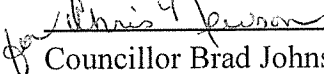


Halifax Regional Council
November 17, 2009

TO: Mayor Kelly and Members of Halifax Regional Council

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

DATE: October 19, 2009

SUBJECT: Special Events Grant Funding Requests - Second Intake Date Ending June 26, 2009

ORIGIN

Special Events Advisory Committee meeting of October 14, 2009.

RECOMMENDATION

It is recommended that Regional Council:

1. Approve the 09/10 funding amounts identified in Table 1 from the Festival & Events program (C760) as outlined in the Budget Implications section of the report dated August 6, 2009, and;
2. Direct staff to amend the Special Event Grant Funding policy to clarify that, in future, family named events would not be accepted.
3. Defer decision on Hallmark Status for the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) to November pending a report from the Special Events Advisory Committee.

BACKGROUND

The Special Events Advisory Committee dealt with the staff report dated August 6, 2009 at their October 14, 2009 meeting and approved the proposed Grant Funding as outlined in the staff report attached as Attachment 1.

DISCUSSION

The Special Events Advisory Committee reviewed the staff report dated August 6, 2009 and heard presentations by representatives of the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) and the proposed Christkindlmarket at their October 14, 2009 meeting.

Family Named Events

The Committee requested an amendment to the Special Events Grant Funding policy to clarify that no family named events would be accepted. The Committee agreed to recommend approval of the Cain Family and Community Summer Festival event, noted in Section b) Festival and Event Program, page 2, and in Table 1 on page 4 of the staff report dated August 6, 2009 for 2009/2010, and; to request that Regional Council approve the amendment to the Special Events Grant Funding policy and direct staff, on a go forward basis, to inform applicants that family named events would not be accepted as the Special Events Grant Program could only fund community based/named events.

Shearwater East Dartmouth Minor Hockey Association (SEDMHA)

The Committee agreed to defer the SEDMHA matter pending a staff report that would outline the cost benefit analysis to HRM in regard to extending rink closure dates to later in the season to accommodate the SEDMHA tournament if it were to be an annual event held exclusively during the Easter long weekend. The Special Events Advisory Committee will provide further comment on this matter in a report to Regional Council in late November following receipt and review of the requested Information Report from staff.

Christkindlmarket 2009

The Special Events Advisory Committee do not recommend Regional Council provide funding to the Christkindlmarket 2009 event under the Major Tourism Hosting Event category as the application, following review by staff, only scored 44.5 out of 100 which was below the 50 or greater score required for funding through the Market Levy Special Events Reserve fund. Further, the Committee felt that due to the newness of the event, it is yet to be determined if the Christkindlmarket would become a major tourism hosting event. The Committee suggest zero funding for 2009/10 and that future applications be considered.

BUDGET IMPLICATIONS

See attached staff report dated August 6, 2009.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

See attached staff report dated August 6, 2009.

ALTERNATIVES

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

ATTACHMENTS

None

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.