

**Special Events Advisory Committee
October 26, 2012**

TO: Special Events Advisory Committee

SUBMITTED BY: 
Brad Anguish, Director, Community & Recreation Services

DATE: September 20, 2012

SUBJECT: HRM Non-Annual Events 2nd Intake Report

ORIGIN

Halifax Regional Council approved the Civic Events Policy and Granting Framework on March 27, 2007, which supports HRM's biannual Civic Event Granting Program. Several applications were received during the Second Intake (May-August) of the HRM Event Grant Process which requires the consideration of the Special Events Advisory Committee before recommendations are tabled with Regional Council.

RECOMMENDATION

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

1. Approve four (4) grant awards from the 2012/13 Non-Annual Events (second intake) as identified in Table 1 in the amount of \$154,100; and
2. Approve, in principle, two (2) grant awards for a total of \$17,250 from the 2012/13 Non-Annual Events (second intake) for 2013/14 events as identified in Table 1, to be funded from the MLSER – Q315 in 2013/14.

EXECUTIVE SUMMARY

This report outlines the recommended grant allocations for the 2012/2013 Non-Annual Event Program. The program is funded through the Marketing Levy Special Events Reserve (MLSER) and governed by the Special Events Advisory Committee (SEAC). A detailed overview and evaluation of each applicant is provided within the report. Among the 9 applications, support for 6 events is recommended and 3 events are not recommended for support.

BACKGROUND

The MLSER is an operating reserve funded through the hotel tax levy. HRM receives 40% of the total revenue generated from the hotel tax levy for the purposes of event and economic development. There are four event grant programs that HRM currently operates: 1) Hallmark Events; 2) Non-Annual Events; 3) Summer Festival Events; and 4) Festivals and Events. Through the MLSER, HRM provides financial support to the event grant programs with an anticipated total budget of approximately \$1.2 million for 2012/2013.

SEAC oversees and governs the four event programs and makes recommendations to Regional Council. Staff undertakes the grant application and evaluation process which is described in Attachment 1. All recommendations respecting the allocations of the MLSER are guided by the Civic Event Granting Framework and Policy and the MLSER Reserve Business Case. The Non-Annual Event Program supports Tourism, Sporting and Major Civic Celebration events. Detailed information on the programs and event categories is outlined in Attachment 2.

DISCUSSION

This report will assist SEAC in its deliberations respecting the Non-Annual grants applications for 2012-2013 and 2013/14 to be funded through the MLSER.

Applicant Eligibility and Qualification:

To be eligible for event funding, applicants' events are to be non-annual and the proposed event must fall within one or more of the event program and categories outlined in Attachment 2. Events that require a bidding process are not considered annual because the event has to be awarded and therefore these events can be considered eligible in subsequent years. Upon determining eligibility, each event is assessed to determine in which, if any, funding grant program it may qualify for consideration. Additionally, events must score 50 or greater in order to qualify for funding.

As part of the review process, SEAC and Council may also consider matters beyond the direct policy framework, such as delinquent or outstanding monies owed to HRM, event quality and image, event organizer's capacity and experience, and event organizer's governance structure. SEAC and Council may also consider matters related to other municipal supports - either from another grant program or capital investment in infrastructure required to support the event.

Following the review of all applications, the proposed events were placed into one of the three categories; applications requiring additional information, non-eligible events and eligible events

(see Attachment 3). The eligible events were then scored using the MLSER Score Sheet to determine if they qualified for a grant award. Six out of the nine applications qualified for grant support (See Attachment 4). Currently, all eligible events do not owe any outstanding debt to HRM. The Non-Annual second intake proposed funding amounts are displayed in Table 1 below.

Table 1: PROPOSED FUNDING AMOUNTS					
Marketing Levy Special Events Reserve (Q315)					
Event Name	Event Year	Score	Request	Proposed 2012/13	Proposed 2013/14
Sporting Events					
2013 CHL/NHL Top Prospects Game	12/13	61	\$80,000	\$37,600	
Bluenose Squash Classic	12/13	55	\$40,000	\$14,000	
2013 Canadian Junior Baseball Championships	13/14	53	\$15,000		\$4,650
2013 Canadian Closed Amateur DanceSport Championships	12/13	50	\$10,000	\$2,500	
SUBTOTAL				\$54,100	\$4,650
Tourism Events					
East Coast Music Awards	12/13	71	\$175,000	\$100,000*	
SUBTOTAL				\$100,000	\$0
Major Civic Celebrations					
Sea King 50 th Anniversary	13/14	69	\$20,000		\$12,600
SUBTOTAL				\$0	\$12,600
TOTAL NON-ANNUAL EVENTS PROPOSED			\$340,000	\$154,100	\$17,250

*Grant award was capped at \$100,000 as per SEAC's granting cap amount totals.

BUDGET IMPLICATIONS

The proposed recommendations will not increase the Operating budget nor the amount to be withdrawn from Q315, Marketing Levy Special Events Reserve, as these recommended awarded amounts are part of the total 2012/13 approved budget amounts for C772 which is funded by the reserve. This has been confirmed with Finance staff. The 2nd recommendation will affect the 2013/14 proposed budget.

Budget Summary Q315 Reserve:

Projected Balance March 31, 2013 (as at Sept 30/12)	\$ 48,279
(2012/13 2 nd intake already included in this projected balance)	
Projected 2013/14 Revenue from Hotel Tax	\$1,200,000
Less pre approval for 2015 CCMA from 2013/14 budget	\$ (250,000)
Less 2 nd recommendation of this report for Sea King and 2013 Canada Jr. Baseball Championship	<u>\$ (17,250)</u>
Projected Balance available for remaining 2013/14 program	\$ 981,029

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation and is, in part, subject to the approval of the 2013/14 Reserve budget, once it is proposed for Council's approval.

COMMUNITY ENGAGEMENT

Community engagement for this process involves staff seeking the input of relevant and knowledgeable stakeholders through the Special Event Advisory Committee to advise on the proposed events. Event organizers are also invited to attend a SEAC meeting to present and to answer questions.

ALTERNATIVES

Alternative 1: SEAC may choose to amend the recommendations as outlined.

Alternative 2: SEAC may choose not to approve the recommendation as outlined. This is not recommended as the non-annual events provide economic and cultural value to the community.

Alternative 3: SEAC may choose to direct staff to consider the non-eligible events under the exception clause of the MLSER Business case. This is not recommended as the exception clause is intended for extraordinary cases.

ATTACHMENTS

Attachment 1: Grant Application and Evaluation Process

Attachment 2: Event Programs & Categories

Attachment 3: Non-Eligible & Eligible Events

Attachment 4: MLSER Scoring Sheets

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.


Report Prepared by: Paul Forrest, Civic Events Coordinator (Events Grant Administrator), Regional Recreation & Culture, 490-6979

Report Approved by:



Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

Financial Approval by:



Greg Keefe, CMA – Director of Finance and Information Technology/CFO 490-6308

Attachment 1 Grant Application and Evaluation Process

There are two intake processes for all HRM events granting programs. The first intake process begins the last Friday of October and closes the last Friday of January. The second intake process opens the last Friday in May and closes the last Friday of August. Grant applications are located on the HRM web page with accompanying instructions each intake. The application process requires several steps until a final decision is made by Regional Council, as outlined below:

Step One: Grant Application Submission

Candidate applications are submitted. Upon receipt, staff forwards a letter confirming receipt of the application. An application reference number is provided.

Step Two: Applications Scoring and Presentations

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

Table 2: MLSER Granting Cap Amount Totals		
Event Category		Grant Cap Amount
Hallmark		
	Hallmark	\$100,000
Sport		
	National	\$50,000
	International	\$250,000
	Commercial	\$50,000
Tourism		
	Major	\$100,000
	Professional Festival	\$50,000
Major Civic Celebrations		
	Civic Celebration	\$25,000
	Anniversary	\$25,000

Step Three: Special Events Advisory Committee Deliberations

Upon review of all applications, and hearing presentations, SEAC prepares and forwards its recommendations to Regional Council. A committee report is tabled for Council's consideration.

Step Four: Regional Council Decision

Upon review of the recommendations provided by the SEAC, Regional Council makes a final decision on the proposed grants. Successful and unsuccessful grant applicants are officially notified by letter of the grant amount awarded.

Attachment 2

Event Programs & Categories

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

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

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

Non-Annual Event Categories

- **Sporting Events:** large, compelling, major market events with high expenditure potential. Such (sporting) events also have a high potential for national and international exposure and the ability to encourage multi-day visits. A grant program for local sporting events is not included.
- **Tourism Events:** large, compelling to a major market and with high expenditure potential. Such events also have a high potential for international exposure and the ability to encourage multi-day visits. To be considered a true tourism event, a material share of total participation must come from overnight tourists/visitors.
- **Major Civic Celebrations:** special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

Attachment 3 Non-Eligible & Eligible Events

A. NON-ELIGIBLE EVENTS

Following the review of the applications, two events have been identified that do not qualify for grant support. These events are as follows:

Aileen Meagher International Track Classic

This event is proposed for July 1, 2013, at St. Mary's University, Halifax. Approximately 80 volunteers, 200 athletes and over 2,000 spectators will take part in the event in 2013. The Aileen Meagher event is one of six events in the National Track League. Ticket prices are \$10 for general admission and \$5 for seniors and children. This event has previously received a grant of \$14,500 from HRM in 2012. The funding request is \$50,000.

As per the Civic Event Granting Framework and Policy, the Non-Annual Event Grant program supports events which occur on an infrequent basis. The Aileen Meagher International Track Classic received an Event Grant in the 2012/13 fiscal period, thus is not eligible to receive an Event Grant in the 2013/14 fiscal period. Therefore, it is recommended that Aileen Meagher International Track Classic application not be advanced.

2013 Atlantic University Sport (AUS) Men's Basketball Championships

This event is proposed for March 1-3, 2013, at the Halifax Metro Centre, Halifax. The event hosts six men's university basketball teams from across Atlantic Canada to compete for the conference championship and a berth in the national championship in Ontario. An estimated 3 staff, 70 volunteers, 120 athletes and over 15,000 people will attend the event. Ticket prices range from \$7 for youth, \$15 for seniors/ students and \$20 for adults. The funding request is for \$60,000.

As per the Civic Event Granting Framework and Policy, HRM can support national or international caliber tourism and sporting events. These events are large, compelling to a major market, encourage multi-day visits, and have potential for high expenditures, economic impact and international exposure. The proposed 2013 AUS Men's Basketball Championships does not meet the criterion of a national or international tourism or sporting event as it is a regional scaled event. Therefore, it is recommended that the 2013 AUS Men's Basketball Championships application not be advanced. It should be noted that HRM did support the Canadian Interuniversity Sport (CIS) Men's Basketball Championship in Halifax as it fulfilled the criteria for a national championship of the Civic Event Granting Framework and Policy. The AUS organization is one of four conferences that make up the CIS membership and this is the first time the AUS has applied for funding for the AUS Men's Basketball Championships from HRM.

B. ELIGIBLE EVENTS

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

a) Non-Qualified Events

There may be events which are eligible for funding but do not score enough points to qualify for the respective funding. One event did not score the minimum of 50 points to qualify for a grant award recommendation:

Canadian Postal Employee Curling Classic

The event is scheduled for April 13 – 20, 2013, at the Mayflower Curling Club, Halifax. The expected attendance size is over 100 people in addition to 60 participants, 40 volunteers and 2 staff. It is the 47th annual Curling Classic in 2013 and the event takes turns being hosted by a different province every year. There will be 12 teams taking part at the Halifax event. The event is free to the public to attend, however, appears to be intended as a company event. The funding request is \$5,000.

Based on information contained within the application, staff have evaluated the Canadian Postal Employee Curling Classic and identified a score of 45 points out of 100 on the MSLER Scoring Sheet in Attachment 4. Therefore, no grant funded is recommended, as the event did not score a minimum of 50 points.

b) Qualified Events

Staff has identified 6 events that are eligible and qualified for grant support. A detailed description of each event is outlined in the following discussion and an evaluation sheet for each is provided in Attachment 4.

Major Sporting Events

The following Major Sport Event applications have been received within the second intake of the 2012-2013 grant season:

2013 CHL/NHL Top Prospects Game

Grant requested: \$80,000

Grant proposed: \$37,600

This event is proposed for Wednesday, January 16, 2013, at the Halifax Metro Centre, Halifax. Forty of the top National Hockey League draft eligible players are brought to Halifax for three days to practice, participate in fitness testing, and then play each other in a game. Celebrity coaches are brought in to coach each team. It is the first time the game has ever been hosted in Nova Scotia, and the second time ever it has been hosted east of Montreal. The estimated attendance for this event is 15,000 people, plus 50 participants and 25 volunteers. The event will host a minimum of two free events for the general public to engage with the participants and the gated game will have prices at a “family affordable” level. The event estimates a minimum of 750 hotel nights from visitors and will be broadcasted nationally on Rogers Sportsnet.

Based on information contained within the application, staff have evaluated the 2013 CHL/NHL Top Prospects Game and identified a score of 61 points out of 100 on the MSLER Scoring Sheet. Strengths of this application include an event date during the off-season tourism period,

experienced event organizers with a proven local track record, and further advancing HRM's reputation of hosting high caliber hockey events. Additionally, the application appears to have a strong economic business case.

Bluenose Squash Classic

Grant Requested: \$40,000

Grant Proposed: \$14,000

This event is scheduled for March 25 – 31, 2013, at St. Mary's University (SMU) and the Rebecca Cohn Auditorium, Halifax. The Bluenose Squash Classic is a professional squash event with \$55,000 in prize money for 2012. The event had 6 of the top 20 players at the 2012 Classic and boasts the largest prize money in Canada. Qualification rounds are played at SMU and the championship playoffs are played in a glass walled court on stage at the Rebecca Cohn auditorium. The SMU matches are free to the public to watch and there is a \$75 entry fee for the championship week at the Rebecca Cohn. Daily tickets are also available for purchase. The estimated event attendance is 3,200 people plus 32 athletes and 90 volunteers. The event estimates a minimum of 1,300 hotel nights would be generated by this event.

Based on information contained within the application, staff have evaluated the Bluenose Squash Classic and identified a score of 53 points out of 100 on the MSLER Scoring Sheet. Strengths of this application include the strong reputation Halifax has for hosting international sporting events and an event date during the off-season tourism period.

2013 Canadian Junior Baseball Championships

Grant Requested: \$15,000

Grant Proposed: \$4,650

This event is proposed for August 13 – 19, 2013, at Beazley Field, Dartmouth and the Mainland Commons, Halifax. The championship includes 10 teams playing 28 games at the junior age category (under 21 years of age old). There is also a home run competition that serves as a charity fundraiser. The estimated attendance of the event is 4000 people plus 240 athletes and 150 volunteers. The entrance fee is \$6 for adults and \$4 for youth for round robin and \$8 for adults and \$6 for youth for playoffs (children under 13 are free for all games). The event conducted a Sport Tourism Economic Assessment Model (STEAM) report that identified a total of \$1,831,819 of economic activity will be generated in HRM and that \$48,065 of municipal taxes would be supported within HRM.

Based on information contained within the application, staff have evaluated the 2013 Canadian Junior Baseball Championships and identified a score of 55 points out of 100 on the MSLER Scoring Sheet. Strengths of this application include contributing to the strong reputation Halifax has for hosting national sporting events and operating a fiscally responsible budget.

2013 Canadian Closed Amateur DanceSport Championships

Grant Requested: \$10,000

Grant Proposed: \$2,500

This event is proposed for March 29 - 30, 2013, at the World Trade and Convention Centre, Halifax. This event is the premier national event for the country's top Standard (formerly known as Ballroom) and Latin dancers. Twelve Championship titles will be awarded over the two-day event in six age categories (Junior, Youth, Adult, Senior I, Senior II and Championship). The

estimated event attendance is 2,000 people plus 400 participants and 100 volunteers. Daytime general admission is \$20 and evening general admission ranges from \$25 to \$70. Based on previous hosting experience, more than \$50,000 will be spent over two days in accommodations in Halifax.

Based on information contained within the application, staff have evaluated the 2013 Canadian Closed Amateur DanceSport Championships and identified a score of 53 points out of 100. Strengths of this application include increasing HRM's reputation as a national caliber host location; event organizers have a proven local event track record (hosted event in 2008) and supporting diverse culture.

Major Tourism Events

The following Tourism Event applications have been received within the second intake of the 2012-2013 grant season:

25th Anniversary East Coast Music Week

Grant requested: \$175,000

Grant proposed: \$100,000

This event is proposed for March 6 – 10, 2013, at numerous venues throughout Halifax Regional Municipality. The East Coast Music Week (ECMW) is composed of three components: 1) music festival, 2) awards presentations and a gala closing performance and 3) an international export buyers program. 2013 will mark the 25th anniversary and the event estimates over 15,000 people will attend the event in addition to the 600 volunteers and 20 staff. The ECMW will offer a combination of gated and free public events. Ticket prices for the gated events will range in price from \$20 to \$60. The event estimates \$1.8 in direct spending on the event, an overall economic impact of \$6-\$9 million and a minimum of 2,500 hotel nights.

Based on information contained within the application, staff have evaluated the 25th Anniversary East Coast Music Week and identified a score of 71 points out of 100 on the MSLER Scoring Sheet. Scoring 71 points on the MSLER scoring sheet would calculate to a grant award of \$117,250, however a proposed grant award of \$100,000 is recommended as per SEAC's granting cap totals (See Attachment 1 – Major Tourism category). Strengths of this application include experienced event organizers with a proven local track record at delivering successful major events, an event date in the tourism off season, and strong economic impacts and exposure.

Major Civic Celebrations

The following Major Civic Celebration application has been received within the second intake of the 2012-2013 grant season:

Sea King 50th Anniversary

Grant requested: \$20,000

Grant proposed: \$12,600

This event is proposed for July 31 – August 1, 2013. The main event activities will be centered at Shearwater, however there will be a Freedom of the Skies parade and mass fly-past that will culminate at a memorial service at Grand Parade, City Hall. The expected attendance for all events is over 26,000 people including the reunion for past and serving Sea King operators. All activities are free to the public to attend and include tours of the Shearwater Aviation Museum,

bus tours of the new facilities at Shearwater 12 Wing, static displays of Sea Kings and the new Cyclone helicopters, and a sunset ceremony in Grand Parade. The application did not provide any indication that the event has applied for funding from the Provincial or Federal Governments.

Based on information contained within the application, staff have evaluated and determined a score of 69 points out of 100. The strengths of this application are that it celebrates HRM's military heritage and connection to the Canadian Armed Forces.

Attachment 4 – MLSER Scoring Sheets

MLSER Tourism/ Sporting Score Sheet

Applicant: 2013 CHL/NHL Top Prospects Game

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	9/ 9	Off <i>Season (Nov. To Mar.) = 9</i> Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Provincial, Federal & corporate – 2/4 Volunteers – Number of volunteers, training, capacity, etc. – 3/4 Experience – Proven track record in Halifax, goals, etc. – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM’s Identity - Culture - Diversity	5 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage, etc. – 2/3 Culture – Inclusive, creative, etc. – 1/3 Diversity – Inclusive, innovative, etc. – 0/3
Tourism Impact - HRM Exposure - Reputation	7 /8	Reputation –Event delivery, hospitality – 3/4 Exposure – TV, radio, paper, online, etc. – 4/4
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	12 /20	Number of tourists – 4/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	61/100	

Total points: 61

Percentage of grant award proposed: 47%

Recommended grant award: \$37,600

MLSER Tourism/ Sporting Score Sheet
Applicant: Bluenose Squash Classic

Criteria	Score	Values
Free or low costs (if gated)	10 /15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	9 /9	Off Season (Nov. To Mar.) = 9 Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	10 /12	Partnership support – Provincial, Federal & corporate – 3/4 Volunteers – Number of volunteers, training, capacity, etc. – 4/4 Experience – Proven track record in Halifax, goals, etc. – 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM’s Identity - Culture - Diversity	4 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage, etc. – 0/3 Culture – Inclusive, creative, etc. – 0/3 Diversity – Inclusive, innovative, etc. – 2/3
Tourism Impact - HRM Exposure - Reputation	5 /8	Reputation –Event delivery, hospitality – 3/4 Exposure – TV, radio, paper, online, etc. – 2/4
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	11 /20	Number of tourists – 3/8 General Economic Impact – 2/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	55/100	

Total points: 55

Percentage of grant award proposed: 35%

Recommended grant award: \$14,000

MLSER Tourism/ Sporting Score Sheet

Applicant: 2013 Canadian Junior Baseball Championships

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	3 /9	Off Season (Nov. To Mar.) = 9 Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	6 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	9 /12	Partnership support – Provincial, Federal & corporate – 2/4 Volunteers – Number of volunteers, training, capacity, etc. – 4/4 Experience – Proven track record in Halifax, goals, etc. – 3/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM’s Identity - Culture - Diversity	6 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage, etc. – 1/3 Culture – Inclusive, creative, etc. – 1/3 Diversity – Inclusive, innovative, etc. – 2/3
Tourism Impact - HRM Exposure - Reputation	4 /8	Reputation –Event delivery, hospitality – 2/4 Exposure – TV, radio, paper, online, etc. – 2/4
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	12 /20	Number of tourists – 3/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 3/4
Final Total	53/100	

Total points: 53

Percentage of grant award proposed: 31%

Recommended grant award: \$4,650

MLSER Tourism/ Sporting Score Sheet

Applicant: 2013 Canadian Closed Amateur DanceSport Championships

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

Total points: 50

Percentage of grant award proposed: 25%

Recommended grant award: \$2,500

MLSER Tourism/ Sporting Score Sheet
Applicant: East Coast Music Awards

Criteria	Score	Values
Free or low costs (if gated)	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	9 /9	Off Season (Nov. To Mar.) = 9 Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	Urban = 3 Mixed = 6 Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	12 /12	Partnership support – Provincial, Federal & corporate – 4/4 Volunteers – Number of volunteers, training, capacity, etc. – 4/4 Experience – Proven track record in Halifax, goals, etc. – 4/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM’s Identity - Culture - Diversity	9 /12	Legacy – Appropriateness, scale, etc. – 2/3 Identity – Physical attributes, heritage, etc. – 2/3 Culture – Inclusive, creative, etc. – 2/3 Diversity – Inclusive, innovative, etc. – 3/3
Tourism Impact - HRM Exposure - Reputation	8 /8	Reputation –Event delivery, hospitality – 4/4 Exposure – TV, radio, paper, online, etc. – 4/4
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	14 /20	Number of tourists – 6/8 General Economic Impact – 3/4 Buying local products, equipment, services, etc. – 3/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	71/100	

Total points: 71
Percentage of grant award proposed: 67%
Recommended grant award: \$117,250
Per Cap amount approved by SEAC \$100,000

Major Civic Celebration Score Sheet

Applicant: Sea King 50th Anniversary

Criteria	Score	Values
Significant Community Celebration	25/25	High = 25 , Medium = 15, Low = 10
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	6 /15	Less than 10,000 = 2 10,000 to 24,999 = 4 25, 000 to 49,999 = 6 50,000 to 249,999 = 8 Greater than 250,000 = 10
% Non-resident participants/ spectators	4 /8	Greater than 75% = 8 50 to 75% = 6 25% to 50% = 4 Less than 25% = 2
Tourism Period (Seasonality)	3 /10	Off Season (Nov. To Mar.) = 10 <i>Shoulder Season (Apr. – June & Oct.) = 6</i> Prime Season (July to Sept.) = 3
Primary Event Location	6 /9	Urban = 3 Mixed = 6 Rural = 9
Financial Support	3 /6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
Other factors:	4.5 /6	Traditional, attractive, cultural awareness raising, publicity = 1.5 Reoccurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
Business Case - Economic Impact - Budget breakdown ROI Information - Local investment and HST spin-off	2 /10	
Final Total	68.5/100	

Total points: 68.5 = 69

Percentage of grant award proposed: 63%

Recommended grant award: \$12,600

MLSER Tourism/ Sporting Score Sheet

Applicant: Canadian Postal Employee Curling Classic

Criteria	Score	Values
Free or low costs (if gated)	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3 /15	Less than 10,000 = 3 10,000 to 24,999 = 6 25, 000 to 49,999 = 9 50,000 to 249,999 = 12 Greater than 250,000 = 15
Tourism Period (Seasonality)	6 /9	Off Season (Nov. To Mar.) = 9 Shoulder Season (Apr. – June & Oct.) = 6 Prime Season (July to Sept.) = 3
Primary Event Location	3 /9	Urban = 3 <i>Mixed = 6</i> Rural = 9
Event Sustainability - Partnership Support - Volunteers - Event delivery experience	6 /12	Partnership support – Provincial, Federal & corporate – 2/4 Volunteers – Number of volunteers, training, capacity, etc. – 2/4 Experience – Proven track record in Halifax, goals, etc. – 2/4
Community Engagement - Legacy (social, cultural, infrastructure) - HRM's Identity - Culture - Diversity	3 /12	Legacy – Appropriateness, scale, etc. – 1/3 Identity – Physical attributes, heritage, etc. – 1/3 Culture – Inclusive, creative, etc. – 1/3 Diversity – Inclusive, innovative, etc. – 0/3
Tourism Impact - HRM Exposure - Reputation	2 /8	Reputation –Event delivery, hospitality – 1/4 Exposure – TV, radio, paper, online, etc. – 1/4
Economic Impact - Spectators from outside HRM - ROI - Local expenditures - Employment - Budget	7 /20	Number of tourists – 2/8 General Economic Impact – 1/4 Buying local products, equipment, services, etc. – 2/4 Size/ fiscal management/ appropriateness of budget/ low admin O/H – 2/4
Final Total	45/100	

Total points: 45

Percentage of grant award proposed: 0% - did not reach 50 point threshold

Recommended grant award: \$0