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Item No. 9.1.1
Special Events Advisory Committee
April 27, 2016

TO: Chair and Members of the Special Events Advisory Committee

SUBMITTED BY: Original Signed

Brad Anguish, Director, Parks & Recreation

DATE: April 20, 2016

SUBJECT: Marketing Levy Special Events Reserve Grant Report 2016

ORIGIN

Applications received pursuant to Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants

LEGISLATIVE AUTHORITY

- *Halifax Regional Municipality Charter*, Section 79 (1) The Council may expend money required by the Municipality... (av) a grant or contribution to
 - (i) a society within the meaning of the *Children and Family Services Act*,
 - (ii) a mental health clinic in receipt of financial assistance from Her Majesty in right of the Province,
 - (iii) an exhibition held by an educational institution in the Municipality,
 - (iv) a club, association or exhibition within the meaning of the *Agriculture and Marketing Act*,
 - (v) any charitable, nursing, medical, athletic, educational, environmental, cultural, community, fraternal, recreational, religious, sporting or social organization within the Province,
 - (vi) a day care licensed under the *Day Care Act*,
 - (vii) a registered Canadian charitable organization;
- Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council:

1. Approve 14 Event Grants for a total of \$641,500 as identified in Table 2 from the 2016/17 Marketing Levy Special Events Reserve (Q315);

.....Recommendation continued on Page 2

2. Pending the approval of the 2017/18 budget, approve 10 Event Grants for a total of \$452,500 as identified in Table 3 from the 2017/18 Marketing Levy Special Events Reserve (Q315); and
3. Pending the approval of the 2018/19 budget, approve 9 Event Grants for a total of \$390,000 as identified in Table 4 from the 2018/19 Marketing Levy Special Events Reserve (Q315).

BACKGROUND

This report outlines the recommended Marketing Levy Special Events Reserve (MLSER) grant awards for the 2016 funding intake. The MLSER is an operating reserve generated through a 2% hotel tax levy that is applied to all resting establishments that offer over 20 rooms. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of supporting tourism and economic development through funding events, the other 60% supports the operation of Destination Halifax.

All recommendations respecting the allocations of the MLSER are governed by Administrative Order 2014-020-GOV, Marketing Levy Special Events Reserve Grants, and the MLSER Reserve Business Case. This is the first grant intake under the new Administrative Order (AO) on MLSER Grants, which was approved in November 2015. As per the AO, there is one intake per year.

Staff undertakes the grant application and evaluation process as outlined in the AO. This report outlines the recommended proposed 2016/17 MLSER grants for the Special Events Advisory Committee's (SEAC) consideration for recommendation to Regional Council.

DISCUSSION

New MLSER AO

The purpose of the new Administrative Order, 2014-020-GOV, Marketing Levy Special Events Reserve Grants, is to direct financial support to large scale special events in Halifax Regional Municipality that support and promote tourism and business development. The AO replaces the previous event granting framework for the provision of grants to events from the MLSER reserve. Included in the AO were four (4) new funding programs that replaced the previous categories (Hallmark, Non-Annual, etc.)

The new programs are:

- Signature Events – supports large, scale events, in existence for 5 years and with a minimum budget of \$500,000;
- Tourism Events – supports annual or one-time events with minimum budget of \$300,000;
- New Events (Emerging) – supports Organizations that bring or create a new event with a minimum budget of \$50,000;
- Major Hosting Events - supports Organizations bidding on the rights to host major events that draw tourists, with a minimum budget of \$500,000 and in receipt of funding from other levels of government.

The AO also outlines the option for HRM to provide three (3) years of funding to Signature and Emerging events.

Eligibility

There were 17 applications submitted for funding to the 2016/17 grant intake process. There was 1 application submitted to the Emerging Events program, 8 applications submitted to the Tourism Events program, and 8 applications submitted to the Signature Events program. Event information on all 17 applications can be found in Attachment 1.

Based upon the eligibility criteria, 14 events are deemed eligible and 3 events have been deemed ineligible. The 3 events deemed ineligible are the Aileen Meagher Track Classic; the 2016 Canadian

National Championship 420 Class; and the Masters Badminton Championship. All 3 events submitted applications to be considered in the Tourism Events Program, however, none of them were of sufficient size to meet the minimum budget requirement of \$300,000 as set out in the AO. As noted, the MLSER AO outlines support for large scale events that support and promote tourism and business development. As sporting tournaments, the three ineligible events meet the criteria for funding from the Provincial government and staff are in discussions with Provincial staff as to which program would be appropriate.

Evaluation

As per the AO, all applications are evaluated based on scoring impact results in three main categories: tourism, economic and media (the enhanced visibility of the Municipality). Other elements such as financial stewardship and the reputation of the event organizers which were considered in the former granting framework were viewed as subjective by SEAC. Therefore, those impacts are not formally scored but may form part of the consideration by the Committee or Regional Council.

- Tourism impacts are assessed based on room nights (guaranteed and estimated) along with seasonality and location (urban vs suburban vs rural).
- Economic impacts are assessed by applying the Sport Tourism Economic Assessment Model (STEAM). The predictive 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 (CSTA). The model is adjusted to provide evaluation on tourism events that have no sporting component.
- Media (enhanced visibility of the Municipality) is assessed using information outlined in proposed media plans representing live streaming, television broadcast and social media campaigns.

In addition, events applying to the Emerging and Major Hosting programs are assessed on funding commitments from other levels of government.

Recommendation Levels

Upon approval of the new AO, SEAC has determined guidelines for the maximum funding award amounts in each program as well as a maximum allocation for each program. The funding recommendations outlined in this report follow those guidelines.

Under SEAC's guidelines, the maximum grant amounts for each of the 3 programs are as follows:

- Emerging Events: \$25,000
- Tourism Events: \$50,000
- Signature Events: \$100,000

As well, SEAC established a total allocation for each program which is as follows:

- Emerging Events: \$100,000
- Tourism Events: \$250,000
- Signature Events: \$500,000

The program allocations were established to ensure that a minimum of \$250,000 of the total MLSER funding would be available to be earmarked for investment in future Major Hosting Event's opportunities. The Major Hosting Event program does not have a maximum grant award or program budget and is scored using a different formula than utilized for the 3 other programs.

Funding

As noted, the new AO provides the ability to offer "up to" 3 years of funding support for the Signature Events and the Emerging Events Program. The additional years of funding would be dependent on the approval of HRM's annual budget, but would provide organizers with a level of commitment to assist with the sustainability of their events.

It is recommended to award 3 year funding commitments to all Signature Event applicants to recognize their importance to the Municipality's tourism sector as well as to provide increased financial stability. Each Signature event is required to submit annual post-event reports for review and any concerns noted will be brought forward to SEAC for discussion. Alternatively SEAC may request a presentation should the scope of the event be altered.

As well, it is recommended that the one Emerging Event be awarded 3 year funding with the municipality providing a STEAM analysis after year one and year three. The provision of a STEAM analysis is outlined in the AO for emerging events to provide a mechanism to assess the event.

There are no current outstanding financial obligations on the part of any applicant.

Reduced Funding Amounts

It should be noted that through the new scoring process, 5 events would receive reduced funding for the 2016/17 fiscal as noted in Table 1:

Table 1 2015 & 2016 Grant Recommendation		
Event	2015 Award	2016 Score
Blue Nose Marathon*	\$60,000	\$27,000
Halifax Pop Explosion*	\$40,000	\$32,000
Hal-Con	\$45,000	\$33,000
Epic Dartmouth	\$45,000	\$24,000
Royal Nova Scotia International Tattoo*	\$100,000	\$94,000
Total	\$290,000	\$ 210,000

*Events in Signature Event Program, others in Tourism Event Program

This adjustment in funding levels is expected as the criteria are now solely focused on data driven economic and tourism impacts. In addition, all applications have been assessed in a consistent manner and, as a result, the 2016 score amounts allow for improved relativity across the events in terms of their economic and tourism impacts.

While the new scoring and programs results in recommended reductions in funding for these events, the impact of those reductions, in some cases by significant amounts, could be challenging for the events. Therefore, in order to minimize the impact of the change and to provide sufficient time for the event to adjust to the funding change, it is recommended that these 5 events receive funding equal to the 2015 grant amount for 2016, with the reduction in support phased over the following two years. By applying a phased approach to the reduction, organizations have advance notice to adjust their programing or consider other funding sources. The proposed 3 year funding schedule can be found below in Tables 2, 3 and 4.

In the second year, the 3 Signature Events that scored reduced amounts are recommended to receive an award which is equal to the 2016 scored amount, plus 50% of the 2015 funding amount to further aid in the transition. These Signature Events will then receive their 2016 score in the third year of the program.

Applicants to the Tourism program do not receive multiple year funding and, as result, do not qualify for a phased approach. However, it is acknowledged that the two organizations that would be impacted would also require adequate notification of funding levels reductions. Therefore, it is recommended that all applicants to the 2016 Tourism program receive the funding consistent to the levels approved in 2015. Recommendations for applicants to the 2017 Tourism program may be considered for a second transition year depending on the variation in funding. Undertaking a phased approach to the adjustments in funding levels aligns with SEAC's direction to create a robust funding source that can support future major hosting opportunities to Halifax, but still provide the opportunity for events to transition and minimizes the short term impact.

Implementation of the AO

The primary purpose of AO 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants is to enable HRM to provide a consistent approach, with an economic lens, to the provision of grant funding to those events that have an economic and tourism. To further that purpose, the AO outlines a mechanism for HRM to allocate \$250,000 in funding each fiscal year for the purposes of attracting major events. While HRM has been successful in attracting major events in the past, the environment has changed and the costs to secure major events have increased dramatically. For HRM to continue to be "open for business" and considered a contender for major events, it is important that we position the municipality properly with such funding to participate in bid opportunities. Therefore, the intent of the major event funding allocation would be to ensure HRM is able to set aside funding each fiscal year to build sufficient capacity to bid on major events.

While attraction of major, one-time events is an important part of the economic and tourism event delivery, provision of grant funding to recurring events in HRM is also an important part of the AO. The changes in the criteria for assessment as well as the opportunity for three year funding is intended to ensure a consistent approach to the consideration of the events, ensure that the economic and tourism impacts are fully considered and improve on the sustainability of the events. With overall available funding tied to the amount received from the hotel levy and the desire for ensuring capacity to attract major events, there is limited capacity to provide significant ongoing funding to recurring events. Therefore, SEAC determined the funding thresholds and limits outlined above. Regional Council can adjust those amounts but should be cognizant of the impact to the overall budget capacity.

In terms of the allocation for 2016/17, the recommended grant awards would still leave available capacity remaining in the reserve. That capacity would carry forward to the 2017/18 fiscal year and provide added capacity to consider additional events which are expected for the Canada 150 celebrations.

Unique Events

There are 2 events which have been assessed and, based on the criteria outlined in the AO, the appropriate approach for considering the events has been determined. However, the two events have unique aspects that could allow for alternate considerations. The recommended approach, rationale and alternate consideration is outlined for each below.

Nova Scotia Royal International Tattoo

The Royal Nova Scotia International Tattoo's budget and STEAM indicators are substantively higher than any other event in the MLSER program. The event received the maximum score in the economic and media impact category.

While its size, scope and program meet most of the criteria in the Major Hosting Event Program, it is an annual, established event which is not considered through a formal bidding process. As a result, it has been defined as a Signature Event. As a result, based on the SEAC funding allocations, it is eligible for the maximum grant award of \$100,000.

While its size, scope and program meet most of the criteria in the Major Hosting Event Program, it is an annual, established event which is not considered through a formal bidding process. As a result, it has been defined as a Signature Event. As a result, based on the SEAC funding allocations, the maximum grant award of \$100,000 is recommended.

There has been ongoing discussion regarding requests for additional funding from the Royal Nova Scotia International Tattoo in recent years. The funding to the Tattoo was increased to \$100,000 in 2014 and retained at that level for 2015, dependent on retention of the Tattoo parade.

We Day Atlantic

In 2013, 2014 and 2015, We Day Atlantic applied for funding to the MLSER program as a hosting opportunity for the municipality. In 2015, its third year, it was categorized as an annual event and scored appropriately as a tourism event. It was recommended that the event receive \$65,000. However SEAC recommended that an alternate funding source should be identified as the information presented did not meet the criteria of MLSER. Regional Council approved funding from the Parks & Recreation Operating budget, however, that funding has since been allocated to the Regional Events Program for 2016/17 and beyond. As the event meets criteria specific to the AO on Regional Special Events, the application has been redirected to the Cultural Events and Showcases Program and will be processed accordingly. Applications for event grant funding through the Regional Special Events AO are currently being processed and the report will be presented to the Grants Committee, as per the AO process, in the coming months.

Summary of Recommended Funding

The proposed MLSER funding amounts are displayed in Table 2 for 2016/17, Table 3 for 2017/18 and Table 4 for 2018/19.

Table 2: 2016/17 Proposed MLSER Grant Awards – MLSER (Q315)				
Emerging Events	15/16 Grant	16/17 Request	Score	16/17 Proposed
Groundswell Music Festival	N/A	\$25,000	14	\$14,000
TOTAL	N/A	\$25,000		\$14,000
Tourism Events				
CIS Final 8 Men's Basketball Championship 2017	N/A	\$100,000	39	\$39,000
Epic Dartmouth	\$45,000	\$137,000	24	*\$45,000
Hal-Con	\$45,000	\$50,000	33	*\$45,000
Cheer Expo	\$30,000	\$80,000	44	\$44,000
Maritime Race Weekend	N/A	\$31,500	32	\$31,500
TOTAL	\$120,000	\$398,500		\$204,500
Signature Events				
	15/16 Grant	16/17 Request	Score	16/17 Proposed
Atlantic Film Festival	\$40,000	\$65,000	58	\$58,000
Blue Nose Marathon	\$60,000	\$60,000	27	*\$60,000
Halifax International Busker Festival	\$50,000	\$60,000	59	\$59,000
Halifax Comedy Fest	\$18,000	\$30,000	23	\$23,000
Halifax Jazz Festival	\$40,000	\$60,000	48	\$48,000
Halifax Pop Explosion	\$40,000	\$60,000	32	*\$40,000
Royal Nova Scotia International Tattoo	\$100,000	\$300,000	94	*\$100,000
SEDMHA	\$25,000	\$35,000	49	**\$35,000
TOTAL	\$373,000	\$670,000		\$423,000
TOTAL 2016/17 MLSER EVENTS	\$493,000	\$1,093,500		\$641,500

*Recommendation to award past year's funding level for transition

**Recommendation for full grant request awarded

Table 3: 2017/18 Proposed MSLER Grant Awards – MLSER (Q315)	
Emerging Events	17/18 Proposed
Groundswell Music Festival	\$14,000
TOTAL	\$14,000
Tourism Events	
CIS Final 8 Men's Basketball Championship 2018*	**\$39,000
TOTAL	\$39,000
Signature Events	
Atlantic Film Festival	\$58,000
Blue Nose Marathon	*\$43,500
Halifax International Busker Festival	\$59,000
Halifax Comedy Fest	\$23,000
Halifax Jazz Festival	\$48,000
Halifax Pop Explosion	*\$36,000
Royal Nova Scotia International Tattoo	*\$97,000
SEDMHA	\$35,000
TOTAL	\$399,500
TOTAL 2017/18 MLSER EVENTS	\$452,500

* Recommendation to award second year transition funding as outlined ** The 2017/18 grant award recommendation is equal to the 2016/17 recommendation as the event is scheduled to be the same for both years

Table 4: 2018/19 Proposed MSLER Grant Awards – MLSER (Q315)	
Emerging Events	18/19 Proposed
Groundswell Music Festival	\$14,000
TOTAL	\$14,000
Signature Events	
Atlantic Film Festival	\$58,000
Blue Nose Marathon	\$27,000
Halifax International Busker Festival	\$59,000
Halifax Comedy Fest	\$23,000
Halifax Jazz Festival	\$48,000
Halifax Pop Explosion	\$32,000
Royal Nova Scotia International Tattoo	\$94,000
SEDMHA	\$35,000
TOTAL	\$376,000
TOTAL 2017/18 MLSER EVENTS	\$390,000

FINANCIAL IMPLICATIONS

All recommendations are subject to availability of MLSER reserve funds and approval of the 2017/18 and 2018/19 budgets. All applicants do not have any outstanding monies owed to the Municipality. The \$250,000 allocation as per SEAC's request for Major Hosting Event capability is included in the 2016/17 withdrawals and if there continues to be no application for major event bids in 2016/17, will carry forward to the 2017/18 fiscal year to continue to build a pool to enable HRM to attract and host major events.

Budget Summary Special Events Reserve, Q315

Projected net available balance, March 31/16, at Feb 29/16		\$ 134,711
Budgeted 2016/17 contributions + interest		<u>\$1, 201,237</u>
Net Available		\$1,335,948
Approved total withdrawal for events	\$1,277,800	
Allocations to events to date and per		
Recommendations	<u>\$(891,500)</u>	<u>\$(891,500)</u>
Unallocated	\$386,300	
Projected reserve balance if no further allocations from approved 2016/17 withdrawal		\$ 444,448

Events Funding		
		Available in 16/17
Council approved total withdrawal		1,277,800
Major Hosting	250,000	1,027,800
Per recommendations:		
Emerging Events	14,000	1,013,800
Tourism Events	204,500	809,300
Signature Events	423,000	386,300
	891,500	

Q315 – Special Events Marketing Levy Reserve (October 23, 2001, last updated February 3, 2015)

Funded by a transfer of 40% of the Provincial Hotel Sales Tax (Marketing Levy).

This reserve is to be used to provide funding to attract and host exceptional large-scale sporting and tourism events that create significant economic impacts, promote Halifax as a multi-experiential event destination, and attract tourists to HRM for multiple day visits. These large scale events are typically national or international in caliber and support tourism and economic development in the Municipality.

On average, annual contributions of approximately \$1.2M fund the reserve. The recommended withdrawal does not negatively impact current operational plans, and is part of the approved 2016 withdrawals from the reserve.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC may choose to recommend that Regional Council increase or reduce the amount of any event grant.

- Alternative 2: SEAC may choose to recommend that Regional Council amend the maximum award allocation for Signature Events and provide an increased grant amount to the Nova Scotia Royal International Tattoo due to the scale and scope of the event. If the formula established by SEAC for the Major Hosting Event program was applied (multiplying the STEAM by the bench mark of 1.2%), the formula would translate to a funding amount of \$249,896. SEAC could choose to recommend that Regional Council award the amount of funding determined by the formula or an amended amount. However, that would create a precedent for future awards and potentially undermine the process and criteria outlined in AO 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants. Further, it would reduce the capacity in the reserve for future events.
- Alternative 3: SEAC may choose to recommend that Regional Council direct staff to consider the We Day event from the MLSE AO.
- Alternative 4: SEAC may choose to recommend that Regional Council direct staff to consider We Day within the AO 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants.

ATTACHMENTS

- Attachment 1: Eligibility and Event Information
Attachment 2: Event Evaluation

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 Coord. Events Grants Admin 902.490.6979

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Attachment 1
Eligibility and Event Information

Ineligible Events

Upon review of the applications, 3 events were deemed ineligible for funding as it does not meet the minimum budget requirement of \$300,000 for the Tourism Event Category.

1. **Event:** Aileen Meagher Track Classic
Organization: Athletics Nova Scotia
Grant Requested: \$25,000

This event is proposed for June 22, 2016, at Saint Mary's University, Halifax. The purpose of the event is to host an annual track and field competition featuring local, national and international athletes. The Aileen Meagher is 1 of 5 events that make up the National Track League circuit. The budget for the proposed event is \$150,000.

2. **Event:** 2016 Canadian National Championship 420 Class
Organization: St. Margaret Sailing Club (SMSC)
Grant Requested: \$5,000

This event is proposed for July 13-17, 2016, at St. Margaret Sailing Club in Glen Haven, St. Margaret's Bay. The purpose of the event is to host the Canadian National Championship in the 420 class (major 2 person development sailing class across North America). Participants will range from male and female, beginners to advanced, including national level athletes. The budget for the proposed event is \$45,140.

3. **Event:** Masters Badminton Championship
Organization: 2016 Canadian Masters Badminton Championship
Grant Requested: \$20,000

This event is proposed for April 11 - 17, 2016, at the Canada Games Centre, Halifax. The purpose of the event is to promote the sport of badminton, showcase a national event with international participation and establish Halifax as a strong event location for Badminton. The budget for the proposed event is \$90,000.

Eligible Events

Upon review of the applications, 18 were deemed eligible for funding and their information is presented below. The STEAM score is based on the total net increase in economics in Nova Scotia.

1. **Event:** CIS Final 8 Men's Basketball Championship 2017
Organization: Dalhousie University
Grant requested: \$100,000 per year (2017 & 2018)

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$614,000	30,000	5,000	850	\$797,082

This event is proposed for March 9 - 12, 2017 and March 8 - 11, 2018, at the Scotiabank Centre, Halifax. The basketball tournament is held to determine the Canadian Interuniversity Sport (CIS) National Basketball Champions. The event will be four days of university basketball with four quarterfinals, four semifinals and two final games. The event estimates a total of 200 volunteers and 4,000 volunteer hours.
Media Impact: All eight games of the event may be broadcasted locally (in negotiations) and semifinals and finals will be broadcasted nationally on Rogers Sportsnet. All games will be available through live stream.

2. **Event:** Atlantic Film Festival
Organization: Atlantic Film Festival Association
Grant requested: \$65,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$1,810,783	30,000	4,500	2,950	\$5,544,021

This event is proposed for September 15 - 22, 2016, at various locations throughout the municipality (Cineplex Park Lane, Ferry Terminal Park, Dartmouth Crossing, Rebecca Cohn and the Lord Nelson Hotel). The purpose of the event is to enrich the Municipality's cultural and economic life by championing the vision and voice of the global cinema experience. The event is an 8 day celebration of film, media and music from around the world. The 2016 event will host a minimum of 110 screenings that will show between 175 and 225 features and short films. The event estimates a total of 125 volunteers delivering 2,000 volunteer hours.

Media Impact: Event partnerships with Fibre Op TV1 and CBC allow the event to offer online streaming, video on demand and broadcast television programming. CBC's Reel East Coast (REC) is a 4 episode primetime television series that airs on CBC (regionally & nationally) on Friday nights in June. As well, Fibre Op TV1 will provide local, provincial and regional, live streaming, online and video on demand access to the Atlantic Film Festival. Fibre Op TV1 also produces and airs 6 dedicated specials on the Atlantic Film Festival.

- 3. Event:** **Blue Nose Marathon**
Organization: **Halifax International Marathon Society**
Grant requested: **\$60,000**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$1,106,443	33,000	3,161	1,924	\$1,701,342

This event is proposed for May 20 - 22, 2016, at the Scotiabank Centre and the World Trade and Convention Centre, Halifax. The purpose of the event is to provide a world-class walking and running event during the Victoria Day weekend that is safe, social and inclusive of all ages and abilities. An estimated 11,500 participants are expected to compete in the 7 walking/ running events: Full Marathon, Team Relay, Half Marathon, 10KM, 5 KM and the Youth Run (2KM and 4KM). The Charity Challenge-Walkers and Runners program allows participants to help raise money for their charity by participating in the event. A total of 81 organizations with 1,400 runners raised over \$530,000 for local charities in 2015. The Active living Expo at the World Trade and Convention Centre is hosted on two floors with 75 booths and 18,000 attendees. The event estimates that a total of 1,500 volunteers providing over 40,000 volunteer hours will occur.

Media Impact: All races are streamed online with free access to watch.

- 4. Event:** **Cheer Expo**
Organization: **Cheer Expo Cheerleading and Dance Events Inc.**
Grant requested: **\$80,000**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$329,000	5,800	4,100	8,725	\$1,493,984

This event is proposed for March, 24 - 26, 2017, at the Halifax Forum, Halifax. The purpose of the event is to determine the best of competitive cheerleading for numerous levels of expertise in Atlantic Canada. The event is a qualifier for The One Cheer and Dance Finals and The USASF World Championships. The event also offers training clinics and sport specific goods vendor section. The event is a 2 day competition featuring 138 teams who compete in front of a panel of judges from across North America. The event estimates a total of 50 volunteers delivering 500 volunteer hours will occur.

Media Impact: None identified.

- 5. Event:** **Epic Dartmouth**
Organization: **Nova Scotia Triathlon Association**
Grant requested: **\$137,000**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$361,799	13,000	3,000	721	\$917,250

This event is proposed for June 30 - July 3, 2016, centered at Lake Banook, Dartmouth, with the cycle course reaching to Musquodoboit. The purpose of the event is to produce and deliver the largest multisport event in Eastern Canada and encourage active living among residents. The event hosts 19 races over 5 days (including the opening and closing ceremonies). There is Epic Dartmouth (full and half distance triathlon), Epic Aqua (swim and bike), duathlon (run and bike), Epic Canadian (5KM/10KM/half marathon Canada Day theme run), Epic Swim and Epic Kids Triathlon (largest in Eastern Canada). The event estimates a total 375 volunteers delivering 8,500 volunteer hours will occur.

Media Impact: None identified.

- 6. Event:** Groundswell Music Festival
Organization: Groundswell Music
Grant requested: \$25,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$87,000	2,000	200	60	\$121,501

This new event is proposed for November 17 - 19, 2016, at the Olympic Community Centre, Halifax. The purpose of the event is to showcase local food, local drink, and local music. The event will be a 3 day music festival with each night featuring notable Nova Scotia musicians or groups. The event is also focused on working with local food and beverage businesses. The event estimates a total of 20 delivering 200 volunteer hours will occur.

Media Impact: None identified.

- 7. Event:** Hal-Con
Organization: Hal-Con Sci-Fi Fantasy Association
Grant requested: \$50,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$433,301	8,079	4,464	750	\$1,129,207

This event is proposed for November 4 - 6, 2016, at the Scotiabank Centre, Grand Parade Square and the World Trade and Convention Centre, Halifax. The purpose of the event is to serve as a cultural beacon representing geeks and nerds to create a positive environment for learning, self-expression and promoting a cultural shift. The event hosts over 350 activities in 3 days including special high profile guest speakers, live theatre, comedians, panels, dance, and Japanese cultural food tasting. The event estimates a total of 300 volunteers delivering 3,000 volunteer hours will occur.

Media Impact: None identified.

- 8. Event:** Maritime Race Weekend
Organization: Maritime Race Weekend Association
Grant requested: \$31,500

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$315,000	5,400	3,200	1,210	\$1,373,778

This boutique running event is proposed for September 16 and 17, 2016, in Eastern Passage and Cow Bay. The event is in its third year; however this is the first application for municipal funding. The purpose of the event is to highlight to visitors the spectacular coastline scenery for runners and walkers. The event is a 2 day running/ walking pirate themed race with 2KM, 5KM, half marathon and full marathon distances. Opening night includes a sunset 5KM race that closes with a fireworks show. The event estimates a total of 400 volunteers delivering 10,000 hours will occur.

Media Impact: None identified.

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- 9. Event:** Halifax International Busker Festival
Organization: Atlantic Busker Festival Society
Grant requested: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$568,500	250,000	191,000	7,280	\$6,998,602

This event is proposed for July 27 until August 1, 2016, along the Halifax boardwalk and waterfront. The purpose of this free event is to entertain visitors with multi-disciplined and multicultural performers from around the world. The event typically features fire dancers, acrobats, magic, world music, and contortionists. For 2016, the event is celebrating its 30th Anniversary which will see a new Main Stage Music Tent (\$5 entry) and Specialty Casino Shows (\$35 entry). The event estimates a total of 180 volunteers delivering 2,800 hours will occur.

Media Impact: None identified.

- 10. Event:** Halifax Comedy Fest
Organization: Halifax Comedy Festival Society
Grant requested: \$30,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$576,981	3,500	1,500	295	\$889,638

This event is proposed for April 27 - 30, 2016, at numerous locations throughout the municipality (Halifax Central Library, Casino Nova Scotia, Spaz Theatre, Lower Deck and Yuk Yuks). The purpose of the event is to help develop, promote and advance Nova Scotian talent in the field of comedy; to maintain the festival as the premiere comedy festival throughout North America and assist in presenting Halifax, Nova Scotia as a premiere entertainment destination. The event is 1 of only 3 comedy festivals to be broadcast nationally on CBC TV. The event hosts 14 shows in 4 days with over 30 comedians. The event estimates a total of 30 volunteers delivering 100 hours will occur.

Media Impact: In 2014, the highest rated show on CBC drew over 415,000 viewers with the lowest being rated with 285,000 viewers. The average viewership per episode was 335,000 with a seasonal viewership of 2,008,000. In the last 12 month period, episodes from 2012, 2013 and 2014 have been aired 54 times.

- 11. Event:** Halifax Jazz Festival
Organization: Jazz East Rising Association
Grant requested: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$1,104,500	45,000	17,000	2,168	\$6,529,315.

This event is proposed for July 13 - 17, 2016, at numerous locations throughout the municipality (King's Wharf, Hydrostone Park, Company House, St. Matthew's Church and the festival site at Salter Block on the Halifax waterfront). The purpose of the event is to entertain audiences of all ages and socio-cultural backgrounds by presenting exceptional performances from world class musicians. The event focuses on engaging and educating a wide demographic of audiences and strives to foster an artistically vibrant and culturally diverse community. The event presents between 70-100 concerts on up to 15 stages throughout Halifax and Dartmouth over 5 days. The festival features internationally renowned marquee artists, up-and-coming Canadian performers, and up to 350 local and regional musicians. While jazz and other forms of creative, non-commercial music remain at the core of the organization's programming mandate, they also present mainstream genres such as hip hop and R&B on the marquee mainstage in order to ensure ongoing financial stability for the organization.

Media Impact: The event will stream workshops through Periscope in 2016.

- 12. Event:** Halifax Pop Explosion
Organization: Halifax Pop Explosion Association
Grant requested: \$60,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$631,764	31,000	12,400	700	\$3,972,092

This event is proposed for October 18 - 22, 2016, at various locations throughout the Halifax Peninsula. The purpose of the event is to present a world-class festival of new and innovative music and culture. The event presents 5 days of programming in 15 venues that range in capacity from 100 to 1,800 people. In addition to these 5 days, the event also offers a comedy performance program, Pop!Talks Music and Culture Keynotes and Pop!Expo (a free zine, record and craft fair). The event estimates a total of 300 volunteers delivering 3,000 hours will occur.

Media Impact: MTV has covered the festival in the past to produce 2 dedicated news pieces. The event is in negotiations to attract additional influential media outlets to cover the 2016 festival. In addition, Eastlink has run a weeklong program which had a total viewership of 600,000 individuals and the event is in discussions to generate online content and coverage for 2016.

- 13. Event:** **Royal Nova Scotia International Tattoo**
Organization: **Royal Nova Scotia International Tattoo Society**
Grant requested: **\$300,000**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$2,467,177	53,000	29,770	17,741	\$20,824,642

This event is proposed for June 30 - July 7, 2016, at the Scotiabank Centre, Halifax. Other event locations include Grand Parade, Province House, Halifax Central Library, Victoria Park, Keshen Goodman Library, Dartmouth Ferry Terminal and the Halifax Stanfield airport. The purpose of the event is to produce and present a world class international cultural experience that will stimulate Canadian patriotism, attract tourists, educate youth, and strengthen international relations recognizing the Canadian forces. The event is a weeklong festival that offers a 2.5 hour show daily and also includes a Canada Day Parade and numerous free public performances at noon time throughout the municipality. The event estimates a total of 1,500 volunteers delivering 180,000 volunteer hours will occur.

Media Impact: The 2016 event is scheduled to continue its partnership with PBS affiliates in the United States of America which saw a reach of over 36 million viewers in 2015. The event is also in discussion with international stations in France, Germany and Scandinavia for broadcasting opportunities.

- 14. Event:** **Shearwater East Dartmouth Minor Hockey Association (SEDMHA)**
Organization: **SEDMHA Minor Hockey Tournament**
Grant requested: **\$35,000**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated 2016	\$508,025	50,000	20,000	6,111	\$3,595,694

This event is proposed for March 24 until April 3, and November 24 - 27, 2016, at 21 arenas across the municipality. The purpose of the event is to celebrate Minor Hockey on the East Coast. The event features teams ranging in age 6 to 17 years including both male and female teams competing in various divisions including Novice, Atom, Pee wee, Bantam and Midget. The event has 3 major sections including the SEDMHA Minor Hockey Tournament and SEDMHA Novice Jamboree held in the spring and a SEDMHA Female Hockey Tournament held in the fall. The SEDMHA Minor Hockey Tournament is a 4 day weekend event featuring approximately 220 teams and 600 games across 18 arena venues. The SEDMHA Novice Jamboree is held the weekend prior to the SEDMHA Minor Tournament and is comprised of 65 novice teams in three skill levels. The SEDMHA Female Hockey Tournament is entering its third year and features over 55 Female teams from across the Maritime Provinces including Atom, Pee wee Bantam and Midget teams. The event estimates that a total of 50 volunteers delivering 225 volunteer hours will occur.

Media Impact: The games will be live streamed on line for 2016.

**Attachment 2
Event Evaluation**

**Below are the scoring comparisons for each of the event grant programs offered through the
MLSER:**

Emerging Events Program	Guaranteed Room 6	Estimated Room 20	Tourism Period 8	Event Location 6	STEAM NS Net 40	Media	Total
Groundswell Music Festival	2	2	8	0	2	0	14
Tourism Events program	Guaranteed Room 5	Estimated Room 25	Tourism Period 6	Event Location 4	STEAM NS Net 40	Media 20	Total
CIS Men's Basketball Championship 2017	5	2	6	0	6	20	39
Epic Dartmouth	0	13	0	4	7	0	24
Hal-Con	5	9	6	0	9	0	33
Cheer Expo	2	25	6	0	11	0	44
Maritime Race Weekend	0	20	0	2	10	0	32
Signature Event Program	Guaranteed Room 4	Estimated Room 30	Tourism Period 4	Event Location 2	STEAM NS Net 40	Media 20	Total
Atlantic Film Festival	4	24	0	0	22	8	58
Blue Nose Marathon	1	15	2	0	7	2	27
Halifax Busker Festival	2	30	0	0	27	0	59
Halifax Comedy Festival	2	1	2	0	3	15	23
Halifax Jazz Festival	2	18	0	0	26	2	48
Halifax Pop Explosion	3	7	2	0	15	5	32
Royal NS International Tattoo	4	30	0	0	40	20	94
SEDMHA	0	30	2	1	14	2	49

Note: the score determines the amount of funding allocated to each event, up to the maximum determined by the SEAC guidelines.