



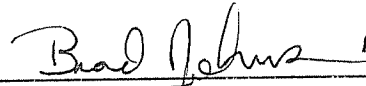
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Item No. 3

Halifax Regional Council  
March 3, 2009

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

  
Councillor Brad Johns, Chair, Special Events Advisory Committee

DATE: January 30, 2009

SUBJECT: Great Atlantic Blues & Beyond Festival

### INFORMATION REPORT

#### ORIGIN

At the July 8, 2008 session of the Regional Council, a motion was passed to refer the request to include the Great Atlantic Blues & Beyond Festival, as outlined in Table 1 Commercial Events section of the staff report dated June 9, 2008, and provide \$100,000 in funding from the Marketing Levy Special Events Reserve 2008/09 budget year, to the Special Events Advisory Committee to determine if there is sufficient funding available to accommodate the request.

## **BACKGROUND AND DISCUSSION**

As first indicated to Council in the May 7, 2008 Civic Events Granting Process Overview and Discussion Paper Committee report the Special Events Advisory Committee remains of the opinion the Great Atlantic Blues & Beyond Festival does not meet the criteria necessary for the Marketing Levy Special Events Reserve financial support. Further, should Council wish to fund this Festival, there are insufficient funds in the Reserve at this time. Please note that funding this Festival would obviously decrease the money available to support other events in future years.

## **BUDGET IMPLICATIONS**

Possible \$100,000 withdrawal from the Marketing Levy Special Events Reserve Q315 for the fiscal year 2008/09.

## **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**

## **ATTACHMENTS**

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.

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