



PO Box 1749
Halifax, Nova Scotia
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Item No. 10.4.1 (ii)

Special Events Advisory Committee
October 14, 2009

Halifax Regional Council
November 17, 2009

TO: Special Events Advisory Committee

SUBMITTED BY:

A handwritten signature in black ink, appearing to read "Paul Dunphy", written over a horizontal line.

Paul Dunphy, Director, Community Development

DATE: August 6, 2009

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

ORIGIN

HRM's biannual Civic Event Granting program solicited several grant applications during the second intake date ending June 26, 2009. These require the Special Events Advisory Committee consideration before recommendations are tabled with Regional Council.

RECOMMENDATION

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

- a) Approve the 09/10 funding amounts identified in Table 1 from the Festival & Events program (C760) as outlined in the Budget Implications section; and
- b) Not recommend SEDMHA for Hallmark status.

BACKGROUND

In April 2009, Regional Council approved the grants for the first intake date which closed January 30, 2008 (Attachment 1). The second intake date closed June 26, 2009.

During this period, 3 MLSER applications were submitted and 11 applications for the Festival and Events program. Additionally, a request for SEAC's consideration of the SEDMHA tournament for Hallmark status was submitted.

a) Proposed MLSER Applications:

- DRUM Parade
- Titanic 100
- Christkindmarket

Recently, HRM has received official notice of the cancellation of the DRUM Parade. As a result, this application is being withdrawn. The organizers of the Titanic 100 event also recently contacted HRM and have requested that their application be deferred until such time that their business case and model is completed.

b) Festival and Event Program

The following 11 applications have been submitted for consideration through the Festival and Event program. Five events originally accepted through phase one process, but were not awarded a grant through the Summer Festival program, have been carried forward through this process and reconsidered under the Festival and Events Program.

- 1) Lake and Shore Days
- 2) Great Community Festival
- 3) Lazerdaze St. Margaret's Bay
- 4) Summer Festival
- 5) Sheet Harbour Seaside Festival
- 6) Until the Violence Stops Festival
- 7) Fete de la Musique
- 8) Canada Day Idol Contest
- 9) Cain Family and Community Summer Festival
- 10) Beats in the Park
- 11) Peace Jam

c) SEDMHA

SEDMHA is a traditional end of season hockey event providing closure to the minor hockey year by hosting a multi level competitive minor hockey tournament featuring a cross section of out of province teams which exposes Nova Scotia teams to a high quality hockey experience while showcasing Maritime hospitality to all teams. On October 31, 2008 SEDMHA submitted a pre-screen application for grant funding. In January of 2009 a letter was sent to SEDMHA that informed them the pre-screen was unsuccessful and would not qualify under the guidelines for further consideration.

However, on March 3, 2009, Halifax Regional Council requested SEAC to include SEDMHA as Hallmark Event. On May 13, 2009, SEAC did not recommend SEDMHA as a Hallmark Event, but did recommend Regional Council approve an Amateur Sporting Event Grant program. Due to timing of the 09/10 budget and business planning process, this was not discussed.

As outlined above, the debate over SEDMHA has been protracted and without definitive resolution. Moreover, during much of this debate, both SEAC and Council did not have a completed application and thorough details. Therefore, to ensure fair and equitable process, staff has accepted an official application for consideration of Hallmark status.

DISCUSSION

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

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

A) Non-annual Major Event Hosting Grant Program (MLSER):

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.

Major Tourism Hosting Events

One application was received for the June 26, 2009 deadline:

1. Christkindlmarket

This event is modelled after the Christkindlmarket Chicago, where visitors from all over the world attend. The Christkindlmarket will feature an indoor/outdoor traditional market, food, fine crafts, dance, music and live theatre. The facility will be transformed into a Christmas delight, with outdoor lighting and displays. The Christkindlmarket 2009 application is requesting \$20,000 in funding. The application scored 44.5 points out of the 100. In order to qualify for funding through the MLSER program a score of 50 or greater is required.

B) Festival and Events

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 remainder of \$5,700 exists after the award of the first grant intake data which closed October 27, 2009. A detailed evaluation and scoring sheet is not used to evaluate these applications given their scale and requests. General guidelines noted below were applied by staff and as such recommendations developed by staff.

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 1: PROPOSED FUNDING FESTIVAL AND EVENTS GRANT PROGRAM (C760)		
Event Name	Requested	Proposed
Lake and Shore Days	\$5,000	\$500
Great Community Festival	\$12,000	\$1,000
Lazerdaze St. Margaret's Bay	\$30,000	\$500
Summer Festival	\$9,000	\$500
Sheet Harbour Seaside Festival	\$7,500	\$500
Until the Violence Stops Festival	\$3,000	\$400
Fete de la Musique	\$1,500	\$400
Canada Day Idol Contest	\$1,000	\$400
Cain Family and Community Summer Festival	\$5,175	\$700
Beats in the Park	\$2,500	\$400
Peace Jam	\$2,350	\$400
TOTAL		\$5,700

C) Proposed Hallmark Events

The Marketing Levy Special Events Reserve (Q315) is an operating reserve funded through the hotel marketing levy (HRM receives 40% of the total revenue generated from the hotel levy) which funds HRM's Hallmark Event Program. A "Hallmark Event" is defined as one that possesses 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.

1. SEDMHA

June 26, 2009, SEDMHA has filed an official funding application under the Hallmark category (Attachment 3).

Without question, the annual SEDMHA tournament is an excellent tournament for young aspiring athletes, but it does not satisfy the standard Hallmark Event category the Civic Events Policy and Granting Framework is aspiring to achieve. While the SEDMHA event generates economic activity, and generates hotel room stays, staff do not believe the SEDMHA tournament satisfies the description of a Hallmark Event.

BUDGET IMPLICATIONS

The funding for the Festivals & Events grants approved to be paid through cost centre C760 totalling \$35,000 of which \$10,000 is provided by Provincial Funding. Budget was confirmed with the Council approval of the 2009/10 operating budget.

The budget availability has been confirmed by Financial Services.

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: April 21, 2009 report and minutes

- Attachment Two: Evaluation Score Sheets for Non-Annual Major Events funded through the
MLSER
- Attachment Three: SEDMHA application

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 Whitemore, Manager, Community Relations & Cultural Affairs, 490-1585

Attachment One

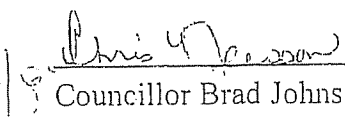


PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 11.4.1

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.

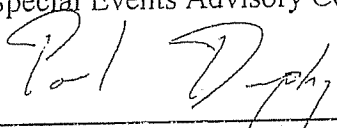
Report Prepared by: Chris Newson, Legislative Assistant, 490-6732



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Special Events Advisory Committee
March 4, 2009
March 25, 2009

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
Hallmark	
Hallmark	\$100,000
Sport	
National	\$50,000
International	\$250,000
Commercial	\$50,000
Tourism	
Major	\$100,000
Commercial	\$150,000
Professional Festival	\$50,000
Major Civic Celebrations	
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 MLSER. 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 \$
Hallmark Events			
Approved under a separate report			\$265,000
Sporting Events			
ICF World Senior Canoe Championships	200,000	80	\$200,000
Canadian Senior Baseball Championships	30,000	51	\$8,000
SUBTOTAL			\$208,000
Tourism Events			
Tall Ships 09 (<i>Approved in 2008</i>)			\$270,000
SUBTOTAL			\$270,000
Commercial Events			
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
Major Civic Celebrations			
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
SUBTOTAL			\$87,000
Infrastructure			
Common Event Plaza	300,000	n/a	\$300,000
Event Infrastructure Maintenance and Upgrades	50,000	n/a	\$50,000
SUBTOTAL			\$350,000
International Partnerships			
International Partnerships	10,000	n/a	\$10,000
SUBTOTAL			\$10,000
GRAND TOTAL			\$1,640,000

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. 25th 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 25th 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 25th Anniversary Event. The 25th 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 25th 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 th 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 th Annual Northern Lights Lantern Festival	\$1,500	\$1,500
English Tea, Sheet Harbour Lions Centre	\$1,800	\$250
TOTAL		\$27,300

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 60th 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

AND PASSED.

11.1.6 Public Utilities Act Amendment

A staff report dated April 9, 2009 was submitted.

MOVED by Councillor McCluskey, seconded by Councillor Sloane that HRM seek from the Province an amendment to the *Public Utilities Act* as set out in Appendix "A" of the April 9, 2009 staff report. MOTION PUT AND PASSED.

11.2 CHEBUCTO COMMUNITY COUNCIL:

11.2.1 Case 01003 - Municipal Planning Strategy / Land Use By-law Amendments and Development Agreement - Regatta Point, Halifax

This item was deferred during the Approval of the Order of Business.

11.3 HARBOUR EAST COMMUNITY COUNCIL:

11.3.1 Feasibility Study / Conceptual Facility Development Study - Dartmouth Sportsplex

A report dated April 15, 2009 was submitted from the Chair of the Harbour East Community Council.

Councillor Smith addressed the matter and indicated that staff have advised him that \$100,000 has already been incorporated for discussion in the upcoming budget deliberations and, therefore, there was no need for a recommendation at this time.

11.4 SPECIAL EVENTS ADVISORY COMMITTEE:

11.4.1 Special Events Grant Funding Requests

A report dated April 15, 2009 was submitted from the Chair of the Special Events Advisory Committee, with an attached staff report dated February 13, 2009.

MOVED by Councillor Johns, seconded by Councillor Sloane 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.

Councillor Johns asked that if the Councillors had any concerns or amendments with regard to grants, that they refer them back to the Special Events Advisory Committee for consideration.

MOVED by Councillor Adams, seconded by Councillor Sloane that the request by the Canadian Senior Baseball Championships be referred back to the Special Events Advisory Committee for further consideration. MOTION PUT AND PASSED.

Mr. Andrew Whittemore, Manager, Community Relations and Cultural Affairs, responded to questions.

Councillor McCluskey advised that she was told that the Tall Ships scheduled to come to Dartmouth this summer, were not eligible to receive funds.

Mr. Whittemore indicated he was not aware of this concern, and he advised that he would look into it.

Councillor Mosher advised that last year under the Halifax Regional Water Commission and the sewage treatment plants, \$5000 was set aside for her's and Councillor Uteck's district for events like the Dingle Beach Party. She added that through her own fundraising efforts, she had paid for almost her entire event. Councillor Mosher advised that this year's event has different plans and will be more expensive, and she questioned if this item could go back to the Committee to see if there is money leftover from the Harbour Solutions project that should have gone to her event in the first place.

MOVED by Councillor Mosher, seconded by Councillor Adams that the Dingle Beach Party event be referred back to the Special Events Advisory Committee for further Consideration . MOTION PUT AND PASSED.

MOVED by Councillor Johns, seconded by Councillor Sloane that The Canadian Forces Halifax Rock Fest be referred back to the Special Events Advisory Committee for further consideration. MOTION PUT AND PASSED.

Councillor Johns asked that for those items the Councillors have referred back to the Committee, the Councillor be in attendance at the meeting when the Committee deals with the item.

MOTION PUT AND PASSED.

MOVED by Councillor Lund, seconded by Councillor Rankin that staff provide a report on the possibility of increasing funding for festival and events grants by \$15,000, and that the Laser Days of St. Margaret's Festival of the Arts be considered for approval by the Special Events Advisory Committee. **MOTION PUT AND PASSED.**

12. **MOTIONS:**

12.1 **Councillor Younger**

This item was deferred during the Approval of the Order of Business.

13. **ADDED ITEMS:**

13.1 **Councillor Adams**

(i) **Request for Report re: Development Data, School Closures**

Councillor Adams advised that he felt HRM needs a more streamlined process in regard to development data and schools. He advised, for example, that over the past couple of months, *Imagine Our Schools* have been examining schools in Districts 17 and 18. He pointed out that the information they received was different from the information he and Councillor Mosher received. Councillor Adams added that in regard to development data, he would like staff to not only look at the approved development and lots but the potential development, as well. He noted that one development shows 28 approved lots, but in fact they are 28 semi-detached lots, resulting in 56 units. Councillor Adams advised that this is important information when it comes to deciding which schools to keep open.

Councillor Mosher added that a consultant with the *Imagine Our Schools* made recommendations based on projections for enrollment, which was on the development data she received from HRM staff. Since this time, Councillor Mosher pointed out that the consultant has received revised data. Councillor Mosher emphasized the need to have the 'potential' development data as well as the present proposals, noting that the *Imagine Our Schools* process is looking at projected enrollment for the next 10 to 15 years, so the information they are working from needs to be accurate.

MOVED by Councillor Adams, seconded by Councillor Mosher that staff provide updated development data to the School Board (*Imagine Our Schools* process) and the Councillors.

Mr. Paul Dunphy, Director, Community Planning advised that late yesterday he became aware of the issue, and advised that due to a communication breakdown at the staff level, the data that was built into the Regional Plan (built and unbuilt planned areas) is the basis for which the *Imagine Our Schools* process should be working from, and which would be provided to Councillors.

MOTION PUT AND PASSED.

(ii) **Request for Report re: Feeding of Water Fowl on HRM Lakes**



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-Profit Status: MLSER will only fund for-profit events if the event is held on the Halifax Common.***

FOR OFFICE USE ONLY

Received: June 26, 2009 Reviewed: August 10, 2009

Approved: Y N Reference Number: CE0970
Christkindlmarkt Alderney Gate

Criteria	Score	Values
National or International <i>Question 12 - Scope</i>	0/15	National Events = 10 International Events = 15
Free or low costs Gated vs. Non-Gated <i>Question 20 - Revenue Summary</i>	15/15	Free = 15 Combination = 10 Low Cost = 5
Attendance (Event Size) <i>Question 13 - Target Audience</i> <i>Question 14 - Attendance</i>	6/15	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 <i>Question 15 - Attendance Breakdown</i> <i>Question 16 - Estimated accommodation</i>	3/12	greater than 75% = 12 greater than 50% = 9 25% to 50% = 6 less than 25% = 3

<p>Tourism Period (Seasonality) <i>Question 7 - Dates & Times</i></p>	<p>6 / 10</p>	<p>Off Season (Jan. To Mar.) = 10 Shoulder Season (Apr. To June & Oct. to Dec) = 6 Prime Season (July to Sept.) = 3</p>
<p>Geographic Distribution <i>Question 6 - Objectives & Goals (if applicable)</i> <i>Question 10 - Locations</i> <i>Question 11 - Event Activities</i> <i>Question 15 - Attendance Breakdown</i></p>	<p>2 / 10 6</p>	<p>Urban = 3 Mixed = 6 Rural = 10</p>
<p>Financial Support <i>Question 20 - Revenue Summary</i></p>	<p>2.5 / 5 2.5</p>	<p>Provincial Government = 1.25 Federal Government = 1.25 Corporate = 1.25 Community = 1.25</p>
<p>Other Factors: - Legacy <i>Question 29 - Historical Background</i> - Event and HRM have become inseparable in terms of image <i>Question 6 - Objectives & Goals</i> <i>Question 29 - Historical Background</i> <i>Question 30 - Cultural Component</i> <i>Question 31 - Tourism Component</i> - Frequency of event <i>Question 8 - Past Dates/Years</i> <i>Question 9 - Future Dates/Years</i> - Provides HRM a competitive advantage <i>Question 12 - Scope</i> <i>Question 19 - Marketing Area</i> <i>Question 26 - Capacity Building</i> <i>Question 27 - Industry Growth</i></p>	<p>3 / 6</p>	<p>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</p>



Marketing Levy Special Events Reserve (MLSER)
Scoring

<p>Business Case</p> <ul style="list-style-type: none"> - Economic Impact <i>Question 15 - Attendance Breakdown</i> <i>Question 16 - Accommodation Breakdown</i> <i>Question 17 - Spending Habits</i> <i>Question 23 to 27 - Job Creation</i> <i>Question 32 - Economic Impact</i> - Budget Breakdown <i>Question 20 to 21 - Event Budget</i> - Pre & Post Benefits <i>Question 6 - Objectives & Goals</i> <i>Question 23 to 27 - Job Creation</i> <i>Question 31 - Tourism</i> <p>ROI Information</p> <ul style="list-style-type: none"> - Ratio of return to HRM and/or the Province in terms of local investment and HST spin-off <i>Question 16 - Accommodation Breakdown</i> <i>Question 17 - Spending Habits</i> <i>Question 23 to 27 - Job Creation</i> 	<p>3/12</p>	
<p>Final Total</p>	<p>44.5</p>	

44.5

Signature, Chair of the Special Events Advisory Committee

Date

SEDMHA

**Hallmark
Application Form**

June 2009

RECEIVED
JUN 26 2009
CIVIC EVENTS

SEDMHA



Hallmark Application Form

HRM supports events that build community, foster good community relations, develop local economy and tourism industry, and enrich the quality of life of all residents and visitors.

This form is to gain supplemental information regarding your event to be considered for a Marketing Levy Special Events Reserve grant. Please complete this form and return to:

Halifax Regional Municipality
Community Development
Attn: Civic Event Grant Process
Alderney Gate, 2nd Floor
P.O. Box 1749
Halifax, N.S. B3J 3A5
Fax. 490.5950 Email. CivicEventsGrants@halifax.ca

2009 Deadlines for this form are January 30 and June 26.

Please note the following:

- \$ Funding will not be equivalent to 100% of the event=s operating budget.
- \$ Fundraising events, conferences, private events, and political events **will not** be considered.
- \$ The Marketing Special Events Reserve will **only fund for-profit events** if they are large scale and located on the Halifax Common.
- \$ Organizations receiving funding from other HRM sources will not be considered.
- \$ Preference will be given to events which:
 - \$ are free to the public.
 - \$ are run by non-profit organizations.
- \$ have a broad appeal.

Events approved for grant consideration *must* provide:

- \$ A complete budget outline, including any revenue, expenditure, sponsorship & the last year=s financial statement.
- \$ A copy of the last committee meeting minutes or notes.
- \$ A list of committee members and contact information.

FOR OFFICE USE ONLY
Received _____ Reviewed _____
Approved BY IN _____ Reference Number _____

Application Reference Number _____
Name of event SEDMHA Hockey Tournament

1. What is the theme of the event? SEDMHA is a traditional end of season hockey event providing closure to the minor hockey year by hosting a multi level competitive minor hockey tournament featuring a cross section of out of province teams which exposes Nova Scotia teams to a high quality hockey experience while showcasing Maritime hospitality to all teams.

2. What is the scope of the event?
 Regional National International

3. Please identify the attendance breakdown:

5,000 % who are participants
 50 % from the local area
 20 % from outside HRM
 25 % from outside NS
 5 % from outside Canada

26,000 % who are spectators
 50 % from the local area
 20 % from outside HRM
 25 % from outside NS
 5 % from outside Canada

4. Please identify the estimated accommodation breakdown for out of area visitors

5 % with friends or relatives
_____ % in campgrounds
90 % in hotels or motels



Hallmark
Application Form

_____ % in bed & breakfasts

5 % in other: Hostels or Dormitories

5.	Number of full-time positions created by event	Prior	<u>24</u>	# Days	<u>90</u>
		During	<u>120</u>	# Days	<u>4</u>
		After	<u>24</u>	# Days	<u>60</u>
6.	Number of part-time positions created by event	Prior	_____	# Days	_____
		During	_____	# Days	_____
		After	_____	# Days	_____
7.	Number of volunteer positions created by event	Prior	<u>25</u>	# Days	<u>10</u>
		During	<u>50</u>	# Days	<u>4</u>
		After	<u>10</u>	# Days	<u>120</u>

8. How does this help to build capacity in the event sector in HRM?

SEDMHA is the equivalent of an annual convention which attracts thousands of participants from across the province and beyond to the city in an off peak season. The activities are spread throughout the HRM region including significant use of accomodations in the non core areas of HRM. SEDMHA serves to build capacity in the event sector by developing volunteers with additional skill sets in the following areas - organizing large numbers of volunteers, production of large opening ceremonies (with dignitaries, entertainment and prizes for both players and parents), finance, marketing and public relations. These skill sets are transferable and are able to be used to attract and run other large events in the HRM and also other rural areas outside of HRM. Funds generated have been used to improve arena facilities, including enhancements at the Bowles and Gray arenas.

9. How does this contribute to the growth of a specific industry sector nationally?

SEDMHA attracts participants from outside the province and exposes them to the city and the tourism potential of the area. The fact that the families are young and financially stable further enhances the chance that they may return to HRM in the future. SEDMHA also contributes directly to developing the sport of hockey by exposing thousands of young players to the experience of both watching and playing in a large tournament with teams from other provinces and countries, promoting a healthy lifestyle and team work. SEDMHA also sponsors official to attend referee clinics to increase their skill sets.

Briefly describe the event's activities:

SEDMHA is a traditional end of season hockey event providing closure to the minor hockey year by hosting a multi level competitive minor hockey tournament featuring a cross section of out of province teams which exposes Nova Scotia teams to a high quality hockey experience while showcasing Maritime hospitality to all teams. SEDMHA is recognized as the premier minor

hockey tournament in Canada, highlighting HRM and helping to raise it's profile nationally as a leader in healthy sport for youth and maritime hospitality. The event holds over 4 days for 5,000 hockey players, 800 coaches and over 100 referees.

10. Briefly describe the event=s marketing strategy (attach paper as necessary):
The marketing strategies used include targeted email campaign to teams in target areas, followed up with phone calls, use of agents and key hockey contacts for international market, quarterly e-newsletter, website, links program to other hockey sites, and Facebook. There is also a public relations component which includes media (both print and television), and corporate relations.
11. Will the event be marketed outside HRM? NS? Canada? If so where and how?
The event will be marketed in HRM, Nova Scotia, across Canada, in the US and in Europe. In addition to the targeted emails noted above, the international marketing strategies will also include the use of agents, scouts and key hockey contacts who work nationally and internationally, e-newsletters, website, links program to other hockey sites, and Facebook.
12. How will the event be evaluated? The event will be evaluated using key performance indicators including number of teams participating, geographic breakdown of teams, level of teams, player and parent satisfaction ratings, coach/manager satisfaction ratings, annual growth, revenue, and contribution back to community.
13. Historical Background (if applicable) SEDMHA has become a tradition in Halifax and is currently planning it's 33rd annual event. Please refer to attached Appendix A which details the history of the event.
14. Cultural Component (if applicable) SEDMHA attracts teams from across the country as well as internationally. This allows us the opportunity to showcase Maritime culture and hospitality. In the case of national and international teams, we also offer a component of cultural exposure to Nova Scotia tourism assets - pre and post tours, trips to attractions such as Peggy's Cove etc. During Opening Ceremonies each year, we also showcase local talent (often musical), for example the last few years have featured artists Pink Thunder and Dwight d'Eon.
15. Tourism Component (if applicable) SEDMHA is a major event attracting over 26,000 spectators in a off-peak tourism season. The tournament fills 1500-2000 hotel rooms. This occurs at a time of year (first week in April) that brings business to our tourism sector, which they would not otherwise receive. The tournament also creates additional revenue generation for food and beverage establishments as well as retail stores and attractions. All five sectors of tourism are affected to varying degrees by the tournament - accommodations, food and beverage, transportation (teams often rent buses to transport the teams and parents), recreation and entertainment and travel services. SEDMHA also

exposes young people to the area, showcasing Maritime hospitality to all teams.

16. Economic Impact Component (if applicable) The combined total of visitor, capital and operational spending as a result of hosting the 2009 SEDMHA Hockey Tournament are estimated to have totaled \$8,930,841. These expenditures generated a total of \$19,415,762 of economic activity in the province, of which \$13,812,553 was in the Halifax Regional Municipality. The 2009 SEDMHA Hockey Tournament provided an estimated total of 151.5 jobs for HRM and an additional 41.3 jobs for the remainder of the province. These jobs created a total of \$5,676,154 in wages and salaries for Nova Scotia. Please refer to Appendix B, Economic Impact Analysis for further details.

18. Please attach:
- A complete budget outline, including any revenue, expenditure, sponsorship & the last year's financial statement (if available).
 - A complete budget for the event's last active year.
 - A copy of the last committee meeting minutes or notes (1 meeting).
 - A list of committee members and contact information.
 - Any additional information you feel relevant.
19. Should the event receive funding, who should the cheque be made out to:
SEDMHA
20. What is the amount you are requesting from HRM?
\$50,000

INSURANCE REQUIREMENTS

The Halifax Regional Municipality requires that special event organizers, whether all or part of the event takes place on or passes over HRM/public property, during setup, the event, and/or break-down, carry third party liability insurance at a level of not less than \$2,000,000, inclusive Bodily Injury and Property damage, in the case of the event serving or selling liquor, not less than \$5,000,000. The HRM shall be named as an Additional Insured, and again where liquor shall be served as part of the event, additional liquor liability insurance shall be obtained. A copy of all required insurance coverages shall be forwarded to HRM, care of Andrew Cox or Mike Gillett, at least seven (7) working days before the event start date.

ORGANIZATION ENDORSEMENT AND BOARD/EXECUTIVE APPROVAL

We, SEDMHA (organization name) hereby declare that we have adopted and will uphold equal opportunity and non-discrimination policies by which discrimination on the grounds of race, creed, colour, national origin, political or religious affiliation, sex, sexual orientation, age, marital status, family relationship and disability is prohibited by and within the organization.

By signing below we hereby confirm that all information included on this application is, to the best of our knowledge, correct at the time of submission and if funds are awarded, we accept responsibility for the use of the funds in accordance with the terms set out in the HRM Civic Events Policy and Granting Framework. HRM will be contacted in writing if any of the above information changes.

This application was approved by the Board of Directors/Executive at its meeting held on June 11, 2009 (date)

Susan Alley Russell

per Wayne MacDonald
Primary Contact

June 25, 2009
Date

Please be sure to complete all sections of this application. Incomplete applications will not be processed.
For questions on application process please contact our office,
490.2700, CivicEventsGrants@halifax.ca

2009 SEDMHA Hockey Tournament Economic Impact Analysis – STEAM Report June 2009

The combined total of visitor, capital and operational spending as a result of hosting the **2009 SEDMHA Hockey Tournament** are estimated to have totaled **\$8,930,841**. These expenditures generated a total of **\$19,415,762** of economic activity in the province, of which **\$13,812,553** was in the Halifax Regional Municipality.

The **2009 SEDMHA Hockey Tournament** provided an estimated total of **151.5** jobs for HRM and an additional **41.3** jobs for the remainder of the province. These jobs created a total of **\$5,676,154** in wages and salaries for Nova Scotia.

The net increase in economic activity in the province as a result of the initial expenditures of the event was estimated to be **\$8,930,541**.

The total level of taxes supported by the 2009 SEDMHA Hockey Tournament is estimated at **\$3,793,565**. Of this, **\$1,726,626** is allocated to the federal government, **\$1,704,469** to the provincial government and **\$362,469** to municipal governments across Nova Scotia. The municipal taxes supported within the Halifax Regional Municipality are estimated to be **\$286,933**.

Disclaimer: The results of this pre-event economic impact analysis are intended to act as a guide and are not considered definitive of the actual events. All projections should be considered an event's potential economic impact. The projections are based on standardized spending estimates that may or may not reflect that of the highlighted event's attendees. In addition, the projections are based on the organizer's assumptions regarding attendance, composition and characteristics. These forecasts are subject to uncertainty and evolving events, therefore actual results may vary from forecasted results.

STEAM[®] is the federally recognized economic impact assessment model used for sport tourism in Canada.

The **SEDMHA Hockey Tournament** release Events Halifax from any and all claims which it may have relating to or resulting from the use of the results by the **SEDMHA Hockey Tournament** or its agents.

was well known for its contribution to Nova Scotia minor hockey and a decision was made to retain "SEDMHA" as the name of the new association's annual tournament. So where other tournaments have been named to honor individuals who have contributed to Minor Hockey the SEDMHA name honors a proud minor hockey association. The SEDMHA tournament has also honored those who have served the association and committee in the past. The divisional trophies are all named to recognize the contribution of individuals to the association or tournament. The annual "Gene Kinch and Ross Drake Awards" have been adopted in memory of two of the original committee to recognize the individual contributions of a player, coach, hockey supporter and volunteer each year.

The original game format had the teams placed into groups of four, identified as Red, White, Blue or Gold Division with the top two teams in each group playing off in quarter finals, semi finals and eventually, the finals. This format continued for twelve years, until 1991.

As the number of teams applying continued to increase through the late eighties, the format of the tournament became ever more strained. In 1990, it was decided to try a new format for the "C" category teams only. It was likened to a "curling draw" with where you went next depended on whether you had won or lost. The tournament committee was given high praise for this "new" approach and it was therefore decided to use this new format for all levels and categories.

Since the early '90's, the Tournament has followed this unique "play down" format which allows for as few as eight (8) or as many as thirty (30) teams per Category, and as a direct result, our award structure which includes Gold, Silver and Bronze medals; jackets, sweat shirts, T shirts, trophies, banners, plus MVP pucks has resulted in more prize winners per category than any other tournament.

The SEDMHA tournament prides itself on the level of minor hockey played during the event and this combined with the operational improvements made throughout the past thirty years has enabled the tournament to continue to grow and to meet its mandate to provide a competitive year end tournament to as many players and teams as possible. As we enter our fourth decade the SEDMHA Tournament is poised to exceed three hundred teams and continue to offer the premier minor hockey event in Eastern Canada.

SEDMHA - History

The SEDMHA Tournament had its beginnings during the hockey season of 1977-78. SEDMHA, an acronym for Shearwater East Dartmouth Minor Hockey Association, was the top competitive level for several minor hockey associations including: Shearwater/Eastern Passage, Woodlawn, Woodside, Westphal/Port Wallis and Cole Harbour/Belyar Minor Hockey Associations with all but Shearwater/Eastern Passage being East Dartmouth.

During the late fall of '77, the SEDMHA Bantam "A" (same as present day "AAA") team was looking for a tournament to participate in during the Christmas period. No luck. As a result, a group of the parents got together and in a mere 12 days had organized their own Christmas break tournament which consisted of eight Bantam "A" teams with 136 players from across Nova Scotia all competing for tournament awards.

By all accounts the tournament was well received and the organizers decided to apply for a permit to hold a similar event the following year and to expand to include both the SEDMHA Peewee and Atom "A" teams - the birth of the first SEDMHA Tournament.

For the next several years, the original organizing group continued to run an annual SEDMHA Tournament and they eventually became known as the "Silver Seven" - must have been the grey hair. They were Bill Donnelly, Gene Kinch - d. 1995, Phil Leverman, Ross Drake - d. 1989, Earl Smith, Mitch Bower and Vince MacDonald - d. 1999. This group established the growth pattern and future direction for the event. They set in motion the standards for the tournament including accepting all teams who wished to enter, high quality awards, top notch hospitality and a highly competitive level of minor hockey which attracted teams from across the Maritimes and beyond. By the mid eighties this group had retired and the present committee structure was in place with three of those members continuing to serve today.

Since those early years, the Tournament has continued to grow on an annual basis and what started out as an eight team tournament in 1978 is now after 32 years a 250 team, 600 game, 18 arena, single, four day, weekend event attracting teams from across North America and occasionally from Europe. The team mix over the past ten years has been 90% Atlantic Canada and the remaining 10% from Quebec, Ontario, NE US States and an occasional European team.

Dwindling player registration and rising costs forced the amalgamation of the SEDMHA Jets with the Dartmouth Lakers to form the new Dartmouth Whalers Minor Hockey Association in 1986/87. By this time the SEDMHA Tournament

Table #A - Economic Impact Summary - Combined Total

Nova Scotia

(Dollars)

	Total	Local Area	Rest of NS
	Nova Scotia	Halifax Regional Municipality (HRM)	
Initial Expenditure	\$8,930,841	\$8,930,841	\$0
Gross Domestic Product			
Direct Impact	\$3,153,663	\$3,153,663	\$0
Indirect Impact	\$3,529,558	\$1,662,180	\$1,867,378
Induced Impact	\$2,247,321	\$1,055,035	\$1,192,286
Total Impact	\$8,930,541	\$5,870,877	\$3,059,664
Wages & Salaries			
Direct Impact	\$2,295,456	\$2,295,456	\$0
Indirect Impact	\$2,008,642	\$948,778	\$1,059,864
Induced Impact	\$1,372,056	\$662,138	\$709,918
Total Impact	\$5,676,154	\$3,906,372	\$1,769,781
Employment (Full-year jobs)			
Direct Impact	104.3	104.3	-
Indirect Impact	49.9	23.5	26.4
Induced Impact	38.7	23.8	14.9
Total Impact	192.8	151.5	41.3
Direct Taxes			
Federal	\$781,332	\$781,332	\$0
Provincial	\$902,668	\$902,668	\$0
Municipal	\$216,027	\$216,027	\$0
Total	\$1,900,028	\$1,900,028	\$0
Total Taxes			
Federal	\$1,726,626	\$1,227,148	\$499,479
Provincial	\$1,704,469	\$1,280,875	\$423,594
Municipal	\$362,469	\$286,933	\$75,536
Total	\$3,793,565	\$2,794,956	\$998,609
Industry Output			
Direct & Indirect	\$14,626,687	\$11,564,384	\$3,062,303
Induced Impact	\$4,789,075	\$2,248,169	\$2,540,906
Total Impact	\$19,415,762	\$13,812,553	\$5,603,209

SEDMHA HOCKEY TOURNAMENT
Profit & Loss Budget vs. Actual
 November 2008 through October 2009

	Nov '08 - Oct 09	Budget	\$ Over Budget	% of Budget
Income				
50/50 Draw	1,361.82	2,500.00	-1,138.18	54.5%
Gate	72,311.69	70,000.00	2,311.69	103.3%
Gate-Float	2.00			
Hotel Bookings Comm.	8,413.98	7,000.00	1,413.98	120.2%
Interest	1,266.58	4,000.00	-2,733.42	31.7%
Map-Income	2,650.00	2,500.00	150.00	106.0%
Recorder-Income	7,877.00	10,000.00	-2,123.00	78.8%
Registration	201,125.00	193,750.00	7,375.00	103.8%
Sponsors	32,429.89	36,000.00	-3,570.11	90.1%
Total Income	327,437.96	325,750.00	1,687.96	100.5%
Expense				
Awards	56,886.04	70,000.00	-13,113.96	81.3%
Awards-Other	-158.68			
Clinics	1,000.00	1,000.00	0.00	100.0%
Donations	550.00	500.00	50.00	110.0%
Equipment	3,098.16	2,500.00	598.16	123.9%
Hockey NS	800.00	750.00	50.00	106.7%
Ice Rental	138,460.71	145,000.00	-6,539.29	95.5%
Map-Expense	1,453.18	1,400.00	53.18	103.8%
Misc	6,254.29	5,100.00	1,154.29	122.6%
Office Supplies				
Misc	751.07	650.00	101.07	115.5%
Postage	89.69	150.00	-60.31	59.8%
Telephone	1,558.02	2,100.00	-541.98	74.2%
Web Site	2,295.31	4,000.00	-1,704.69	57.4%
Total Office Supplies	4,694.09	6,900.00	-2,205.91	68.0%
Opening Ceremonies	3,135.57	3,000.00	135.57	104.5%
Operations				
Misc	3,023.63	4,000.00	-976.37	75.6%
Rink Staff	30,248.75	34,000.00	-3,751.25	89.0%
Runners	4,470.00	4,100.00	370.00	109.0%
Tournament Supplies	8,353.61	4,000.00	4,353.61	208.8%
Total Operations	46,095.99	46,100.00	-4.01	100.0%
Provincials-Hosting	2,000.00	2,000.00	0.00	100.0%
Recorder-Expense	11,417.50	9,000.00	2,417.50	126.9%
Referee	41,172.00	40,000.00	1,172.00	102.9%
Service Charge	249.26	200.00	49.26	124.6%
Volunteer Apprec. Night	648.40	2,500.00	-1,851.60	25.9%
Total Expense	317,756.51	335,950.00	-18,193.49	94.6%
Net Income	9,681.45	-10,200.00	19,881.45	-94.9%

SEDMHA HOCKEY TOURNAMENT
Profit & Loss Budget vs. Actual
 November 2009 through October 2010

	Nov '09 - Oct 10	Budget	\$ Over Budget	% of Budget
Income				
50/50 Draw	0.00	1,600.00	-1,600.00	0.0%
Gate	0.00	70,000.00	-70,000.00	0.0%
Hotel Bookings Comm.	0.00	7,000.00	-7,000.00	0.0%
Interest	0.00	2,000.00	-2,000.00	0.0%
Map-Income	0.00	2,500.00	-2,500.00	0.0%
Recorder-Income	0.00	10,000.00	-10,000.00	0.0%
Registration	0.00	200,000.00	-200,000.00	0.0%
Sponsors	0.00	43,000.00	-43,000.00	0.0%
Total Income	0.00	336,100.00	-336,100.00	0.0%
Expense				
Awards	0.00	60,000.00	-60,000.00	0.0%
Clinics	0.00	1,000.00	-1,000.00	0.0%
Community	0.00	9,000.00	-9,000.00	0.0%
Donations	0.00	500.00	-500.00	0.0%
Equipment	0.00	2,000.00	-2,000.00	0.0%
Hockey NS	0.00	800.00	-800.00	0.0%
Ice Rental	0.00	150,000.00	-150,000.00	0.0%
Map-Expense	0.00	1,500.00	-1,500.00	0.0%
Misc	0.00	3,000.00	-3,000.00	0.0%
Office Supplies				
Misc	0.00	700.00	-700.00	0.0%
Postage	0.00	100.00	-100.00	0.0%
Telephone	0.00	2,500.00	-2,500.00	0.0%
Web Site	0.00	1,500.00	-1,500.00	0.0%
Total Office Supplies	0.00	4,800.00	-4,800.00	0.0%
Opening Ceremonies	0.00	3,000.00	-3,000.00	0.0%
Operations				
Misc	0.00	6,000.00	-6,000.00	0.0%
Rink Staff	0.00	31,000.00	-31,000.00	0.0%
Runners	0.00	4,500.00	-4,500.00	0.0%
Tournament Supplies	0.00	8,500.00	-8,500.00	0.0%
Total Operations	0.00	50,000.00	-50,000.00	0.0%
Provincials-Hosting	0.00	2,000.00	-2,000.00	0.0%
Recorder-Expense	0.00	10,000.00	-10,000.00	0.0%
Referee	0.00	43,000.00	-43,000.00	0.0%
Service Charge	0.00	200.00	-200.00	0.0%
Volunteer Apprec. Night	0.00	2,500.00	-2,500.00	0.0%
Total Expense	0.00	343,300.00	-343,300.00	0.0%
Net Income	0.00	-7,200.00	7,200.00	0.0%

SEDMHA Meeting Minutes May 25, 2009

Location – 3 Ralston Avenue Boardroom

Attendees

Wayne MacDonald - Chair
Bob Dulhanty - Finance
Ken Boyce – Whaler Rep
Brian MacIntyre – Operations
Susan Tilley-Russell – Public Relations
Bob Goudey – Team Recruitment

Absentees

Ginnie Clark – Registrar
Lorraine Pickett – Hospitality/Sponsorship
Paul Hagen – Technical Services
Leanne Marriott – Media Relations

Items

1. SEDMHA Targets

Bob Dulhanty reviewed the 2009 Financial Statement to date noting a loss of \$22,635 but that there is still Map, Recorder, Sponsorship and Accommodations Revenues still outstanding. All expenses have been included. The net result for 2009 will be positive once all revenues are collected.

Bob also presented a preliminary budget for 2010 based on 250 teams. He used a team registration fee of \$800. After much discussion it was agreed that while this number did not meet the operating costs it was a good compromise and should be used for planning purposes. It was noted that the possible Hallmark Grant was not included nor was the cost of a potential upgrade of the web site statistical engine. The net result was a net income of \$4700 for 2010. The budget is subject to change based on these items noted above plus any other initiatives which make come up under team recruitment planning.

Wayne MacDonald reviewed the 2010 targets but with the new budget numbers some changes are required. It was also noted that the amount shown as Vendor Sponsorship is actually included as Recorder Revenue and not Sponsorship Revenue. Bob indicated that he would send a spreadsheet of the 2010 Budget to Wayne and he can make the changes required to match the Target and Budget Documents.

2. Strategy - Hallmark Grant

Susan Tilley-Russell reviewed a draft input for the 2010 Hallmark Grant process. Various changes and updates were noted. It was noted that we require a 2009 Financial Statement and a

2010 Budget. Ken Boyce was requested to obtain a copy of the Hockey Nova Scotia Insurance Policy for inclusion. It was agreed that an amount of \$50,000 would be requested.

Susan agreed to continue to update the document based on comments received and provide a copy to all committee members prior to our next meeting. It is the intent to approve the application and submit it by the June date.

3. Recruitment of New Teams

Bob Goudey spoke of various options to facilitate team recruitment. For Nova Scotia teams he recommended using email to contact all the associations to obtain Coaches and Manager Contacts. He suggested revitalizing the printed Tournament Brochure rather than just having the Invitation on the web site. He also suggested developing a Tournament Poster to be placed in rinks throughout the province. These posters would have brochures included with them. Susan noted that Leanne had begun drafting an E newsletter and possible brochure material could be included there.

To attract AAA teams he suggested attending the major AAA tournaments in the area and promoting the event by discussing the tournament with teams attending. This may include a hospitality night or special entry for teams who were unsuccessful at the Provincials. One item discussed was the length of AAA games. The Bantams and Midgets play 15 minute periods throughout the season. It was felt that we may need to offer this in the tournament to attract teams. Wayne agreed to cost the impact of 15 minute periods for all AAA divisions.

Bob also touched on recruiting teams from outside the province by using personal contacts, enlisting the assistance of Whaler teams and possible sponsoring a recruitment contest whereby if a team recommended a new team who had not been at the tournament before to register they would be eligible for a reduction in their registration fee. Bob indicated that he does intend to contact others in local hockey community and enlist their support in attracting teams.

4. Strategy - Redefine the committee structure & recruit new members

Wayne MacDonald presented an updated organization chart based on the last organization recommended. This was contrasted with the actual functions performed by individuals which does not conform to the structure. Due to the lateness of the hour this item was tabled for future discussion when more members are able to attend.

Adjourned 9:45pm

Next Meeting: June 11, 2009 7pm 3 Ralston Avenue Boardroom

SEDMHA Committee Members and Contacts

Chairman:	Wayne MacDonald	chairman@sedmha.com match@ns.sympatico.ca 434-3785
Registrar/Accommodations:	Ginnie Clark	registrar@sedmha.com
Treasurer/Recorder:	Bob Dulhanty	
Hospitality/Sponsorship:	Lorraine Pickett	hospitality@sedmha.com
Rink Operations:	Brian MacIntyre	operations@sedmha.com
Rules/Bylaws/Suspension:	Ken Boyce	rules@sedmha.com
Public Relation/Media:	Susan Tilley-Russell/Leanne Marriott	pr@sedmha.com str@eastlink.ca 463-7546 (STR)
Director Emeritus:	Alden Rennie	
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Director At Large:	Dave Phelps	