



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
June 3, 2015**

**PRESENT:** Councillor Steve Craig, Chair  
Councillor Steve Adams  
Mr. Stuart Jolliffe  
Mr. Jeff Ransome  
Ms. Laurie Sauers  
Mr. Jason Bremner  
Mr. Vishal Bhardwaj

**REGRETS:** Councillor Brad Johns, Vice-Chair  
Deputy Mayor Lorelei Nicoll  
Mr. Kevin MacIntrye  
Mr. Leon N'Da

**STAFF:** Ms. Elizabeth Taylor, Manager, Culture & Special Events  
Mr. Paul Forrest, Civic Events Coordinator  
Mr. Liam MacSween, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, supporting documents, and information items circulated to the Special Events Advisory Committee are available online: <http://www.halifax.ca/boardscom/seac/150603seac-agenda.php>*

*The meeting was called to order at 9:00 a.m., and recessed at 10:33 a.m. the Committee reconvened at 10:45 a.m. and adjourned at 12:15 p.m.*

**1. CALL TO ORDER**

Councillor Craig, Chair called the meeting to order in Halifax Hall, 2<sup>nd</sup> Floor, 1841 Argyle Street Halifax.

**2. APPROVAL OF MINUTES – April 29, 2015**

**MOVED by Mr. Joliffe, seconded by Mr. Ransome that the minutes of April 29, 2015 be approved as circulated. MOTION PUT AND PASSED.**

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

Additions/Deletions: None

**MOVED by Mr. Jolliffe, seconded by Ms. Sauers that the agenda be approved as presented. MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES**

Councillor Craig noted that since the last meeting held on April 29, 2015, he had met with the organizers for the International Busker's Festival regarding the completeness of their application. He advised the group that more information was needed which was then provided by the event organizers. He stated that Councillor Adams moved a motion at the May 12, 2015 meeting of Regional Council to increase the hallmark event grant for the Buskers by \$10,000.00, based on the supplementary information provided by the group.

Councillor Craig noted a phone conversation held with the organizers of the Halifax International Tattoo in which he indicated that there are other funding avenues available for the group outside of the Hallmark event grant process.

Councillor Craig advised that Special Events Grants Process Administrative Orders were by thoroughly discussed by Regional Council on May 26, 2015 in a Committee of the Whole session. He commented that the recommendation to transfer oversight of event grants to the Grant Committee was debated at length and noted Council's decision to maintain the current composition of the Special Events Advisory Committee.

Ms. Taylor, Manager of Culture and Special Events noted Regional Council's direction to provide a staff report and recommendation on the necessary amendments to the proposed Marketing Levy Special Events Grant Reserve that would address maintaining the Special Events Advisory Committee to provide oversight of event grants which are funded through MLSER.

Further discussion ensued.

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

**6. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE**

**7. REPORTS**

**7.1 STAFF**

**7.1.1 Marketing Levy Special Events Reserve Grant Report 2015**

The following was before the committee:

- *A staff recommendation report dated May 11, 2015*

Ms. Taylor provided a presentation on the May 11, 2015 report and gave an overview of the scoring assessment which was conducted based on the applications received by the event organizers. She advised that any event which receives a score under 50 would be deemed ineligible for funding under the Marketing Levy Special Events Reserve (MLSER).

In response to a follow up question from Mr. Ransome, Ms. Taylor commented that staff is currently working on a stronger scoring metric to evaluate MLSER grant requests. She advised that staff plans to engage the Committee in this regard in the near future.

Councillor Craig stated that the committee must understand how the scoring criteria for MLSER Grant requests are applied by staff and commented that it will be a topic of discussion for a future meeting.

Mr. Forrest commented that the new policy with respect to the Marketing Levy Special Events Reserve will be considered by Council in the near future and advised of staff's intention to re-evaluate the scoring criteria as part of that process. He advised that the new scoring criteria will likely be in place for the next year's MLSER grant intake.

Further discussion ensued with the committee agreeing by consensus to consider and vote on each application separately.

#### **2016 CIS Men's Hockey Championship**

Mr. Jeff Ransome declared a potential conflict of interest with respect to the 2016 CIS Men's Hockey Championship and removed himself from discussion and the vote on the matter.

Mr. Forrest provided an overview of the 2016 CIS Men's Hockey Championship application and responded to questions from the committee.

**MOVED by Adams, seconded by Ms. Sauers that the Special Events Advisory Committee approve an event grant of \$88,500 for the 2016 CIS Men's Hockey Championship from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

#### **2015 FVIB World League**

Mr. Forrest gave an overview of the 2015 FVIB World League application and responded to questions from the committee.

**MOVED by Mr. Ransome seconded by Mr. Jolliffe that the Special Events Advisory Committee approve an event grant of \$10,000.00 for the 2015 FVIB World League for the 2015 FVIB World League from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

#### **National Skating Championship**

Mr. Jolliffe declared a potential conflict of interest with respect to the National Skating Championship and removed himself from discussion and vote on the matter.

Mr. Forrest provided an overview of the National Skating Championship application and responded to questions from the committee.

**MOVED by Mr. Bremner, seconded by Ms. Lauers that the Special Events Advisory Committee approve an event grant of \$44,250.00 for the National Skating Championship from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outline in the staff report dated May 11, 2015.**

**Canadian Sprint Canoe Kayak**

Mr. Forrest gave an overview of the application for Canoe for Canadian Spring Canoe Kayak Championship and responded to questions from the committee.

**MOVED by Mr. Bhardwaj, seconded by Mr. Jolliffe that the Special Events Advisory Committee approve an event grant of \$ 41,000.00 pending the approval of 2016/17 Budget, for the Canadian Spring Canoe Kayak Championship as identified in Table 2 of the staff report dated May 11, 2015 with funding from the Marketing Levy Special Events Reserve (Q315)**

**MOTION PUT AND PASSED.**

**Aileen Meagher International Track Classic**

Mr. Forrest provided an overview of the exceptional circumstances clause and the application received by the Aileen Meagher International Track Classic and responded to questions from the Committee.

Mr. Jolliffe noted his opinion that the Aileen Meagher International Track Classic does not fit in to the MLSER policy as originally intended. He commented that it is unlikely that the event will be eligible under the new Special Event Grant Policy in the future.

Mr. Ransome agreed with Mr. Jolliffe's assessment and advised that the staff should consider a method to re-evaluate similar smaller sporting events such outside of the MLSER for the future.

Councillor Adams stated that the organizers in this case applied under the existing policy and commented that staff should ensure that the event organizers understand that there will be changes in future years.

In response to a follow up question from Mr. Jolliffe, Mr. Forrest commented that the group was eligible for MLSER funding as it sustains HRM's National and International reputation by having Olympic Competitors involved with the event. In terms of exposure, he added that the group has provided radio and print advertising and noted that attendance at the event will generate 600 room nights for local hotels. He further advised that staffs grant recommendation is based on the previous year's funding amount for consistency.

**MOVED by Mr. Ransome, seconded by Ms. Sauers that the Special Events Advisory Committee approve an event grant of \$17,500 to the Aileen Meagher International Track Classic from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Atlantic Fringe Festival**

Mr. Forrest provided an overview of the application received by the Atlantic Fringe Festival and responded to questions from the committee. He noted that under the new policy it will likely not be funded under the MLSER in the future as it is cultural event.

Mr. Bhardwaj requested further information with respect to the validity of the numbers provided by the event organizers.

Mr. Forrest provided an overview of the types of events held at the Atlantic festival noting that some are free, while others are ticketed, making it difficult to get hard line numbers for the overall event. He advised that staff requests that on site sampling take place whenever viable to assist in determining attendance numbers which assist in evaluating the economic impact of the event.

**MOVED by Councillor Adams, seconded by Vishal Bhardwaj that the Special Events Advisory Committee approve an event grant of \$8750.00 to the Atlantic Fringe Festival from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Bluenose Squash Classic**

Mr. Forrest provided an overview of the application from the Blue Nose Squash Classic and responded to questions from the committee. He commented that due to the proposed changes in timelines for the events, the score was lowered below 50 making them ineligible funding from the MLSER account.

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that the Special Events Advisory Committee approve an event grant of \$0.00 for the Blue Nose Squash Classic from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**CheerExpo**

Ms. Taylor provided an overview of the application received by Cheer Expo and responded to questions from the committee.

Mr. Jolliffe noted his opinion that the staff recommendation of \$21,750.00 for the Cheer Expo is too low given economic impact that is generated by the event being held in the shoulder season, particularly in the retail sector. He further commented that the municipality should entertain a higher grant to compete on a regional capacity with other jurisdictions which will actively pursue the event. As such, he suggested that the grant be increased to \$30,000.00.

Mr. Jolliffe proposed the following amended motion:

**MOVED by Jolliffe, seconded by Mr. Ransome that the Special Events Advisory Committee approve an event grant of \$30,000.00 to CheerExpo from the 2015/16 Marketing Levy Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**Epic Dartmouth**

Mr. Forrest provided an overview of the application received by Epic Dartmouth and responded to questions from the committee.

**MOVED by Councillor Adams, seconded by Mr. Bhardwaj that that the Special Events Advisory Committee approve an event grant of \$45,000.00 to Epic Dartmouth from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Hal-Con Sci-Fi**

Ms. Taylor provided an overview of the application received by the Hal-Con Sci-Fi Convention and responded to questions from the committee.

Mr. Jolliffe noted that the Hal-Con has been a big success over the past several years that it has been in operation and inquired as to why an increase in funding to \$51,000.00 from the \$45,000.00 which was provided in the previous year is recommended from staff, given that the organizers were able to successfully increase ticket sales and grow the event.

Ms. Taylor commented that an increase amount to the proposed Grant is recommended given that it had achieved higher scores with respect to attendance.

Mr. Ransome agreed with Mr. Jolliffe's comments and noted that the grant provided to Hal Con should be decreased from the recommended \$51,000.00 to \$45,000.00 based on the revenue that is generated for the event organizers through increased ticket sales and the successful and sustainable growth of the event. He advised that this should not be viewed negatively as it is encouraging to see an event that can sustain itself in a successful manner. He further advised that self-sustaining events will allow for more resources to be directed to new events for the municipality.

Mr. Bhardwaj agreed with Mr. Ransome's assessment and noted his support to maintain the grant at the previous year's level of \$45,000.00.

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that that the Special Events Advisory Committee approve an event grant of \$ 45,000.00 to Hal-Con Sci Fi from the 2015/16 Marketing Levy Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

#### **Halifax Comedy Fest**

Mr. Forrest provided an overview on the application received by Halifax Comedy Fest and responded to questions from the committee.

Mr. Jolliffe commented that the actual economic benefit in terms of hotel room stays is not overly significant with respect to the Halifax Comedy Fest but noted that the media value associated with its national coverage on CBC provides a great deal of exposure and publicity for the municipality. He inquired as to whether or not staff was able to obtain more information from the group with respect to the media value.

Mr. Forrest commented that staff did not have the approximate media value readily available when evaluating the score which was applied to the application.

Mr. Ransome noted that he would support an increase to the grant provided to the group given the impact that the national media exposure would have on HRM's Brand and tourism industry.

Mr. Jolliffe suggested the following amended motion:

**MOVED by Mr. Jolliffe, seconded by Mr. Ransome that that the Special Events Advisory Committee approve an event grant of \$25,000.00 to the Halifax Comedy Fest from the 2015/16 Marketing Levy Special Events Reserve (Q315).**

Councillor Adams commented that he would be more comfortable with staff's proposal and would support the recommendation for \$18,000.00.

**MOTION PUT AND DEFEATED.**

**MOVED by Councillor Adams, seconded by Mr. Bremner that the Special Events Advisory Committee approve an event grant of \$18,000.00 to the Halifax Comedy Fest from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Holiday Parade of Lights**

Mr. Forrest provided a presentation on the application received by the Holiday Parade of Lights and responded to questions from the committee.

**MOVED by Councillor Adams, seconded by Ms. Sauers that the Special Events Advisory Committee approve an event grant of \$22,500 to the Holiday Parade of Lights from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Multicultural Festival**

Mr. Forrest provided a presentation with respect to the application received by the Multicultural Festival and responded to questions from the committee.

Mr. Bhardwaj commented that the event is very important with respect to immigration to the city and noted that it provides a great deal of economic benefit as it draws new Canadians to come out and enjoy the festival and get involved in the community. He suggested proposed event grant be increased from \$21,500.00 to \$25,000.00.

Mr. Bhardwaj proposed the following amended motion:

**MOVED by Mr. Bhardwaj, seconded by Councillor Adams that the Special Events Advisory Committee approve an event grant of \$25,000 to the Multicultural Festival from the 2015/16 Marketing Levy Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**Nocturne: Art at Night:**

Mr. Forrest provided a presentation with respect to the application received by Nocturne: Art at Night and responded to questions from the committee.

**MOVED by Mr. Vishal Bhardwaj, seconded by Mr. Bremner that the Special Events Advisory Committee approve an event grant of \$43,000.00 to Nocturne: Art at Night from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Prismatic**

Mr. Forrest provided an overview of the application received by Prismatic and responded to questions from the Committee.

**MOVED by Ms. Sauers, seconded by Mr. Bremner that the Special Events Advisory Committee approve an event grant of \$21,500.00 to Prismatic from the 2015/16 Marketing Levy Special Events Reserve as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

**Word on the Street:**

Mr. Forrest provided a presentation on the application received by the organizers of Word on the Street and responded to questions from the committee. He advised that there is an outstanding balance owed to the municipality by the event organizers which is currently being negotiated. He commented that if it is not collected before the grant is awarded than it will be subtracted from the total amount provided.

**MOVED by Mr. Bremner, seconded by Ms. Sauers that the Special Events Advisory Committee approve an event grant of \$6, 250 to Word on the Street from the 2015/16 Marketing Levy Special Events Reserve (Q315) as outlined in the staff report dated May 11, 2015.**

**MOTION PUT AND PASSED.**

The following motion was before the Special Events Advisory Committee:

**MOVED by Ms. Sauers, seconded by Mr. Bhardwaj that the Special Events Advisory Committee recommend that Halifax Regional Council:**

1. **Approve the following 15 Event Grants as identified in table 1 of the staff report dated May 11, 2015 for a total of \$425,250.00 with funding from the 2015/16 Marketing Levy Special Events Grants Reserve (Q315);**
  - a.) **\$88,500.00 for the 2016 CIS Men's Hockey Championship**
  - b.) **\$10,000.00 for the 2015 FIVB World League**
  - c.) **\$44,250.00 for the National Skating Championship**
  - d.) **\$17,500.00 for the Aileen Meagher International Track Classic**
  - e.) **\$8,750.00 for the Atlantic Fringe Festival**
  - f.) **\$0 for the Bluenose Squash Classic**
  - g.) **\$30,000.00 for CheerExpo**
  - h.) **\$45,000.00 for Epic Dartmouth**
  - i.) **\$45,000.00 for Hal-Con Sci Fi**
  - j.) **\$18,000.00 for the Halifax Comedy Fest**
  - k.) **\$22,500.00 for the Holiday Parade of Lights**
  - l.) **\$25,000.00 for the Multicultural Festival**
  - m.) **\$43,000.00 for Nocturne: Art at Night**
  - n.) **\$21,500.00 for Prismatic**
  - o.) **\$6,250.00 for Word on the Street; and**
2. **Pending the approval of 2016/17 Budget, approve an event grant of \$41,000.00 for the Canadian Spring Canoe Kayak Championship as identified in Table 2 of the staff report dated May 11, 2015 with funding from the Marketing Levy Special Events Reserve (Q315).**

**MOTION PUT AND PASSED.**

**7.1.2 Canada vs Glasgow Rugby 2015**

The following was before the committee:

- *A staff recommendation report dated May 14, 2015*

Ms. Taylor provided an overview of the staff report dated May 14, 2015 pertaining to the Canada vs. Glasgow 2015 Rugby event and answered questions from the committee.

Mr. Jolliffe commented that the event will be a world class rugby match and has the potential for a great deal of spectators to visit Halifax given Rugby's rise in popularity in North America.



In response to a follow up question from Councillor Adams, Mr. Forrest commented that the event organizers will utilize the funding provided by sponsors to pay for flights and accommodations for the competitors and training staff as well as costs associated with providing the necessary infrastructure required to hold the match in Halifax.

Further discussion ensued.

**MOVED by Ms. Sauers seconded by Mr. Jolliffe that the Special Events Advisory Committee recommend that Halifax Regional Council:**

- 1. Approve an event grant in the amount of \$50,000 from the 2015/16 Marketing Levy Special Events Reserve Q315 to fund the bid for the Canada vs Glasgow Rugby 2015 event conditional on HRM securing the event and securing no less than equal funding of the Municipal host fee from the Province of Nova Scotia; and**
- 2. Authorize the Mayor to provide a letter of commitment outlining the financial support and conditions to the local host committee for inclusion in the bid for Canada vs Glasgow Rugby 2015 (Attachment 2).**

**MOTION PUT AND PASSED.**

#### **7.1.3 2015 Nova Scotia Open & RBC Canada Cup - Amendment**

The following was before the committee:

- *A staff recommendation report dated May 22, 2015*

Ms. Taylor provided an overview of the staff report dated May 22, 2015 pertaining to the 2015 Nova Scotia Open & RBC Canada Cup.

Mr. Jolliffe expressed concern regarding the proposed reduction in funding from the Federal Government. He suggested that an alternative motion for the consideration of Regional Council be provided which would reduce HRM's contribution by \$50,000.00 for a total of \$250,000.00, or half of the combined total public investment for the host fee provided by the Provincial and Federal governments (\$300,000.00 Province of Nova Scotia, \$200,000.00 Atlantic Golf Association (Federal)=\$500,000.00 /2=\$250,000.00 total).

The Legislative Assistant noted that the committee must consider the staff recommendation before an alternative motion can be provided.

**MOVED by Mr. Jolliffe, seconded by Councillor Adams that the Special Events Advisory Committee recommend that Halifax Regional Council rescind the condition for "cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and the Government of Canada" from the October 23, 2013 motion and replace it with the condition of "cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and Government of Canada or any other sponsor".**

**MOTION PUT AND DEFEATED.**

Mr. Jolliffe proposed the following alternative motion:

**MOVED by Mr. Jolliffe, seconded by Councillor Adams that the Special Events Advisory Committee recommend that Halifax Regional Council rescind the condition for "cost sharing equal to the remaining two-thirds of the host fee being provided from the Province of Nova Scotia and the Government of Canada" from the October 23, 2013 motion and replace it with "HRM's contribution be equal to half of the total public investment provided by the Province of Nova**

Scotia and Government of Canada”, the result of which would be to reduce the municipal contribution for 2015 by \$50,000 to a total of \$250,000.

**MOTION PUT AND PASSED.**

**7.1.4 Special Events Advisory Committee Proposed 2015 Meeting Schedule**

The following was before the committee:

- *A staff recommendation report dated May 11, 2015*

**MOVED by Mr. Jolliffe, seconded by Mr. Bhardwaj that the proposed 2015 meeting schedule be approved as presented. MOTION PUT AND PASSED.**

- 8. ADDED ITEMS – NONE**
- 9. DATE OF NEXT MEETING – July 8, 2015**
- 10. ADJOURNMENT**

Liam MacSween  
Legislative Assistant