

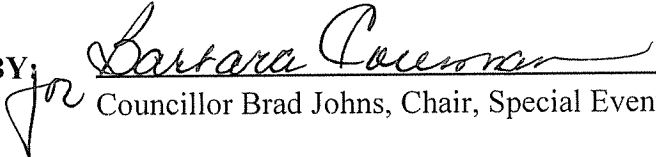


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 10.3.1

Halifax Regional Council
December 16, 2008

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Councillor Brad Johns, Chair, Special Events Advisory Committee

DATE: December 12, 2008

SUBJECT: Special Events Grants Requests

ORIGIN

December 12, 2008 Special Events Advisory Committee meeting.

RECOMMENDATION

It is recommended that Halifax Regional Council approve grants of:

1. \$10,000.00 to the Halifax Pop Explosion from the MLSER (Q315)
2. \$125,000.00 to the Halifax Rainmen Holiday Classic from the MLSER (Q315)
3. \$15,000.00 to the New Year's Eve Celebration from the MLSER (Q315); and
4. \$10,000.00 to Democracy 250 from the MLSER (Q315)

BACKGROUND/DISCUSSION

After presentations and discussions with the Committee members, it was decided to forward the above mentioned grants on to Regional Council for approval noting the following:

1. Scotia Festival of Music did not present at this time;
2. Halifax Holiday Classic Basketball Event (Halifax Rainmen) had revised their ask for \$250,000 to \$176,000 from and were approved for \$125,000.00;
3. This would change the end resulting total of Table 1 - Proposed Funding Amounts from Marketing Levy Special Events Reserve from \$1,324,500.00 to \$1,349,500.00.

BUDGET IMPLICATIONS

See staff report dated November 6, 2008

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

See staff report dated November 6, 2008

ATTACHMENTS

Attachment A -Staff Report dated November 6, 2008

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

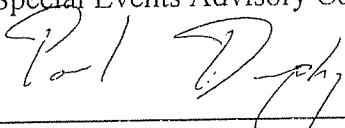
Report Prepared by: Ms. Barbara Coleman, Legislative Assistant



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Special Events Advisory Committee
December 10, 2008

TO: Special Events Advisory Committee

SUBMITTED BY: 
Paul Dunphy, Director, Community Development

DATE: November 6, 2008

SUBJECT: Special Events Grant Requests

ORIGIN

1. June 18, 2008, the Special Events Advisory Committee deferred recommendations for the Halifax Pop Explosion and Scotia Festival of Music, pending presentations;
2. Subsequent to Regional Council's July 5, 2008 approval of event funding, organizers of Halifax Holiday Classic Basketball Tournament, Democracy 250, and HRM's 15th Anniversary New Year's Eve program events, requested funding.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Regional Council approve grants of:

1. \$10,000 to the Halifax Pop Explosion from the MLSER (Q315);
2. \$10,000 to the Scotia Festival of Music from MLSER (Q315);
3. \$100,000 to the Halifax Rainmen Holiday Classic from the MLSER (Q315);
4. \$15,000 to the New Year's Eve Celebration from the MLSER (Q315); and
5. \$10,000 to Democracy 250 from the MLSER (Q315);

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

1. Amend the Civic Event Policy and Granting Framework and MLSER Business Case to include the Halifax Pop Explosion and the Scotia Festival of Music as "Hallmark Events" (Attachment One); and
2. approve the amended Table 1 (events in white) to be funded from the Marketing Levy Special Events Reserve (Q315).

BACKGROUND

In March 2006 Council approved a new Civic Events Policy and Granting Framework to improve the overall approach to HRM's civic event granting process. The framework requires HRM's Civic Events Operating Budget (C760), be used exclusively for funding festivals, celebrations and HRM civic events. Whereas, the *Marketing Levy Special Events Reserve*, which is an operating reserve funded through the hotel levy, would be used to fund non-annual commercial, tourism and sporting events of national and international calibre. Additionally, the Reserve would fund HRM's annual Hallmark events.

On May 13, 2008, Regional Council approved the 2008 event grant recipients from HRM's 4 event grant streams (Annual Events, Festival & Events, Summer Festival, and the Marketing Levy Special Event Reserve grants). A subsequent report was before Council on July 8, 2008 at which time additional event funding was approved including the International Buskers Festival. Since the summer, a number of new event organizers have come forward seeking support. The following background provides an overview of these events:

1. The Halifax Pop Explosion

The Halifax Pop Explosion is one of Canada's most respected festivals and showcases for new and emerging music, art, and culture. Founded in 1993, the festival features the best in new music, and fuses it with the unique perspectives and exhibitions of art, media and pop culture, from Halifax and around the world. The estimated audience of 16,000 tells only part of the story relative to the reach of this festival. This festival consistently receives international exposure on leading new music/youth websites and it has an outstanding reputation internationally as a leading new music festival. The Halifax Pop Explosion is seeking \$10,000 in funding. Periodically, HRM has supported this festival through the Festival & Events grant of \$500. The Pop Explosion is also seeking Hallmark status.

2. The Scotia Festival of Music

The Scotia Festival of Music is a two-week long chamber music festival held annually and has been recognized internationally for its diverse programming and superior level of performers. On a national level it has been called "one of the most significant musical events in Canada's history". The Scotia Festival of Music is seeking \$11,000 in funding. HRM has recently supported this festival through the Festival & Events grant process with a grant of \$5,000.

3. Halifax Rainmen Holiday Classic

The Halifax Rainmen Holiday Classic is an international basketball tournament. The Halifax Rainmen are hosting an international Premiere Basketball League tournament featuring some of the best basketball teams in North America. The Halifax Holiday Classic Basketball Tournament organizers are seeking \$250,000. This event is defined as a Commercial Sporting Event.

4. Grand Parade D250 Concert/Dingle Ceremony

Democracy 250 (D250) events occurred throughout 2008 to celebrate the 250th year of representative government in Nova Scotia. The D250 concert in the Grand Parade featured the nationally known band Hedley and the top 3 Canadian Idol winners for 2008. The concert drew a young audience to the Grand Parade to celebrate this anniversary. The Dingle Tower marked its 150th anniversary this year. The Tower was originally erected to commemorate the 100th year of representative government in Nova Scotia. A formal ceremony was conducted this fall at the Dingle Tower to acknowledge this moment in HRM's history. This is a Commemoration event pursuant to the Civic Events Policy. The D250 is seeking \$10,000 in funding.

5. New Year's Eve 15th Anniversary Event

Since 1994 the Halifax Regional Municipality and CTV Halifax have partnered in order to bring the largest single New Year's Eve Celebration east of Toronto. The celebration has consisted of a live outdoor entertainment stage in the Grand Parade and a spectacular fireworks show at 12:00 midnight over Halifax City Hall. The event attracts upwards of 20,000 people to the core, people travel from across Atlantic Canada to be part of the live television audience and over 350,000 people tune into the New Year's Eve Show on CTV as part of their annual new year's eve tradition. In celebration of 15 years of this annual New Year's Eve program the organizers of the event are seeking \$15,000 to enhance the event through better entertainment, production quality and fireworks. This is a Commemoration event pursuant to the Civic Events Policy.

DISCUSSION

This report is intended to assist SEAC in its deliberations respecting the request by the Halifax Pop Explosion and the Scotia Festival of Music to become Hallmark events. Additionally, the following discussion will also provide SEAC a preliminary assessment of the proposed events in order to assist with assessing their value and potential allocation.

1. Proposed Hallmark Status

In consideration of the proposals by Halifax Pop Explosion and the Scotia Festival of Music, SEAC must consider the Hallmark Tourism Event definition contained in the Civic Events Policy & Granting Framework. The definition states that a **Hallmark Event** is:

"a recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become inseparable in terms of their image."

Based on this definition, it is staff's recommendation that the Halifax Pop Explosion and the Scotia Festival of Music should attain Hallmark Event status. Both of these events demonstrate alignment with the definition. For instance, because these festivals occur within HRM, the municipality is at a competitive advantage due to the international exposure they draw. The result of this exposure is that HRM has an outstanding reputation on the world stage in new and classical music. The

application of unconventional marketing avenues over the last number of years, such as facebook, opens a new area of promotion for the municipality that had not been fully explored. The program content of both these festivals features very high calibre of performing artists, raising the profile of the events to an international level. Finally, these type of festivals are important elements to HRM's overall quality of life and position HRM as a place to invest.

2. Proposed Funding Allocations

Based on a review of the policy and evaluation criteria, it is staff's opinion that each of the above noted events satisfies the policy intent and demonstrates merit to qualify for funding. Based on past practice, staff recommend that the Committee use the following guidelines to assist in identifying an appropriate grant allocation:

- Apply the funding allocation percentages contained in the Civic Event Policy as a guide
- Employ best judgement for allocating percentages among each event category (Sport (30), Hallmark (15), Tourism(30), Commercial (15), Other (10)
- Any event scoring 50% or greater will qualify for funding
- Any event scoring between 50 - 60% will be eligible for a minimum of 25% of their ask to a maximum of 45% of their ask
- Any event scoring between 61 - 70% will be eligible for a minimum of 45% of their ask to a maximum of 65% of their ask
- Any event scoring 71% or above will be eligible for a minimum of 65% of their ask to a maximum of 100% of their ask
- Any request less than \$5,000 that received a score of 60% or more receives full request.
- Any event previously approved by Regional Council will receive the assigned value and cannot be disputed by SEAC.

2.1 The Halifax Pop Explosion

Based on the scoring criteria, the Halifax Pop Explosion scored 55 percent. The funding formula would potentially qualify this festival for a \$3,500 grant. However, as noted in 2.1, given the festival has an outstanding reputation on the world stage of new music, appeals to a younger audience, and attracts many visitors to HRM. Staff is recommending a grant of \$10,000.

2.2 Scotia Festival of Music

The Scotia Festival of Music scored 63 percent. Based on the formula the event would potentially qualify for a \$6,000 grant. However, as noted in 2.1, the festival, like the Halifax Pop Explosion, has an outstanding reputation on the world stage of classical music, addresses a gap in local cultural content and programming and is a major cultural presentation. Staff is recommending a grant of \$10,000.

2.3 Halifax Rainmen Holiday Classic

The Halifax Rainmen Holiday Classic scored 59 percent. Based on the above formula, the event would potential qualify for \$107,000. The proposed event is an international sporting that fulfills the sporting event criteria. The event will bring a calibre of play not seen in the municipality for over

15 years when Halifax Windjammers played in the NBL. Staff are recommending a grant of \$100,000.

2.4 Grand Parade D250 Concert/Dingle Ceremony

These activities qualify under the HRM Civic Events Policy and Granting Framework, Policy 7, Significant Anniversaries. The D250 concert was a celebration of democracy and youth engagement. Beyond the significance of the fact that HRM is Canada's birthplace of democracy, the focus of the program on youth engagement is a cornerstone of HRM's council focus areas. As such, staff are very supportive of the program and are recommending a grant of \$10,000.

2.5 New Year's Eve 25th Anniversary Event

The New Year's Eve event in the Grand Parade is a significant community event with a long tradition that places HRM in a unique position unlike any other municipality in Atlantic Canada. The partnership with CTV Halifax gives HRM the only live broadcasted show hosted by a municipality on a national network. It is also has become a destination for Atlantic Canadians, and beyond. Staff are recommending a grant of \$15,000.

**TABLE 1 - PROPOSED FUNDING AMOUNTS
FROM Marketing Levy Special Events Reserve**

EVENT NAME	FORMER GRANT	REQUEST	SCORE %	PROPOSED \$
HALLMARK EVENTS		15% OF 1.3 MILL (80%) = \$195,000		
<i>(EVENTS SHADED & ITALICISED HAVE BEEN PREVIOUSLY APPROVED BY COUNCIL)</i>				
Scotia Festival of Music	5,000	11,000	63%	\$10,000
Halifax Pop Explosion	500	10,000	55%	\$10,000
<i>Atlantic Film Festival</i>	<i>5000</i>	<i>\$75,000</i>	<i>63%</i>	<i>\$40,000</i>
<i>Blue Nose International Marathon</i>	<i>1500</i>	<i>\$75,000</i>	<i>67%</i>	<i>\$40,000</i>
<i>Royal Nova Scotia International Tattoo</i>	<i>60000</i>	<i>\$100,000</i>	<i>78%</i>	<i>\$90,000</i>
<i>Atlantic Jazz Festival</i>	<i>5000</i>	<i>\$50,000</i>	<i>60%</i>	<i>\$25,000</i>
<i>Halifax International Busker Festival</i>	<i>43000</i>	<i>\$152,000</i>	<i>78%</i>	<i>\$50,000</i>
<i>Halifax International Air Show</i>	<i>40000</i>	<i>\$40,000</i>	<i>71%</i>	<i>\$30,000</i>

		SUBTOTAL	\$295,000
SPORTING EVENTS		30% OF 1.3 M (80%) = \$390,000	
<i>(EVENTS SHADED & ITALICISED HAVE BEEN PREVIOUSLY APPROVED BY COUNCIL)</i>			
<i>Midget Baseball (no presentation)</i>	\$15,000	50%	\$4,000
<i>Canadian Sprint Canoe (no presentation)</i>	\$3,000	62.5%	\$3,000
<i>Canadian Dance Sport (no presentation)</i>	\$1,500	43%	\$0
<i>Laser World Champ</i>	\$50,000	72%	\$40,000
<i>IIHF World Hockey Championships</i>	\$250,000	56%	\$250,000
<i>* Council pre-approved</i>			
<i>Bosom Buddies Boat Race</i>	\$20,000	56%	\$10,000
		SUBTOTAL	\$307,000
TOURISM EVENTS		30% OF 1.3 M (80%) = \$390,000	
<i>(EVENTS SHADED & ITALICISED HAVE BEEN PREVIOUSLY APPROVED BY COUNCIL)</i>			
<i>Tall Ships 2009</i>	\$750,000	72%	\$270,000 (\$540,000 over 2 years)
<i>Black Loyalist Amistad Event</i>	\$25,000	71%	\$20,000
<i>Ride The Lobster (no presentation)</i>	\$10,000	50%	\$2,500
		SUBTOTAL	\$292,500
CIVIC CELEBRATIONS & INFRASTRUCTURE		15% OF 1.3 M (80%) = \$195,000	
<i>(EVENTS SHADED & ITALICISED HAVE BEEN PREVIOUSLY APPROVED BY COUNCIL)</i>			
<i>Democracy 250</i>	\$13,000	n/a	\$10,000
<i>15th Anniversary of New Years Eve</i>	\$15,000	n/a	\$15,000
<i>Africville Genealogy Society/Reunion</i>	\$5,000	n/a	\$5,000
		SUBTOTAL	\$30,000
COMMERCIAL EVENTS		10% OF 1.3 M (80%) = \$130,000	
<i>(EVENTS SHADED & ITALICISED HAVE BEEN PREVIOUSLY APPROVED BY COUNCIL)</i>			
<i>Halifax Holiday Classic Basketball Event</i>	\$250,000	59%	\$100,000
<i>Common Concerts</i>	\$300,000	RC	\$300,000

	SUBTOTAL	\$400,000
TOTAL		\$1,324,500

BUDGET IMPLICATIONS

The Marketing Levy Special Events Reserve (Q315) project budget for 2008/09 is approximately \$2,000,000. Assuming the Reserve remains consistent, the Reserve can accommodate the proposed \$145,000 the events noted in the recommendations.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

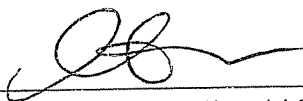
- Alternative 1: Regional Council could reduce the amount of the grant recommended by SEAC. This is not recommended.
- Alternative 2: Regional Council could increase the amount of the grant recommended by SEAC. This is not recommended.

ATTACHMENTS

- Attachment One: Marketing Levy Special Event Reserve Granting Evaluation Criteria
- Alternative Two: Evaluation Criteria / Score 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: Andrew Whittemore Manager, Community Relations & Cultural Affairs, 490-1585

Financial Review: 
Catherine Sanderson, Financial Consultant, 490-6468

Attachment One
HRM Civic Events Policy and Granting Framework

1.0 Introduction

The role of festivals and celebrations in HRM is not only to provide entertainment for residents and visitors, but also to contribute to a sense of community, to build bridges between diverse populations and to give them an opportunity to gather in celebration of the history and diversity of the place in which we live. HRM has introduced programs and focused resources on developing and supporting festivals and special events throughout the region, recognizing their potential for enriching the quality of life for residents, generating economic activity and showcasing HRM. While it is not possible to support all events, this policy is intended to focus HRM's effort on those that best satisfy the following goals:

1.1 The Goals:

The following goals will guide all decision of HRM's civic events program:

- 1.1.2 *To enrich the quality of life for residents and to enhance the experience of visitors.*
- 1.1.3 *To provide a variety of quality activities accessible to people of all ages and walks of life.*
- 1.1.4 *To contribute to community development through events celebrating HRM's heritage, culture and diversity and sense of community.*
- 1.1.5 *To contribute to economic development by raising HRM's profile as a tourist destination, and a place in which to invest .*
- 1.1.6 *To support distinctive events.*
- 1.1.7 *To foster positive community relations in HRM through events and festivals that facilitate positive interaction between citizens, staff, politicians and communities.*

1.2 The Guiding Principle Statements

Achieving these goals will require that HRM adopt a new philosophy to HRM civic events program. Specifically, future decisions respecting HRM's civic events and granting program will be guided by the following statements:

Principle 1

Events fostering community building, community development, community relations and quality of life are the core mandate of HRM's civic events program and will be the priority recipient of funding through HRM's civic events operating budget.

Principle 2

Events focussing on attracting tourists are very important to HRM's economic, tourism and cultural growth, but are not the core mandate of HRM's civic events program.

Principle 3

HRM will provide an equitable division of funding to all HRM events based on key goals and outcomes.

1.3 The Strategic Directions

HRM has a critical leadership role to play in the development of community, maintaining a quality of life and providing residents a broad range of experiences. It is also in HRM's interest to support economic and tourism development. To fulfill this role this strategy provides a comprehensive approach based on the following 6 strategic areas of focus.

- (a) Festivals,*
- (b) Celebrations,*
- (c) Civic Events,*
- (d) Commercial Events,*
- (e) Tourism Events,*
- (f) Sporting Events*

1.4 Operational Framework Policy

In order to achieve the overall goals of the event strategy, the following operational framework will be used to guide all decision-making around event funding and overall operational priorities and focus. The operational framework is intended to focus on two specific outcomes, (1) *community development* and (2) *economic or tourism development*. Those events focussed on "community development" outcome will primarily comprise festivals, celebrations and civic events, while those focussed on economic and tourism development will generally include commercial events, tourism events, such as Hallmark events, special events, and sporting events.

General Policy

HRM will adopt an civic events operational framework focussed on "community development" and "economic and tourism development" outcomes. Under "community development" the strategic focus will be festivals, celebrations and civic events. This focus is intended to help improve and develop a sense of well-being within the diverse communities of HRM, reduce inequalities and feelings of disadvantage, increase residents feelings that their local area is a place where people from different backgrounds and communities can live together harmoniously; and to help residents feel good about and have pride in where they live. Under "tourism and economic development outcomes" the focus will be on commercial, tourism, cultural and sporting events which are important for fostering sustainable growth and giving HRM a competitive edge over other regional centres worldwide.

Policy 1 *The HRM Operating Budget will be the source from which HRM will fund events focussing on community development outcomes as generally described in the*

General Policy.

Policy 2 The HRM Special Events Reserve will be the source from which HRM will fund events focussing on economic and tourism development as generally described in the General Policy.

Policy 3 Notwithstanding Policy 2, funding of major civic celebrations may be considered through the Special Events Reserve where the significance of the celebration may exceed the capacity of any one year's operating budget allocation. These may include such events as the 100th Anniversary of the Halifax Explosion, Canada 150th, the 75th Anniversary of the End of World War II, and HRM's Twinning Anniversary.

FESTIVALS

Policy 4 Pursuant to Policy 1, HRM will provide support to festivals which are annual (or bi-annual) cultural events, over a short duration that is actively programmed around a central format or theme, encompassing multiple performances, exhibitions, and other activities related to arts and culture. They are publicized regionally, are primarily non-competitive and tend to originate in HRM. Emphasis will be on community based festival or professionally led festivals organized by the same non-profit society every year, and is primarily for the benefit and enjoyment of local residents, as generally described below:

- (a) Community-based festivals* which are large or small festival encompassing a broad definition of culture, including music and other performances, crafts, cuisine, or other cultural expressions of the community. (e.g. Multi-Cultural Festival, Bedford Days, Sackville Patriot Days, Waverley Gold Rush Days)
- (b) Professional festivals* which involve performing, visual, media or literary arts festival with professional administration and paid artistic participants. (eg. Atlantic Film Festival, Atlantic Jazz Festival, Atlantic Fringe Festival, Word on the Street, Scotia Festival of Music, and Halifax Pop Explosion)

CELEBRATIONS

Policy 5 Pursuant to Policy 1, HRM will provide support to celebrations which are very similar to festivals in that they are (1) organized by the same non-profit society every year, (2) primarily provide for the benefit and enjoyment of all HRM residents, (3) are publicized HRM wide and (4) tend to originate in HRM. The primary difference is that a celebration is only a one-day event with a significant cultural component actively programmed around a theme, anniversary or companion activity. Emphasis will be on community-based celebrations and major parades as generally describe below:

- (a) Community-based celebration* - one-day event encompassing a broad definition of culture, including music and other performance, crafts, cuisine or other cultural expressions of the community. (e.g. Hakodate-Little Japanese New

Year, Dartmouth Christmas Tree Lighting, Halifax Explosion Memorial Service in Halifax and Dartmouth.)

- (b) *Major Parades* - large-scale parades publicized HRM-wide. (e.g. *Spryfield Santa Claus Parade, Holiday Parade of Lights, Pride Parade, Light Up Bedford Parade, and the operation of municipal float*)

CIVIC EVENTS

- Policy 6 Pursuant to Policy 1, HRM will provide direct funding and service delivery for Civic Events which are special events originating in HRM and held for the benefit of HRM's residents, and that HRM, on its own or in partnership with other organizations, has initiated and/or has a significant role in organizing. (e.g. HRM Christmas Tree Lighting, Menora Lighting, BT New Year's Eve, Halifax - Dartmouth Canada Day, and Halifax - Dartmouth Natal Day)*

COMMUNITY & CULTURAL AWARDS

- Policy 7 Pursuant to Policy 1, HRM will support community and cultural awards which are events that celebrate and acknowledge community pride and cultural achievement. These events are limited to recognition of citizens and artists geographically located within the Halifax Regional Municipality and/or the Province of NS in their scope. Funding support will be directed to events that do not qualify for funding through other sources such as the HRM Heritage Reserve or the Culture Operating Budget. (e.g. Dartmouth Book Awards, and Volunteer Recognition Awards)*

COMMERCIAL EVENTS

- Policy 8 Pursuant to Policy 2, HRM will support commercial special events which include events such as major outdoor concerts, professional sports and or the bids associated with such events. (e.g. Rolling Stones Concert, NHL Hockey, CFL Exhibition Game, Women's LPGA)*

TOURISM EVENTS

- Policy 9 Pursuant to Policy 2, HRM will provide support to tourism events which are defined as events that are 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. Emphasis will be on hallmark tourism events and major special events as generally describe below:*

- (a) *Hallmark Tourism Events* - A recurring event possessing such significance, in terms of tradition, attractiveness, image, or publicity that it provides the host community with a competitive advantage. These events are associated with HRM's identity, help raise its profile globally, and position it as a place to invest. Over time, the event and destination can become inseparable in terms of their image. (e.g. *2007/09 Tall Ships, Halifax International Busker Festival,*

Royal NS International Tattoo, and NS International Air Show)

- (b) **Major Special Events** - A one-time, large-scale event possessing such significance that it provides the host community with a competitive advantage. (e.g. ECMA, Junos, and Royal Visits)

SPORTING EVENTS

Policy 10 Pursuant to Policy 2, HRM will provide support to sporting events which are large, compelling, major market events with high expenditure potential. Such events also have a high potential for national and international exposure and the ability to encourage multi-day visits. To be considered a true sporting event, a material share of total participation must come from overnight tourists/visitors. Emphasis will be on national and internationally sporting events and mega-events as generally describe below:

- (a) **National Sporting Event** - an amateur athletic or semi-professional activity that is of national caliber and attracts equally participants and spectators from across Canada. It is usually either a National Championship for that sporting event or even a World or Olympic Games qualifier. (e.g. CIS Final Eight, Canadian Sprint Canoe Championship, Tim Horton's Roar of the Rings Olympic Qualifier, Skate Canada, and Memorial Cup)
- (b) **International Sporting Event** - an amateur athletic or semi-professional activity that usually has International accreditation and attracts both participants and spectators world-wide. These events tend to attract international media coverage, have large corporate sponsorships, and host athletes with international name recognition. (e.g. IIHF World Hockey Championships, ICF World Curling Championships, World Canoe Championships)
- (c) **Mega-Events** - Defined as events that, by way of size or significance, yield extraordinarily high levels of tourism, media coverage, prestige, or economic impact for the host community or destination. (e.g. Common Wealth Games and Canada Games)

ADVISORY COMMITTEE

Policy 11 HRM shall establish a Special Events Grants Advisory Committee to review, evaluate and make recommendations to Regional Council regarding the annual Special Event Reserve, Festivals & Events Grants and the Summer Festival Grants. Further, the Committee shall adopt the set of Evaluative Criteria (Schedule 1) to guide decision making, which may from time to time be amended when deemed necessary by the Committee

EXCLUSIONS

Policy 12 Council shall not fund competitions, banquets and dinners associated with conferences and events; events which seek to enhance the image of an illegal activity; or events which are designed to promote a specific political or social perspective or agendas.

Marketing Levy Special Events Reserve Guidelines

Introduction:

A Special Events Reserve and Business Case was recommended by staff and approved by Council as part of the 2002/2003 budget process. The Special Events Reserve was established to provide for costs associated with hosting non-annual special events, with the exception of annual Hallmark Events as defined within the Civic Events Policy and Granting Framework (Attachment 1), as well as to provide and maintain infrastructure used to support for special events.

Special Event Reserve Goals:

The Special Events Reserve should be used primarily in support of events that focus on tourism and economic development as the primary outcomes, with quality of life as a secondary outcome.

1) Variety - The Special Events Reserve may be used to support a broad variety of events for the enjoyment of citizens and visitors. The Special Event Reserve seeks to provide resources for HRM to attract, support and provide hosting resources for tourism and economic development focussed events in the cultural, sports, and heritage sectors, as defined in the events operational framework.

2) Accessibility - The Special Events Reserve will give priority to supporting the “free to the public” elements of events and activities as compared to those elements that are resourced through an admission fee or other revenue sources.

Special Event Reserve Guidelines

1) Hallmark Events - The Special Events Reserve will be used to fund current annual Hallmark Events including: The Halifax International Busker Festival, The Royal Nova Scotia International Tattoo, and the Nova Scotia International Air Show. Starting fiscal year 2007/08 the annual Hallmark events will be funded at a minimum of current funding levels or no greater than a total of 15% of the Special Events Reserve budget approved annually by Regional Council.

2) Commercial Special Events - The Special Events Reserve will be used to fund commercial special events. In any given budget cycle, no greater than 15% of the Special Events Reserve shall be used to fund commercial special events such as major outdoor concerts, professional sporting activities as defined in the operational framework

3) *Major Special Events* -The Special Events Reserve will be used to fund major special events and conferences. In any given budget cycle, no greater than 30% of the Special Events Reserve shall be used to fund major special events and conferences as defined in the operational framework.

4) *National and International Sporting and Mega Events* - The Special Events Reserve will be used to fund National and International Sporting and Mega Events. In any given budget cycle, no greater than 30% of the Special Events Reserve shall be used to fund National and International Sporting and Mega Events as defined in the operational framework

5) *Major Civic Celebrations and Infrastructure* - The Special Events Reserve will support initiatives such as HRM Twinning, Memorials, Commemorations, Anniversaries, and other significant special functions. Also, the SER will support such miscellaneous expenses including float and repair to event related equipment and sites. In any given budget cycle, no greater than 10% of the Special Events Reserve shall be used to support these items.

Eligible Expenses:

- 1) Expenses related to making a Bid
- 2) HRM Services Costs related to hosting an event
- 3) HRM Capital Costs - Event Related Infrastructure and/or Improvement of HRM Owned Properties and Venues
- 4) Program costs

Application for Funding - Required Notice:

Requests for funding from the Special Events Reserve must align with the budget processes of a given fiscal year.

Funding Approval:

Decisions on applications for funding will be made by the HRM Grants Committee with the guidance and support of staff of the Community Development Department. A final "review" of the recommendations will take place by the CAO or designate(s). Per the HRM Multi-Year Financial Strategy, the Director, Financial Services, will provide confirmation as to the availability of funds and compliance with the Reserves Business Case prior to this review. Approved amounts will be subject to Regional Council approval during the annual HRM business planning and budget process.

Funding Limitations:

- HRM may pay up to 1/3 of the municipal service costs associated with the event. Contributions from other levels of government will be considered in HRM's deliberations.

- HRM may pay up to 1/3 of the program costs associated with the event. Contributions from other levels of government will be considered in HRM's deliberations.
- Emphasis will be given to those events that occur in the November 1st to April 30th time period.
- Events which have broad appeal and community interest will be given priority. It should be noted, events that are completely gated and raise revenues from that gate must clearly indicate a reason for the HRM to provide a grant.

Not Considered for Funding:

- Competitions, Banquets and Dinners associated with conferences and events
- Events which seek to enhance the image of an illegal activity
- Events which are designed to promote a specific political or social perspective or agenda

Funding Requirements:

- Event must meet the requirements of the HRM Special Events Reserve Business Case.
- Event organizers must provide a full detailed program and a detailed budget before the HRM funding commitment is determined.

Guidelines Review

HRM will undertake a review of the Special Events Reserve Guidelines at a minimum of every 5 years.

Exceptional Circumstances:

In exceptional circumstances, i.e. when requests for funding from the Special Events Reserve fall outside the above guidelines, a separate report may be created for Regional Council consideration.

Attachment Two
Marketing Levy Special Event Reserve Granting Evaluation Criteria

Criteria	Score	Values
National or International	/15	National Events = 10 International Events = 15
Free or low cost Gated vs. Non-Gated	/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	/15	< 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 > 250,000 = 15
% Non-resident participants / spectators	/12	> 75% = 12 > 50 % - 75% = 9 < 50% = 6 < 25 % = 3
Tourism Period (Seasonality)	/10	Off Season (Jan. to Mar.) = 10 Shoulder Season (Apr. to June & Oct. to Dec.) = 6 Prime Season (July to Sept.) = 3
Geographic Distribution	/10	Urban = 3 Mixed = 6 Rural = 10
Financial Support	/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
Other Factors - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage.	/6	Tradition, attractiveness, image, or publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5

Business Case - Economic Impact - Budget Breakdown - Pre & Post Benefits ROI information - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	/12	
Bonus Score (SEAC)	/10	
Final Total		