2 km and 4 km). The 2015 event is scheduled for May 15-17.

In 2014 there were a total of 13,121 walkers/runners who participated in 6 events with 4,100 youth participating in the youth run. The charity engaged 75 local charities raising \$530,000 with the help of 1,400 registered participants. The event has a combination of free events such as the Active Living Expo,

pre/post-race celebrations and closing night party, as well as paid events such as Pasta Village and the 6 walks/runs. The event had over 1,500 volunteers providing over 40,000 hours of assistance. The event is directed by a volunteer Board of Directors and employs 1 full time staff, 4 contract staff, 2 paid Co-Op roles and 1 intern. The 2014 budget was \$923,000.

Changes/additions to the 2015 event include a new race, the marathon team relay, a new age category (80 years old and above) and a review of the Board of Directors to improve governance, broader representation and succession planning.

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	10,000	12,000	<b>Within HRM</b>	22,000
<b>Participants</b>	19,000	20,000	<b>Within Atlantic Canada</b>	9,500
<b>Total</b>	29,000	31,000	<b>Outside Atlantic Canada</b>	500

### Halifax International Busker Festival

The Halifax International Busker Festival is a multi-disciplined and multi-cultural street performer festival that hosts artists from around the globe. It is one of the largest street performer festivals in the world. The 2015 date is July 29 – August 3.

The 2014 event was the second year of hosting a 6 day festival reduced from the traditional 11 day festival. The event hosts 6 stages from 12 noon until 10 p.m. daily, and organizes activities and vendors throughout the event footprint. The 2014 festival renewed a partnership with the circus school Atlantic Cirque whereby they were given a free activation spot to promote their classes for youth. The festival is completely free to the public to attend, although the buskers who perform ask the audience for donations. The event utilizes 180 volunteers in numerous areas such as stage managers, communications, info booths, security and first aid. The event is organized by a volunteer Board of Directors and employs 1 full time, 2 part time and 3 contract staff. The 2014 budget was \$539,000.

The 2015 will focus setting the stage for the 30<sup>th</sup> Anniversary in 2016 by growing promotion and excitement, building relationships and scouting new and unique performers.

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	275,000	350,000	<b>Within HRM</b>	58,200
<b>Participants</b>	80	80	<b>Within Atlantic Canada</b>	99,300
<b>Total</b>	275,080	350,080	<b>Outside Atlantic Canada</b>	117,500

### Halifax Jazz Festival

The Halifax Jazz Festival's primary goal is to delight and inspire music lovers of all ages by presenting a wide range of jazz, blues and other forms of music rooted in traditions where improvisation is a key element. The 2015 event date is scheduled for July 8 – 12.

In 2014, the festival hosted nearly 500 musicians from around the world. The 6 Theodore Tugboat Jazz Music Sails sold out, as well as the two first time concerts at Alderney Landing. The 2014 event headline show was Grammy Award winner, St. Vincent, which sold out with attendance at 3,800. The opening weekend was challenging due to Tropical Storm Arthur, and the main site had to be closed which resulted in a loss of revenue. The festival offers a mixture of free to the public events as well as gated concerts. There is free programming (70% of festival events) at the main stage at Salter Block, Public Gardens, Hydrostone, Central Library and the Company House. Ticketed shows were held at Alderney Theatre, Rebecca Cohn, Music Room, and The Carleton and during the evenings at the Salter Block location. The festival is organized by a volunteer Board of Directors and employs 4 full time, 2 part time and 9 contract staff. The 2014 budget was \$1,098,000.

The 2015 festival changes include shifting the festival from 9 days to 5 while providing more programming, increasing the use of local infrastructure and increasing the number of free performances to shift perceived barriers to access.

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	50,000	41,500	<b>Within HRM</b>	58,200
<b>Participants</b>	1,000	1,000	<b>Within Atlantic Canada</b>	99,300
<b>Total</b>	51,000	42,500	<b>Outside Atlantic Canada</b>	117,500

### Atlantic Film Festival

The Atlantic Film Festival (AFF) is an 8 day celebration of film and media from around the world. The AFF also operates an outdoor film festival in the summer and the Atlantic Youth film festival in April. As well, the festival works with many other events to host film screenings. The 2015 event is scheduled for September 17-24.

In 2014, there was a total of 118 screenings featuring 194 films and the box office had a 6% increase in revenue. Of the films shown, 48.5% were from the Atlantic Region and 65% of the Atlantic films were from Nova Scotia. Over 1,000 people attended the first Opening Night Gala screening at the Rebecca Cohn Theatre and 1,400 people attended the Opening Night Gala Party at the Cunard Centre. The festival's screenings are all ticketed, however, there are numerous initiatives and programs to increase access such as the AFF Gives Back program and ViewFinders. As well, the Outdoor Film Experience screenings are free throughout the year and during the festival. The event utilized 283 volunteers who contributed over 2,000 hours. The event is directed by a volunteer Board of Directors and employs 9 full time staff and 50 contract staff. The 2014 budget was \$1,706,000.

The 2015 event will focus on hosting the Opening Night Gala Screening at the Rebecca Cohn and increasing corporate sponsorship. The AFF is celebrating its 35<sup>th</sup> Anniversary in 2015 which makes it one of the longest running film festivals in North America.

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	27,363	29,777	<b>Within HRM</b>	21,433
<b>Participants</b>	1,027	1,000	<b>Within Atlantic Canada</b>	7,079
<b>Total</b>	28,363	30,777	<b>Outside Atlantic Canada</b>	2,265

### Halifax Pop Explosion

Founded in 1993, the Halifax Pop Explosion Festivals blends new music with exhibitions of visual art, interactive media and technology. The Halifax Pop Explosion Festival presents 5 days and nights of programming in various sized venues. The 2015 date is scheduled for October 20-24.

In 2014, the event programmed 16 venues that ranged from 100 to 2,000 in capacity and presented 174 performances. The event has some free to the public concerts as well as gated concerts (\$5-\$40). Advance ticket sales increased by 70%, while the festival experienced an overall growth of 25%. The 2014 festival introduced multiple night concerts at the Halifax Forum Multipurpose Room and introduced comedy programming. The festival has over 300 volunteers of which approximately 28% were under the age of 19. The event is directed by a volunteer Board of Directors and employs 3 full time staff and 14 contract staff. The 2014 budget was \$584,000.

Changes/additions to the 2015 event include presenting higher profile artists at the Halifax Forum, increased corporate sponsorship, new community partnerships and more diverse programming.



	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	31,121	30,000	<b>Within HRM</b>	18,600
<b>Participants</b>	750	1,000	<b>Within Atlantic Canada</b>	3,750
<b>Total</b>	31,871	31,000	<b>Outside Atlantic Canada</b>	8,650

### Halifax Pride Festival

The Halifax Pride Festival is Canada's 4<sup>th</sup> largest Pride Festival and the largest in Atlantic Canada. It consists of several events spread throughout the urban core over 10 days. Its aim is to educate the local community and to celebrate diversity and culture in HRM. The 2015 event is scheduled for July 16-26.

In 2014, the festival increased in record attendance including the largest crowd to date for the parade. The festival hosted new events, the All Bodies Swim, Out Best in Show dog contest, Shambala Centre dinner, Laugh Out Pride at Yuk Yuks, Dartmouth Family Picnic and the LGBTQ+ youth dance on the Garrison Grounds at Citadel Hill. The festival offers both free and gated events with the majority of events offered being free to the public to attend. The event utilizes 100 volunteers over the course of the year at the festival and other annual events. The event is operated by a volunteer Board of Directors and has 1 contract staff. The 2014 budget was \$387,000.

Additions to the 2015 festival include a new partnership with Pier 21, a Gottingen Street Community Fair and an increased partnership with the Halifax Central Library.

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	120,000	125,000	<b>Within HRM</b>	114,950
<b>Participants</b>	2,400	3,000	<b>Within Atlantic Canada</b>	8,000
<b>Total</b>	122,400	128,000	<b>Outside Atlantic Canada</b>	5,000

### SEDMHA Hockey Tournament

Shearwater Eastern Dartmouth Minor Hockey Association (SEDMHA) is a minor hockey tournament which includes hundreds of participants each year ranging in age from 8 to 18 and attracts teams from across North America. The team mix over the past 10 years has been 90% from Atlantic Canada and the remaining 10% from Quebec, Ontario and the USA. The first 2015 event occurred on April 2 – 5, and a second one is scheduled for November 26 – 29.

In 2014, the April event included 205 male and female teams and 63 novice teams playing in the Novice Jamboree event. This totals 268 teams for the April tournament with another 51 teams participated in a trial female only tournament in the fall of 2014. Access to the tournament is a combination of gated (tournament & day passes) and free admission. There is an entrance fee to all arenas to adults while children under 18 are admitted free of charge. The event utilizes 25 volunteers to help deliver the tournament. The event is operated by a volunteer Board of Directors and employs various individuals and sport teams to operate the 18 venues used throughout the weekend. The 2014 budget was \$378,000.

Additions to the 2015 tournament include 2 more C divisions at Atom and Peewee levels. This will result in SEDMHA offering a Recreational or House League level of competition for the first time. Also, the event plans to continue with the fall SEDMHA Female Tournament to attract more female teams in the Atlantic Provinces

	2014 Attendance	2015 Estimated Attendance	Estimated Attendance from:	
<b>Spectators</b>	33,000	40,000	<b>Within HRM</b>	28,629
<b>Participants</b>	5,700	7,300	<b>Within Atlantic Canada</b>	18,532
<b>Total</b>	38,700	47,000	<b>Outside Atlantic Canada</b>	138

### **Scotia Festival of Music**

The Scotia Festival of Music is an annual 14 day chamber music festival that celebrates the art of music making, equally focussing on performance and education. The event has been recognized internationally for its diverse programming and level of performers. The 2015 date is scheduled for May 24 – June 7.

In 2014, the event celebrated its 35<sup>th</sup> Anniversary with 49 public events over two weeks including 8 highlight concerts, 3 recitals, 4 student concerts, a final gala, 19 masterclasses and 5 outreach activities. There was record enrollment in the Young Artist Program and record number ticket sales/sell outs. The festival utilized 50 volunteers, is operated by a volunteer Board of Directors and employs 3 full time staff, 1 part time accountant and a Music Room House Manager. The 2014 budget was \$423,897.

The 2015 event will host two new ensembles, Architek Percussion and Speaking in Ligeti.

	<b>2014 Attendance</b>	<b>2015 Estimated Attendance</b>	<b>Estimated Attendance from:</b>	
<b>Spectators</b>	2,734	3,010	<b>Within HRM</b>	2,450
<b>Participants</b>	103	109	<b>Within Atlantic Canada</b>	310
<b>Total</b>	2,837	3,119	<b>Outside Atlantic Canada</b>	63