

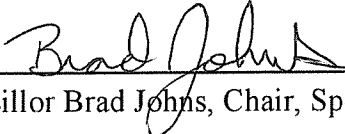


PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 11.3.1**

**Halifax Regional Council  
June 30, 2009**

**TO:** Mayor Kelly and Members of Halifax Regional Council

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

**DATE:** June 10, 2009

**SUBJECT:** Special Events Grant Funding Requests

**ORIGIN**

Regional Council meeting of April 21, 2009 and the Special Events Advisory Committee meetings of May 13<sup>th</sup> and June 10<sup>th</sup>, 2009.

**RECOMMENDATION**

It is recommended that Regional Council:

1. Increase the award to the Canadian Forces Halifax Rock Fest event from the Marketing Levy Special Events Reserve (Q315) by \$4000.00 for a total award of \$10,000.00
2. Increase the 2009/10 funding from the Festival and Events Grant Program (C760) in the amount of \$250.00 for a total of \$1000.00 for the Dingle Beach Party, Dingle Beach.

## **BACKGROUND**

Regional Council, by motion at the April 21, 2009 session, requested that the Special Events Advisory Committee reconsider the funding amount proposed for the following events: Canadian Senior Baseball Championship; Canadian Forces Halifax Rock Fest and the Dingle Beach Party. Those members of Council who requested the reconsideration were requested to attend the Special Events Advisory Committee meeting to present on why an increase would be warranted.

## **DISCUSSION**

At the May 13, 2009 Special Events Advisory Committee meeting, Councillors Stephen Adams and Brad Johns were in attendance to speak to the Canadian Senior Baseball Championship and the Canadian Forces Halifax Rock Fest proposed awards. Councillor Mosher was not in attendance to speak to the Dingle Beach Party event, however; she contacted the Municipal Clerk's Office the morning of the meeting to advise that she had been unable to obtain the information she required.

### **2009 Canadian Senior Baseball Championship**

Regional Council approved an increase of \$8,000 for a total award of \$15,000 from the Marketing Levy Special Events Reserve (Q315) at the June 2, 2009 Regional Council session.

### **Canadian Forces Rock Fest**

Councillor Johns had requested, at the April 21, 2009 Council session, that the Special Events Advisory Committee reconsider the proposed funding for this event. The Committee was prepared to discuss this item at their May 13, 2009 meeting, however; due to a loss of quorum at 2:57 p.m., the item was not discussed. The matter was deferred to the June 10, 2009 meeting.

The Special Events Advisory Committee discussed the possibility of increasing the award at the June 10, 2009, meeting. The decision was to increase the award by \$4000.00 for a total of \$10,000.

### **Dingle Beach Party**

Councillor Mosher was not in attendance at the May 13, 2009, meeting of the Special Events Advisory Committee. The matter was deferred to the June 10, 2009, meeting of the Committee.

Councillor Mosher provided a presentation on the Dingle Beach Party at the June 10, 2009, Special Events Advisory Committee meeting. The Committee decided to increase the award for the Dingle Beach Party by \$250.00 for a total of \$1000.

## **BUDGET IMPLICATIONS**

An additional \$4000.00 from the Marketing Levy Special Events Reserve (Q315) for a total award of \$10,000.00 for the Canadian Forces Halifax Rock Fest.

An additional \$250.00 from the Festival and Events Grant Program (C760) for a total award of \$1000.00 for the Dingle Beach Party.

### **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**

- 1, Council may choose not to approve the recommendations as presented. This is not the recommended option.

### **ATTACHMENTS**

- A. Special Event Advisory Committee report to Regional Council dated April 15, 2009 with attached Staff Report dated February 13, 2009.

A copy of this report may be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Chris Newson, Legislative Assistant, 490-6732.  
Shawnee Gregory, Legislative Assistant, 490-6521.

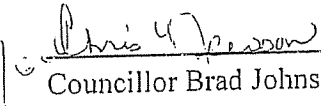
# ATTACHMENT A



PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

Halifax Regional Council  
April 21, 2009

TO: Mayor Kelly and Members of Halifax Regional Council

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

DATE: April 15, 2009

SUBJECT: Special Events Grant Funding Requests

## ORIGIN

Special Events Advisory Committee meeting of April 8, 2009.

## RECOMMENDATION

It is recommended that Regional Council:

1. Approve the 2009/10 funding amounts identified in Table 2 (page 6) of the report dated February 13, 2009 from the Marketing Levy Special Events Reserve (Q315) amended as follows:
  - (i) The CTV Olympic Celebration proposed funding amount of \$25,000 be reduced to zero (0).
2. Approve the 2009/10 funding amounts identified in Table 3 (page 11) of the report dated February 13, 2009 from the Festival & Events program (C760) as outlined in the Budget Implications section and amended as follows:
  - (i) The Atlantic Comedy Festival be awarded an increase of \$500 for a total award of \$3,500.00.
  - (ii) The Weir Rockin' Event be added and awarded \$2,000.
  - (iii) The Winter Regatta, Halifax-Dartmouth Waterfront proposed award of \$750 be removed as the event did not occur.

## BACKGROUND

See staff report dated February 13, 2009 attached as Attachment 1.

## DISCUSSION

The CTV Olympic Celebration proposed award of \$25,000 was reduced to zero as the Committee expressed concern that the event's timing (Sunday, February 14th from 3:00 p.m to 11:00 p.m.); venue; potential audience draw; and overall community impact were not substantive enough to support funding the event.

See also staff report dated February 13, 2009 attached as Attachment 1.

## BUDGET IMPLICATIONS

See staff report dated February 13, 2009 attached as Attachment 1.

## 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

- 1, Council may choose not to approve the Special Event Grant Awards as presented. This is not the recommended option.

## ATTACHMENTS

1. Staff report dated February 13, 2009.

A copy of this report may be obtained by contacting the Office of the Municipal Clerk at 490-4210, or Fax: 490-4208.

Report Prepared by: Chris Newson, Legislative Assistant, 490-6732



PO Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

Special Events Advisory Committee

March 4, 2009

March 25, 2009

May 13, 2009

TO: Special Events Advisory Committee

SUBMITTED BY:

Paul Dunphy, Director, Community Development

DATE: February 13, 2009

SUBJECT: Special Events Grant Funding Requests

#### ORIGIN

HRM's biannual Civic Event Granting Program solicited several grant applications during Phase One (Oct-Jan) of the process which require 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 Regional Council:

- a) approve the 2009/10 funding amounts identified in Table 2 from the Marketing Levy Special Events Reserve (Q315); and
- b) approve the 2009/10 funding amounts identified in Table 3 from the Festival & Events program (C760) as outlined in the Budget Implications section.

## EXECUTIVE SUMMARY

This report outlines the various granting programs HRM provides to event organizers. These include a non-annual, major event grant program, as well as a Hallmark Event, Common Concerts, Twinning and Event Infrastructure program that are funding through HRM's Marketing Levy Special Event Reserve.

A total budget of approximately \$1,656,500 is anticipated for 09/10 MLSER budget (which includes a carry-over of unspent funds from 08/09). Approximately \$1,640,000 of the total budget is recommended for consideration through the various programs including the Non-annual Major Event Program, the Hallmark Event Program, the Common Concert Program, and the Twinning and Event Infrastructure programs. A detailed overview and evaluation of each applicant are provided within the report.

A new grant allocation process was introduced for the 2009-2010 business cycle, which included a new grant capping system. Specifically, all sporting events would be capped between \$50,000 and \$250,000, tourism events from \$50,000-\$150,000, and major civic celebrations capped at \$25,000.

Beyond these programs, this report also provides recommendations for HRM Festival and Event grant program. The Festival & Events grants program supports annual, small scale, community events funded through HRM's operating budget. An additional \$27,300, out of a possible \$35,000 is recommended. Table 2 identifies the events recommended for funding.

## BACKGROUND

In March 2007, Council approved a new Civic Events Policy and Granting Framework to improve the overall approach to HRM's civic event granting process. The Framework is supported by two funding sources:

1. the *Marketing Levy Special Events Reserve (Q315)*, which is an operating reserve funded through the hotel levy (HRM receives 40% of the total revenue generated from the hotel tax), and provides funding through several grant programs as described below:
  - a) Non-Annual Major Event Hosting Program: provide funding to attract and host exceptional tourism, culture, and heritage events that are typically national or international in calibre, and occur on an infrequent basis (non annual). HRM would usually provide a leading and/or hosting role in such events.
  - b) Hallmark Event Program: provides annual funding to 7 events deemed by Council as 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. The Hallmark events have been addressed under a separate report.

- c) Common Concert Program: provides funding for up to 3 concerts per season on the Common (up to \$150,000 maximum per concert). This funding is not provided in form of direct grant. It is used to offset the extraneous costs associated with staging a concert on the Common that do not otherwise exist for large outdoor concert venues. This program was designed to ensure HRM remains competitive. This program is supported by the Special Events Market Levy (Hotel Tax) and to date, the maximum grants have not been utilized. This program is valued at up to \$450,000 per annum.
  - d) Partnership Hosting Program: a partnership hosting program has been funded by HRM for several years to facilitate exchanges between HRM and other communities, endorsed by Council to advance common economic, cultural and social development goals and objectives. This program is valued at up to \$10,000 per annum.
  - e) Event Infrastructure Program: A program designed to support existing and new event infrastructure including maintenance, upgrades, and development of an HRM owned and operated event infrastructure and sites. This program is valued up to \$50,000 annually, with the exception of years where a major infrastructure project is identified)
- 2) *The HRM Civic Events operating budget (C760)* which focuses primarily on events that advance HRM's community and cultural development outcomes. Within the civic event operating budget 3 programs exist:
- a) Festival and Events Program: provides grants to community non-profit organizations. Total annual funding for the F&E program is \$25,000 which is enhanced by an additional \$10,000 provided by the Province of Nova Scotia.
  - b) Summer Festival Program: provides financial support to community events that are geographically located within the former Halifax County Municipal boundaries. Total annual funding for the Summer Festival grant is \$50,000 in the operating budget (C760) of which \$25,000 is annually directed to the Halifax County Exhibition in Middle Musquodoboit. Grant recommendations through this program will be reviewed in a separate future report.
  - c) Annual Event Grant Program: provides approximately \$158,500 to support annual events conducted by external event organizers (ie. Word On The Street, Multicultural Festival, Atlantic Fringe Festival, Sackville Patriot Days, Kaloose Days, Eastern Passage Cow Bay Summer Carnival, Waverly Gold Rush Days, Clam Harbour Sand



Castle Competition, Dartmouth Tree Lighting, Book Awards, Pride Parade, Spryfield Santa Claus Parade, Holiday Parade of Light, Light Up Bedford Parade and Bedford Days).

#### A) Event Categories

Within the Framework, several types of events are supported, and funded from one of the above noted sources depending upon its primary outcome and focus (ie. community versus economic and tourism development). The event categories include:

- 1) ***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. Existing qualification criteria for both the **MLSER and civic event operating budget grant programs do not consider local sporting events.**
- 2) ***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.
- 3) ***Commercial Special Events***: innovative, alternative, large scale live event programs produced by professional event industry. Such events must provide a high level of cultural value and economic benefit to HRM, a proven track record of success in other communities, a high degree of professionalism and experience in the production team. Examples of potential events include Major Outdoor Common Concerts, and professional sporting events
- 4) ***Major Civic Celebrations***: special and significant major civic events that mark important celebrations, memorials, commemorations, anniversaries, or significant functions.

#### B) Pre Approved Funding Applications

In some instances, Council may elect to support an event, but due to its scale and budget, chose to award the grant over a specific period of time. For instance, a grant of \$1,000,000 was awarded in support of the 2008 IIHF, however, only \$250,000 was awarded per annum over a four-year period.

In 2008, Regional Council again elected to use this practice in support of the 2009 Tall Ships Festival. As such, a total grant of \$540,000 was awarded with \$270,000 allocated in the 2008/09 and the 2009/10 business cycles, respectively.

#### C) Grant Application and Evaluation Process Reform:

Following the first year of administering the new policy framework, staff recognized several procedural changes were required to improve the process. Specifically, in order to improve HRM's service delivery, communications and increased support for off-season events, the process was revised and re-launched October 31, 2008. Revisions include:

- Incorporating a pre-screen application into the process to provide clients earlier notice of whether or not their application qualifies for funding consideration pursuant to Civic Events Granting Policy and Framework
- Addition of a second deadline date, with current dates now the last Friday in both January and June to encourage off-season event applicants and improve service delivery
- Quantitative scoring of all applications
- Launching of the Civic Events Grants web-page describing the process, available grants and two deadlines and a link to the pre-screen application.

Additionally, SEAC approved a new grant allocation formula which introduced a capping system, as shown in Table 1. These are intended to establish limits to funding in any given event type. However, for those major events that have significant budgets and may exceed such caps, SEAC may choose to recommend amounts above the cap where exceptional economic benefit to the Municipality would be achieved. (ie. World Senior Hockey Championships and Tall Ships.)

**Table 1: MLSER Granting Cap Amount Totals**

Event Category	Grant Cap Amount
<b>Hallmark</b>	
Hallmark	\$100,000
<b>Sport</b>	
National	\$50,000
International	\$250,000
Commercial	\$50,000
<b>Tourism</b>	
Major	\$100,000
Commercial	\$150,000
Professional Festival	\$50,000
<b>Major Civic Celebrations</b>	
Civic Celebrations	\$25,000
Anniversary	\$25,000

Finally, a revised scoring sheet was developed and approved by SEAC. This is an important tool in the overall evaluation and allocation decision making process. The focus of the evaluation remains on economic and tourism generation.

### DISCUSSION

This report is intended to assist SEAC in its deliberations respecting:

- a) the Non-Annual Major Event grant allocation for 2009-2010, and
- b) the Festival and Events grant allocation for 2009-2010.

**A) Non-annual Major Event Hosting Grant Program:**

Table 2 outlines the proposed grants for 09/10 and other proposed funding allocations from the MLSE. Details for each event are provided in the following discussion.

As noted in the background, the Market Levy Special Events Reserve is used to fund the Non-annual Major Event Program, as well as the Hallmark Event Program, the Common Concert Program, and the Twinning and Event Infrastructure programs.

It should be noted that only the Non-annual Major Event Program is application driven, and as such is the subject of review and consideration by SEAC. The Hallmark Event program recommendations have been addressed through an earlier report.

However, the other event programs funded through the Market Levy Special Events Reserve are governed by pre-approved Council policies and the special event reserve business case, thereby do not require SEAC's consideration.

TABLE 2 - PROPOSED FUNDING AMOUNTS Marketing Levy Special Events Reserve (Q315)			
Event Name	Request	Score %	Proposed \$
<b>Hallmark Events</b>			
Approved under a separate report			\$265,000
<b>Sporting Events</b>			
ICF World Senior Canoe Championships	200,000	80	\$200,000
Canadian Senior Baseball Championships	30,000	51	\$8,000
SUBTOTAL			\$208,000
<b>Tourism Events</b>			
Tall Ships 09 ( <i>Approved in 2008</i> )			\$270,000
SUBTOTAL			\$270,000
<b>Commercial Events</b>			
Common Concerts (Approved program based on annual allocation of up to \$150,000 per 3 concerts)	\$450,000	n/a	\$450,000
SUBTOTAL			\$450,000
<b>Major Civic Celebrations</b>			
Freedom 175	20,000	71	\$13,500

Event Name	Request	Score %	Proposed \$
Symphony NS Celebrate 25 years	32,189	53	\$10,000
Canadian Forces Halifax Rock Fest	20,000	53	\$6,000
Olympic Torch	10,000	52	\$3,000
Maritime Fiddle Festival	40,000	54	\$14,000
Multicultural Festival	40,000	57	\$15,500
CTV Olympic Celebration	175,000	67	\$25,000
<b>SUBTOTAL</b>			<b>\$87,000</b>
<b>Infrastructure</b>			
Common Event Plaza	300,000	n/a	\$300,000
Event Infrastructure Maintenance and Upgrades	50,000	n/a	\$50,000
<b>SUBTOTAL</b>			<b>\$350,000</b>
<b>International Partnerships</b>			
International Partnerships	10,000	n/a	\$10,000
<b>SUBTOTAL</b>			<b>\$10,000</b>
<b>GRAND TOTAL</b>			<b>\$1,640,000</b>

### Major Sport Hosting Events

The following Sporting Event applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09.

#### 1. 2009 IFC World Senior Canoe Championship

IFC World Senior Canoe Championship is an annual international event (with the exception of the Olympic year), of which Halifax Regional Municipality was chosen to host this year. From August 12 - 16, 2009 Halifax Regional Municipality will welcome over 90 countries and over 1,300 participants for the four-day competition, the largest international sporting event ever to be held in Nova Scotia. Developmental and acclimatization camps begin in June and run until the event. The four days of competition require up to 1,000 volunteers and will cater upwards of 100,000 spectators from around the globe. A musical, cultural and historic festival will be hosted along Prince Albert Road and the proposed Festival Plaza, featuring Atlantic Canada talent to the public. Canoe '97 generated \$6 million in economic impact and the impact this year is estimated at a modest \$10 million, with the event doubling in size. The event also aims to develop and install a legacy of infrastructure for future program development and to help build HRM's reputation on the world stage for hosting

significant sporting events. Canoe '09 scored 80 points out of 100 on the MLSER Scoring Sheeting.

## **2. Canadian Senior Baseball Championship**

This is the National Senior Baseball Championship tournament and will feature 26 games involving the best senior teams in the country. This tournament will allow HRM citizens to view high quality baseball in their own backyard. The organizers expect approximately 30,000 people to attend the games. This tournament brings national calibre programming to non traditional event locations which staff view as a positive/unique feature of this applicant. Game locations are Beazley Field, Dartmouth, and the Mainland Common, Clayton Park/Halifax. The Canadian Senior Baseball Championship scored 51 points out of 100 on the MLSER Scoring Sheeting.

## **Major Tourism Hosting Events**

The following Sporting Event applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09

### **1. Tall Ships Nova Scotia Festival 2009**

Tall Ships Nova Scotia Festival 2009 - A Salute to the Canadian Navy is a international gathering of world-class Tall Ships in HRM from July 16 to 20, 2009. Ships will arrive in Halifax on July 16 and remain in port until the magnificent Parade of Sail July 20. Tall Ships in HRM this summer is part of the Tall Ships Challenge 2009 Atlantic Coast series and will include traditionally rigged sailing vessels from Canada, the US, Germany, Netherlands, France, Uruguay, Italy, Spain and Poland. This event is projected to attract 1.5 million people to view the ships including 100,000 out of town visitors. The estimated economic impact is \$40 million. Last year the Tall Ships 2009 application scored 72 points out of a 100 on the MLSER Scoring Sheet. *Staff is seeking approval of the payment of the second half of this event grant for the 2009/10 fiscal year based on the Regional Council 2008 approval of a \$540,000 grant.*

## **Major Civic Celebration Events**

The following Major Civic Celebration applications have been received within the January 30, 2009 deadline. Any applications received subsequent to this date will be processed during Phase 2 in the Fall 09.

### **1. Canadian Forces Halifax Rock Fest 2009**

The HRM has one of the largest concentrations of military personnel with family working and living within a municipality in the entire country. For this reason the Personnel Support Programs in partnership with the Department of National Defence is co-ordinating a large scale outdoor concert on August 2, 2009 at the Garrison Grounds, Citadel Hill National Historic Site. The focus of this large scale public concert is to connect military personnel and

their families with the broader Nova Scotian community, celebrate Natal Day emphasising the historical ties between the Canadian Forces and HRM and to send a clear message of support to the troops away from home. The concert will attract more than 20,000 people with exceptional live entertainment and a reasonably priced ticket. Through a comprehensive marketing campaign and a partnership with the Halifax-Dartmouth Natal Day Committee the promotion of the event will reach all of Nova Scotia and major parts of Atlantic Canada. The result of the marketing strategy along with the high level entertainment should see a minimum of 30% of participants attending the concert from outside HRM. The Canadian Forces Halifax Rock Fest 2009 application scored 53 points out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

## **2. Vancouver Winter Olympic Torch Relay Celebration**

This Celebration is HRM's opportunity to be involved in the national Winter Olympic Torch Relay program. The organizing committee will include HRM, Sport NS, RCMP, Nova Scotia Health Promotion & Protection, Halifax Regional School Board, community members, and local Olympic sponsors. The Celebration will include a live music program on in the Grand Parade to entertain the crowd until the Olympic torch arrives in the Grand Parade half way through the event. The expected crowd is 2,000. This will be a special moment in HRM history as the Olympic flame from Athens, Greece travels through the municipality on its way to the Vancouver Winter Olympics. The Torch Relay Celebration application scored 52 out of 100 points on the MLSER *Major Civic Celebrations* Scoring sheet.

## **3. CTV Olympic Celebration**

The goal of the CTV Olympic Celebration is to inspire the nation and celebrate the olympian in all of us. They plan on achieving this by providing an international experience on a grass roots level. The Celebration in Halifax will celebrate Canada's participation in the 2010 Winter Games and provide the residents of Nova Scotia with a way to celebrate and experience the live international event in their home province. The event is a free live concert by a 'tier one' band to be determined and local artists, a HD telecast of the Olympics and an interactive Winter Olympic sport experience. Organizers feel that 40% of attendees will be from outside HRM and they anticipate 20,000 people in attendance over the 11 hour time frame. It will be a chance for all in attendance to be on live television during the Olympic coverage. Staff are proposing that HRM partner with CTV, a well established national event organizer eg. Halifax Junos 2006, on this world class event and provide certain elements of the Celebration directly to a maximum expenditure of the approved grant. The CTV Olympic Celebration scored 67 out of 100 points on the MLSER *Major Civic Celebrations* Scoring sheet.

## **4. 25<sup>th</sup> Anniversary Multicultural Festival**

Since 1984 the Multicultural Association of Nova Scotia has celebrated the diversity and ethnic richness of both HRM and Nova Scotia during the annual Multicultural Festival on

the Dartmouth Waterfront. In June of 2009 the Multicultural Festival will honour its 25<sup>th</sup> Anniversary by creating an expanded program that will continue the tradition of celebrating and promoting the ethno-cultural communities within HRM. This program will include live entertainment, cultural performances, workshops, ethnic food and visual displays of heritage and cultural arts and artifacts. Organizers of the Multicultural Festival will increase their budget by approximately 60% through additional grants and corporate sponsorship and increased gated participation. The highlight of this year will be accommodating thousands of school children from across Nova Scotia and giving them the opportunity to experience the festival at a low cost. Finally, with the assistance of Nova Scotia Tourism the festival will work to attract visitors from outside HRM and from across Atlantic Canada to attend the 25<sup>th</sup> Anniversary Event. The 25<sup>th</sup> Anniversary Multicultural Festival application scored 57 points out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **5. Symphony Week: 25 Concerts for 25 Years**

Symphony Nova Scotia is celebrating its 25<sup>th</sup> anniversary by performing 25 free concerts in various locations including the Halifax Citadel, AGNS, the Public Gardens, Peggy's Cove, Pier 21, Brewery Market, Fisherman's Cove and the Maritime Museum of the Atlantic. At the conclusion of the Symphony Week free community music events a large extravaganza of music in the Grand Parade is planned. The organizers are estimating a 6,000 person attendance in total. Symphony Nova Scotia Anniversary scored 53 points out of a 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **6. Black Freedom 175**

The focus of Black Freedom 175 is a celebration of an important cultural history event and one of the central elements will be highlighted through song and story. During the 10 day visit of the *Freedom Schooner Amistad* is a Black Freedom 175 Tribute Concert. The Gospel concert will be in partnership with the Natal Day Committee and the concert will take place in the Natal Day Entertainment tent. Educational workshops and two hour sails on the *Freedom Schooner Amistad* will be highlights of this cultural event. 165 international and local participants will be showcased including young Maroon descendants from Jamaica. The event will support the efforts of groups like the African Nova Scotian Music Association. The Black Freedom 175 application scored 71 points out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

#### **7. Maritime Fiddle Festival Anniversary**

This year marks the 60th anniversary of the Maritime Fiddle Festival, an event that has continued to attract large numbers of participants and visitors to our region. It is the longest running fiddle festival in Canada. It is believed that 80% of visitors for the festival will be from outside the region generating an economic spinoff of \$1,700,000 over 6 days. From July 1st to 6th 125 participants will perform at Alderney Landing in Dartmouth. Some events will be free to the public and all ticketed shows will be low cost. Estimated attendance is between 5,000-6,000 people. The Maritime Fiddle Festival scored 54 out of 100 on the MLSER *Major Civic Celebrations* Scoring Sheet.

**B) Festival and Events**

As noted in the background, the Festival and Event program is used to support annual local events in various categories defined by the Civic Events Policy. The total value of the grant program is \$35,000 (pending Provincial government approval). A detailed evaluation and scoring sheet is not used to evaluate these applications given their scale and requests. Rather, the general guidelines noted below were applied and recommendations developed by a small sub-committee of SEAC. The sub-committee (2 councillors, 1 member at large) met in January 2009 to review all applications. Table 3 below identifies each event considered and the proposed grant funding allocations. Generally, the level of assistance ranges from \$250 - \$1,000.

**Festival & Events Granting Allocation Guidelines:**

- Returning events qualify for funding;
- Competitions do not qualify for funding
- Local sport competitions do not qualify
- Fundraising dinners/functions of a similar nature are not eligible for funding;
- Preference is not given to new events;
- Community and corporate support for the event must be evident;
- Events must be accessible to the general public;
- Emphasis must be on low cost gate fees;
- No limits on maximum grant awards;

TABLE 3: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Contemporary Art Society Annual Juried Show, NS Archives	\$2,000	\$250
Atlantic Comedy Festival, Halifax	\$10,000	\$3,000
Nova Scotia Kiwanis Music Festival, Halifax	\$10,000	\$2,500
Brookvale Ladies Aid 100 <sup>th</sup> year, Middle Musquodoboit	\$800	\$300
Bedford Days Georgian Tea, Scott Manor House Referred to Bedford Days Committee for funding consideration	\$300	\$0
Winter Regatta, Halifax-Dartmouth Waterfront	\$1,540	\$750
Halifax Pride, Halifax-Dartmouth Historically receives funding from operating budget	\$5000	\$0
Great East Dartmouth BBQ, Beazley Field	\$3,000	\$750
Halifax Highland Games, Dartmouth Common	\$3,000	\$3,000
Canada Day Viva Flamenco, Sackville Landing	\$500	\$500
Fall for Flamenco, Throughout HRM	\$5,000	\$2,500
SuperNova Theatre Festival, Neptune Theatre, Halifax	\$2,000	\$2,000



TABLE 3: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Dingle Beach Party, Dingle Beach	\$5,000	\$750
Dartmouth Schools Music Showcase, Sportsplex	\$6,000	\$750
Lions Summer Fair, Musquodoboit Harbour	\$4,000	\$2,000
African Night, Dalhousie University, Halifax	\$7,500	\$750
Bayers Westwood Community Celebration, Halifax	\$1,500	\$750
Provincial Black Basketball Tournament, Halifax	\$14,095	\$1,000
Africville Festival, Seaview Park, Halifax	\$4,000	\$2,000
African Nova Scotia Music Association, Casino NS	\$4,000	\$1,500
Ward 5 Neighbourhood Centre Block Party, Halifax	\$500	\$500
6 <sup>th</sup> Annual Northern Lights Lantern Festival	\$1,500	\$1,500
English Tea, Sheet Harbour Lions Centre	\$1,800	\$250
<b>TOTAL</b>		<b>\$27,300</b>

### BUDGET IMPLICATIONS

The Marketing Levy Special Events Reserve (Q315) budget for 2009/10 is approximately \$1,656,500 this is based on a confirmed projection by Finance. Assuming the Reserve remains consistent, the Reserve can accommodate the proposed grants the events noted in the recommendations. Budget availability has been confirmed by Financial Services.

<u>Budget Summary</u>	<u>Q315, Marketing Levy Special Events Reserve</u>
Cumulative Unspent Budget	\$1,656,500
Less: Proposed grants	<u>\$1,640,000</u>
Balance	\$ 16,500

The funding for the Festivals & Events grants approved to be paid through cost centre C760, \$27,300, is confirmed pending the approval of the 2009/10 operating budget.

### 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: SEAC could recommend reducing the grants recommendations.  
Alternative 2: SEAC could recommend increasing the grant recommendations.

ATTACHMENTS

Attachment One: Evaluation Score Sheets for Non-Annual Major Events funded through the  
MLSER

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: Andrew Whittemore Manager, Community Relations & Cultural Affairs, 490-1585



**Attachment One - Evaluation Score Sheets**  
**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 3, 2009                      Reviewed February 3, 2009  
 Approved     Y     N                      Reference Number CE0912 60<sup>th</sup> Maritime Fiddle Fest

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	10/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	3/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	8/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



**Attachment One - Evaluation Score Sheets**  
**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	6/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	6/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/10	
<b>Final Total</b>	54/100	35% of their ask = \$14,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



**Marketing Levy Special Events Reserve (MLSER)  
Scoring**

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 3, 2009      Reviewed February 10, 2009

Approved  Y  N      Reference Number CE0914 Can. Senior Baseball Champ.

Criteria	Score	Values
National or International	10/15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated	10/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	9/15	less than 10,000 = 3 10,000 to 25,000 = 6 25,000 to 50,000 = 9 50,000 to 250,000 = 12 greater than 250,000 = 15
% Non-resident participants/spectators	3/12	greater than 75% = 12 greater than 50% = 9 25 % to 50% = 6 less than 25% = 3
Tourism Period (Seasonality)	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3



**Marketing Levy Special Events Reserve (MLSER)  
Scoring**

<b>Geographic Distribution</b>	6/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	3.75/5	Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	5/12	
<b>Final Total</b>	51.25/100	Staff recommends \$8,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 3, 2009      Reviewed February 10, 2009

Approved     Y     N      Reference Number CE0922 Canadian Forces Concert

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	0/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	4/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	3/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/10	
<b>Final Total</b>	52.5/100	29% of their ask = \$6,000

\_\_\_\_\_  
 Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
 Date





**Marketing Levy Special Events Reserve (MLSER)  
Major Civic Celebrations Scoring**

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 3, 2009      Reviewed February 10, 2009

Approved     Y     N      Reference Number CE0922 Canadian Forces Concert

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	0/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	4/8	greater than 75% = 8 greater than 50% = 6 25% to 50% = 4 less than 25% = 2



Marketing Levy Special Events Reserve (MLSER)  
 Major Civic Celebrations Scoring

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	3/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	6/10	
<b>Final Total</b>	52.5/100	29% of their ask = \$6,000

\_\_\_\_\_  
 Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
 Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 11, 2009      Reviewed February 11, 2009

Approved     Y     N      Reference Number CE0923 CTV Olympic Celeb.

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	4/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	4/8	greater than 75% = 8 greater than 50% = 6 25% to 50% = 4 less than 25% = 2



**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	10/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	6/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	8/10	
<b>Final Total</b>	66.5/100	59% of their ask = \$25,000 (capped)

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received Feb 6, 2009                      Reviewed Feb 9, 2009  
Approved  Y  N                      Reference Number CE0924 Symphony NS 25th

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	2/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	2/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	6/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	3/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	3/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	4/10	
<b>Final Total</b>	53/100	31% of their ask = \$10,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 10, 2009      Reviewed February 10, 2009

Approved     Y     N      Reference Number CE0926 Freedom 175

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	25/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	2/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	6/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



Marketing Levy Special Events Reserve (MLSER)  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	3/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	6/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	6/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	4.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/10	
<b>Final Total</b>	70.5/100	67% of their ask = \$13,500

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date





Marketing Levy Special Events Reserve (MLSER)  
Major Civic Celebrations Scoring

Application deadlines are 4:30 p.m. on the last Friday in January and June.

Successful applicants of grants above \$5000.00 will receive 80% of their monies up-front. The remaining 20% will be forwarded after the event is completed, all HRM Municipal Services have been paid for (if applicable) and the final Evaluation Report and Financial Statement is received.

**FOR OFFICE USE ONLY**

Received February 10, 2009      Reviewed February 10, 2009

Approved     Y    N      Reference Number CE0953 Olympic Torch Relay

Criteria	Score	Values
Significant Community Celebration Reflects Policy 3 of the Granting Framework and Section 5 of the Business Case for the MLSER	15/25	High = 25 Medium = 15 Low = 10
Free or low costs Gated vs. Non-Gated	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size)	2/10	less than 10,000 = 2 10,000 to 25,000 = 4 25,000 to 50,000 = 6 50,000 to 250,000 = 8 greater than 250,000 = 10
% Non-resident participants/spectators	2/8	greater than 75% = 8 greater than 50% = 6 25 % to 50% = 4 less than 25% = 2



**Marketing Levy Special Events Reserve (MLSER)**  
*Major Civic Celebrations Scoring*

<b>Tourism Period (Seasonality)</b>	6/10	Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3
<b>Geographic Distribution</b>	3/10	Urban = 3 Mixed = 6 Rural = 10
<b>Financial Support</b>	4.5/6	Provincial Government = 1.5 Federal Government = 1.5 Corporate = 1.5 Community = 1.5
<b>Other Factors:</b> - Legacy - Event and HRM have become inseparable in terms of image - Frequency of event - Provides HRM a competitive advantage	1.5/6	Traditional, attractiveness, image, cultural awareness raising, publicity = 1.5 Recurring = 1.5 Associated with HRM's identity = 1.5 Raises HRM's profile globally = 1.5
<b>Business Case</b> - Economic Impact - Budget Breakdown - Pre & Post Benefits  <b>ROI Information</b> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off	3/10	
<b>Final Total</b>	52/100	29% of their ask = \$3,000

\_\_\_\_\_  
Signature, Chair of the Special Events Advisory Committee

\_\_\_\_\_  
Date