

Grand Encampment 2012: War in the Americas



- HRM Special Events Advisory Committee Presentation
- Presenter: Rod MacLean, Executive Director, Halifax Citadel Regimental Association (HCRA)
- March 28th, 2012

Presentation Overview

- History
- Event Overview
- Event Sustainability
- Community Engagement
- Tourism/Economic Impact
- Proposed Budget & Financials
- Questions

Event History

- Changing of the Guard, 2006
 - Large-scale re-enactment and encampment
 - HRM contributed \$140,000
- Encampments 2007-Present
 - much smaller in scale; focused on a specific historical period or theme
- Grand Encampment, 2012
 - roughly 1/3 the size of the 2006 event

Event Overview

- Title: Grand Encampment, 2012
- Dates: 30 August to 3 September, 2012
- Location: Halifax Citadel NHS & Garrison Grounds
- Governance: Paid staff and volunteers from the HCRA and Parks Canada to oversee

Key Event Features

- Period tented encampment with historical food and music
- Mock battles and military demonstrations
- Commemorative ceremonies
 - 1812 Guard change in Grand Parade?
- Interpretive displays
- Interactive activities for youth

Draft Event Schedule

- Period encampment 0900-1700 daily
- 30 August: Grand Parade Ceremony, Noon
- 31 August: Halifax Boardwalk Event, Noon
- 1 September:
 - Grand Review: 1000
 - Mock Battle: 1300
- 2 September: Church Parade to St. Paul's
- 3 September: Encampment ends

Event Sustainability

- HCRA in existence since 1993 and has extensive experience in military heritage programming and events
- Partners include Parks Canada, the Army Museum and the Brigade of the American Revolution who will provide staff, expertise and in-kind support to ensure event's success
- One part of a larger commemorative effort

Community Engagement

Our aims:

- Increase local understanding of, and pride in, Halifax's role as a key base during the War of 1812 and the impact its development
- Connect Haligonians with significant historical events and local personalities of the period
- Provide a platform for discussion of African-Canadian military service during the conflict
- Involve local youth organizations in heritage music activities

Tourism/Economic Impact

- Enhance HRM's profile in national War of 1812 commemorations
- The War of 1812 is a key international tourism theme for 2012
- Event will benefit from other 1812 promotional activities by Parks Canada, NS Tourism and Destination Halifax
- Estimate of local economic impact based on past events is \$300,000 approximately
- Will result in extended employment for approximately 25 seasonal staff

Budget

- Total projected revenues: \$82,500.00
- Total projected cost: \$82,500.00
- HCRA has no outstanding debt or deficits relating to this event or other activities
- Request is for the current year only

Amount Requested

- Event requests a grant of: \$48,000.00
- Funding would be used for:
 - travel and equipment
 - promotions
- HRM would receive profile and acknowledgment in all promotional and event materials.

Questions