

Special Events Advisory Committee
August 7, 2013

TO: Chair and Members of the Special Events Advisory Committee

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

DATE: July 3, 2013

SUBJECT: **We Day Event**

ORIGIN

Invitation to Halifax Regional Municipality (Attachment 1) to support the hosting fee associated with the We Day Atlantic event in late November 2013.

LEGISLATIVE AUTHORITY

Halifax Regional Municipality Charter, Section 79 (1) (av)

RECOMMENDATION

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

1. Approve a 2013/14 payment of \$50,000 to fund the hosting fee for the We Day event from the Marketing Levy Special Events Reserve (Q315).

BACKGROUND

The Marketing Levy Special Events Reserve (MLSER) provides funding to attract and host tourism, culture and heritage events. These events are defined as national or international in caliber, occur on an infrequent basis, and where HRM provides a leading and/or hosting role.

We Day is an event initiative of Free The Children, an international charity and educational partner, that works with schools to implement the We Act program to promote the spirit of volunteerism in the young. Free the Children is a not for profit organization and has partnered with the Nova Scotia Department of Education and Early Childhood Education for this event. Students and teachers earn free attendance to the event by completing one local action and one global action, as well as sharing their action plans and accomplishments with the community of We Schools.

Locations for the 2013/14 We Day events include Alberta, Manitoba, Saskatchewan, Montreal and Toronto, as well as Seattle and the UK. In addition, the first We Day will be held in Atlantic Canada and HRM has been identified as the local site. Consideration of HRM support of the \$50,000 hosting fee and approval of the request for funding from the MLSER can only be approved by Regional Council.

DISCUSSION

On May 14, 2013, Regional Council passed a motion to direct staff to continue to engage youth both in their communities and online to better understand the current trends and issues of youth across HRM. Free the Children initiatives support the engagement of youth and the We Day event has a successful track record across Canada and North America of empowering and informing youth. At the We Day event, young people are brought together with local heroes, activists, celebrities and musicians to celebrate their power to change the world, learn about new issues and gain the motivation to take action. We Day is a fully sponsored event and, as a result, none of the money donated to Free The Children for charitable purposes is used for We Day events. It is estimated that the event will reach an attendance of 10,000 people, primarily students and educators. It is estimated that half of these attendees (5,000) would be coming from outside Nova Scotia via sponsored transportation. The event is scheduled for November 27, 2013 at the Halifax Metro Centre.

The MLSER Business Case provides the opportunity for Regional Council to consider events that fall outside of the existing categories and process through the Exceptional Circumstances Clause. Whereas this event requires a timely response in regards to the hosting fee, this request would fall under the Exceptional Circumstances Clause. Staff has assessed this opportunity acknowledging that this request directly aligns with HRM's mandate to provide effective means for reaching youth groups and delivering youth programs and is recommending support of the \$50,000 hosting fee.

FINANCIAL IMPLICATIONS

Projected Balance, March 31, 2014 (per approved budget) \$6,754

Withdrawal per recommendation will have no impact on this projected balance as it is included in the council approved withdrawals from the reserve in 2013/14.

The Council approved withdrawals from the reserve in 2013/14 include estimated amounts for second intake of applications based on the MLSER Business Case percentage allocations. Based on the Business Case allocations, the amount available for second intake is currently \$487,368. With approval of the \$50,000 for We Day, the remaining funds for second intake would be \$437,368.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC could recommend that Halifax Regional approve a smaller amount of funding which would result in the provision of a lower hosting fee than the minimum required.

Alternative 2: SEAC could recommend that Halifax Regional Council not support the We Day fee request. This is not recommended as the event meets HRM's mandate as it relates to the engagement of youth.

ATTACHMENTS

Attachment 1 – Letter of Invitation

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

Report Prepared by: Elizabeth Taylor, Manager Events & Cultural Initiatives, 490-4387

Original Signed

Report Approved by: Denise Schofield, Manager, Regional Recreation & Culture, 490-6252

Financial Approval by:

Original Signed

Greg Keefe, Director of Finance & ICT/CFO, 490-6308



An initiative of:



To: Denise Schofield
Halifax Regional Municipality
Manager, Regional Recreation & Culture

Dear Denise,

I'm writing to you on behalf of Free The Children, and its signature event We Day, to request the consideration of the Halifax Regional Municipality Council for the hosting fee of We Day Atlantic Canada. We are seeking to cover the hosting fee amounting to \$50,000 to assist in bringing youth leaders, educators and the regional business community together at the Halifax Metro Centre to celebrate their power to affect local and global change.

We Day is free to attend, although each of the nearly 10,000 audience members will commit to taking one local and one global action to make their world a better place. The inaugural We Day Atlantic Canada will be held at the Halifax Metro Centre on November 27th, 2013 and will bring people together from across all four Atlantic Provinces.

Council's support would not only create a mutually beneficial partnership between Free The Children and the Halifax Regional Municipality, but would create lasting and meaningful change in the lives of local youth and the future leaders of Atlantic Canada.

Thank you for your consideration,

Sarah Watson
Manager, Sponsorship Fulfillment, We Day
Free The Children
Sarah.Watson@freethechildren.com

