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**Halifax Regional Council**  
**August 8, 2006**

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

**SUBMITTED BY:**   
Wayne Anstey, Acting Chief Administrative Officer

**DATE:** August 2, 2006

**SUBJECT:** Special Events Reserve Funding for Microcredit Summit

**ORIGIN**

In April of 2006 the Halifax Regional Municipality (HRM) was approached by the organizers of the Halifax Global Microcredit Summit 2006 seeking \$50,000 in financial support towards the hosting costs of the summit in November.

**RECOMMENDATION**

It is recommended that:

1. That Regional Council invoke the "Exceptional Circumstances" clause of the guidelines for Special Events Reserve (Q315) and by doing so provide a \$50,000 grant from the 2006/2007 Special Events Reserve (SER) towards the hosting of the Halifax Global Microcredit Summit 2006.

## **BACKGROUND**

Staff of Community Culture & Economic Development (CCED) were requested to meet with the organizers of the Halifax Global Microcredit Summit 2006 in order to explore what opportunities might exist for municipal support. Two meetings were held between CCED staff and the organizers to learn more about the Microcredit Summit and to determine how it might be funded by HRM.

The Halifax Global Microcredit Summit 2006 is a meeting of more than 2000 delegates from over 100 countries and is **estimated to be the largest international gathering ever to be held in Atlantic Canada**. The Microcredit movement has as its goal (see attached Business Proposal), “the commitment to reach 100 million of the world’s poorest families, especially the women of those families with credit for self-employment and other financial and business services by the end of 2005.” The organizers felt very strongly that Regional Council and HRM should be a sponsor of the summit since significant financial support was being contributed by both the Federal and Provincial governments.

Staff of CCED requested that the organizers develop a proposal that could be used as justification for invoking a clause within the Special Events Reserve (SER) Guidelines known as the “Exceptional Circumstances” clause. Under the SER guidelines, approved by Regional Council on June 10, 2003, there exists the opportunity for Regional Council to support requests for funding from the SER that fall outside the guidelines as long as Regional Council approve the funding as a separate report.

Following the meetings between CCED staff and the Microcredit Summit organizers, CCED staff requested a proposal from the organizers that would provide justification for support from the SER. The purpose of this document was to highlight major areas of public participation within the summit that will have a direct impact on the HRM. At the end of July a proposal was received by CCED staff for review and constitutes the recommendation in this report to Regional Council.

## **DISCUSSION**

During the discussions held between CCED staff and the organizers of the Halifax Global Microcredit Summit 2006 three major reasons for justification for HRM providing financial support from the SER were identified.

First, the Halifax Global Microcredit Summit 2006 is anticipated to be the largest international conference ever held within Atlantic Canada. HRM was chosen in part because of its international reputation as a “world class” city especially having hosted such significant international activities as the G-7 in 1995 and Tall Ships in 2000. The Halifax Global Microcredit Summit 2006 will be another significant opportunity to showcase internationally the HRM and to draw attention to the significance of the municipality on the world stage. It is anticipated that over 100 countries will be in attendance and that international dignitaries will be part of the delegation.

Second, the financial support from both Federal and Provincial governments totals \$1 million dollars and support from the Microcredit Summit Secretariat in Washington, D. C. and corporate sponsors will total more than \$2 million dollars resulting in a significant economic impact on the local

economy. With this significant support from both Federal and Provincial governments towards the Microcredit Summit, a funding contribution of \$50,000 from HRM would be in keeping with traditional three level government support. Furthermore, HRM's Economic Development Strategy outlines objectives for enhancing the region as a competitive city both in labour and in creative entrepreneurs. Many of the tools required by HRM to meet this strategy are showcased within the Halifax Global Microcredit Summit 2006.

Third, CCED staff encouraged the organizers of the Halifax Global Microcredit Summit 2006 to find ways to engage the local population and the organizers have successfully done this. In brief, they have developed a five component strategy for allowing for public participation within HRM.

These are as follows:

- 1) Multicultural Speakers Club and Public Relations Team
- 2) A series of workshops for the multicultural community facilitated by the Atlantic Council for International Cooperation
- 3) A Microcredit Summit Website
- 4) Providing Volunteer Opportunities to over 300 local residents
- 5) Providing an opportunity for 2,000 local participants to be involved in the summit.

These strategies are articulated more clearly within the proposal attached to this report. "With over 100 countries converging on Halifax, there will be a tremendous opportunity for the existing ethno-cultural diversity (eg. Acadian, Aboriginal, African, Irish) as well as newer and emerging immigrant ethno-cultural communities (eg. Lebanese, refugees) to associate and network with delegates of similar ethnic background." The Microcredit Summit will aid the HRM in supporting the local capacity for increased cultural development, immigration and community sustain ability. A partnership with the Halifax Regional Municipality provides many opportunities to become more aware of the customs, traditions and values of newcomers to the region.

Finally, the \$50,000 in municipal support will also obtain for HRM the position of a "Bronze Sponsor" of the Halifax Global Microcredit Summit 2006 including all rights and benefits afforded by such a position. Based on these three significant components of the Halifax Global Microcredit Summit 2006 it can be concluded that funding from the SER for the Summit is justifiable.

### **BUDGET IMPLICATIONS**

Finance has confirmed the availability of \$50,000 from the Special Events Reserve (Q315), and that there is no net impact on the approved 2006-07 Operating and Capital Budget.

### **FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN**

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, and Capital budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation. If approved, the Reserves budget will be amended to include this additional withdrawal.

**ALTERNATIVES**

Regional Council not provide \$50,000 to the Halifax Global Microcredit Summit 2006.

**ATTACHMENTS**

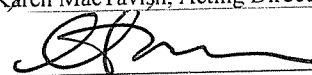
- 1) Microcredit Summit Campaign Information
- 2) Presentation to Halifax Regional Council Position Paper
- 3) Special Events Reserve Council Approved Guidelines

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 Cox, Civic Events & Festival Coordinator, 490-4729

Financial Review:   
Gordon Roussel, Financial Consultant, 490-6468

Report Approved by:   
Karen MacTavish, Acting Director, 490-4734

Financial Review:   
Catherine Sanderson, CMA, Senior Manager, Financial Services, 490-1562

Financial Approval:   
Cathie O'Toole, CGA, Acting Director, 490-6308



*Working to ensure that 100 million of the world's poorest families, especially the women of those families, are receiving credit for self-employment and other financial and business services by the year 2005.*

## **TOWARD ACHIEVING THE MILLENNIUM DEVELOPMENT GOALS**

### **Honorary Co-Chairs**

Her Majesty, Queen Sofia  
Spain

Tsutomu Hata  
Former Prime Minister, Japan

### **Campaign Executive Committee**

Lennart Båge  
President, International Fund for  
Agricultural Development

Brett Begemann  
Executive Vice President  
Monsanto Company

Connie Evans  
President, Women's Self-  
Employment Fund

Vicente Fox Quesada  
President, Mexico

John Hatch  
Founder, FINCA International

Chief Bisi Ogunleye  
National Coordinator, Country  
Women's Association of Nigeria;  
Vice President, WEDO

Sharad Pawar  
Member of Parliament, India

Michel Rocard  
Chairman, Committee on  
Employment and Social Affairs,  
European Parliament

Juan Somavia  
Director-General,  
International Labour Organization

George Soros  
Chairman, Open Society Institute

Muhammad Yunus  
Managing Director,  
Grameen Bank

### **Campaign Director**

Sam Daley-Harris  
President, RESULTS International  
RESULTS Educational Fund

Organizations listed for informational  
purposes only. A project of the  
RESULTS Educational Fund.

### **Sponsored by:**

CHARLES STEWART  
MOTT FOUNDATION



MONSANTO FUND



OMIDEYAR  
NETWORK

Johnson & Johnson

### **Business Proposal to Partner with the Halifax Global Microcredit Summit July 2006**

J.W. (Bill) Campbell, Canadian Liaison/Fundraising Coordinator  
Halifax Global Microcredit Summit 2006

259 Queen Street, Charlottetown, Prince Edward Island, Canada, C1A 4B9  
Phone: 902-894-9993, Fax: 902-894-3934, Cell: 902-626-8667

Email: [jwbillcampbell@islandtelecom.com](mailto:jwbillcampbell@islandtelecom.com)

Website: [www.globalmicrocreditsummit2006.org](http://www.globalmicrocreditsummit2006.org)

### **Executive Summary**

More than 2,000 delegates from 100 countries will gather for the Global Microcredit Summit to be held in Halifax from November 12-15, 2006. This will be the largest international gathering ever held in Atlantic Canada. The Summit will mark the end of the first phase of the Microcredit Summit Campaign with its commitment to reaching 100 million of the world's poorest families, especially the women of those families with credit for self-employment and other financial and business services by the end of 2005.

The 2006 Halifax-based Microcredit Summit will provide a forum in which to:

1. Showcase leading Canadian microcredit practices both within Canada and internationally
2. Develop and showcase sector specific Canadian micro and small enterprise (MSE) activities and opportunities
3. Apply International experience and expertise to further enhance the support of Canada's banking services to the Aboriginal Peoples
4. Learn from effective models in other countries, particularly Industrialized Countries
5. Enhance Government relations through private sector support of the Government of Canada's agreement to host the Global Summit
6. Seize a unique marketing and promotional opportunity at the largest International Conference ever to be held in Atlantic Canada with full Local, National and International publicity and exposure
7. Demonstrate good global citizenship

### **Statement of Need**

In the field of microfinance there is no bold, audacious goal other than the one conceived and pursued by the Microcredit Summit Campaign. Simply having an audacious goal – to reach 100 million of the world's poorest families with microcredit by the end of 2005 – set the Campaign apart from the beginning. This ambition (and the goal's measurability) also led directly to the Campaign's achievements, which many dismissed as impossible. In 1998, however, the United Nations declared 2005 the International Year of Microcredit in recognition of the Microcredit Summit's initiative and significance. The Campaign has four core themes: 1) reaching the poorest, 2) reaching and empowering women, 3) building financially self-sufficient institutions, and 4) ensuring a positive measurable impact on the lives of clients and their families.

### **Measurable Goals**

The Microcredit Summit Campaign will produce the annual State of the Microcredit Summit Campaign Report. The latest report found that by the end of 2004, 3,164 microfinance institutions were reaching 92 million families, 67 million of them among the very poor when they received their first loan. Of the 67 million poorest, 83.5 percent are women, and 88 percent are in institutions that had their data verified by a third party. The report also outlines the number of institutions using cost-effective poverty measurement tools from the Campaign's Poverty measurement Tool Kit. The 2006 Halifax Summit will also serve to launch Phase II of the Microcredit Summit Campaign with two new goals for 2015:

1. Working to ensure that 175 million of the world's poorest families, especially the women of those families, are receiving credit for self-employment and other financial and business services by the end of 2015. (With an average of five in a family this would affect 875

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million family members.)

2. Working to ensure that 100 million of the world's poorest families move from below US\$1 a day adjusted for purchasing power parity (PPP) to above US\$1 a day adjusted for PPP, by the end of 2015. (With an average of five per family this would mean that 500 million people would have risen above \$1 a day nearly completing the Millennium Development Goal on halving absolute poverty.)

### Unique Opportunity

This campaign is remarkably on target – and has been recognized as the only global strategy actually operationalizing the Millennium Development Goal (MDG) to halve world poverty by the year 2015, a goal agreed to by more than 180 Heads of State and Government at the 2000 UN Millennium Summit.

The 2006 Halifax Global Microcredit Summit represents a unique opportunity for your organization to act as a Sponsor for this pivotal event of the Microcredit Summit Campaign.

In Canada and other Industrialized Countries, the Micro and Small Enterprise (MSE) market, a subset of the Small and Medium Enterprise (SME) sector, acts as a vital engine for vibrant local economic development, job creation, poverty alleviation and economic growth. It therefore requires special attention from not only governments, but also from the private sector and communities themselves. The Halifax Summit will show the world the brilliant microcredit banking models and applications of best practice that have revolutionized banking and economic development policy while growing wealth for marginalized families and groups. This Summit will provide an excellent forum to share microcredit knowledge, expertise, and technologies with a network of practitioners from around the world.

### Outline of Project Expense Budget

2006 Halifax Global Microcredit Summit Expense Budget in Canadian Dollars (CAN\$)	
Item	Expense
WTCC Meeting Space	96,600
WTCC Misc.	20,700
Decorator	16,560
AV	165,600
Catering	310,500
Supplies	34,500
Interpretation	69,000
Equipment (on-site)	6,900
Photocopying/Printing	89,700
Meeting Planner/Registrar	151,800
Honorariums/Speakers	20,700
Postage/Communications	20,700
Travel (staff)	13,800
Travel (prep)	6,900
Staff	783,328
Scholarships (300)	1,035,000
Videos/Photography/Videography	69,000
Fundraising & Devl. of Canadian Host Cmte.	290,000
Contingency	98,712
<b>TOTAL</b>	<b>3,300,000</b>

### Outline of Pledges Received to date

2006 Halifax Global Microcredit Summit Revenues (to date) in Canadian Dollars (CAN\$)	
Item	Revenue
Microcredit Summit Secretariat (Washington)	1,650,000
Nova Scotia Government	250,000
Atlantic Canada Opportunities Agency	500,000
Canadian International Development Agency	250,000
Individual Donation (Fred Mulder)	10,000
Scotia Bank	25,000
Royal Bank of Canada	15,000
Business Development Bank of Canada	5,000
Nova Scotia Association of CBDCs	8,000
Visa Canada	5,000
Fondation caisses populaires Acadiennes	25,000
Desjardins	50,000
VanCity Credit Union	50,000
Opportunity International Canada	25,000
Nova Scotia Credit Union Central	20,000
Nova Scotia Business Inc.	5,900
Bristol Group	6,000
<b>TOTAL</b>	<b>2,899,900</b>

We would be pleased to discuss a comfortable donation level and the benefits offered in our Donor Recognition Program. Donations should be made payable to **RESULT: ED**. Our Canadian Charitable tax Number is: **881850911RR0001**

To assist you in determining an appropriate Donor Recognition Level, please take into consideration that it costs \$3,000 to sponsor one delegate to the Halifax Global Microcredit Summit. This person is typically a successful third world banker who could never afford to attend the Halifax Conference without a \$3,000 scholarship.

The Halifax Summit is the largest international conference in the history of Atlantic Canada with about 1300 delegates already registered from the following 88 countries:

Algeria	Costa Rica	Jordan	Philippines	Togo
Argentina	Democratic Republic of Congo	Kenya	Poland	Trinidad and Tobago
Australia	Dominican Republic	Kosovo	Republic of Congo	Tunisia
Bangladesh	Ecuador	Laos	Rwanda	UAE
Belgium	Egypt	Lebanon	Saudi Arabia	Uganda
Benin	El Salvador	Madagascar	Senegal	UK
Bolivia	Ethiopia	Malawi	Serbia	Ukraine
Botswana	France	Malaysia	Sierra Leone	USA
Brazil	Germany	Mali	South Africa	Venezuela
Burkina Faso	Ghana	Mauritania	Spain	Vietnam
Burundi	Guatemala	Mexico	Sri Lanka	Zambia
Cambodia	Guinea	Mongolia	Swaziland	Zimbabwe
Cameroon	Haiti	Morocco	Sweden	
Canada	Honduras	Nepal	Switzerland	
Cape Verde	India	Nicaragua	Tajikistan	
Chile	Indonesia	Niger	Tanzania	
China	Italy	Nigeria	Thailand	
Colombia	Ivory Coast	Pakistan	The Gambia	
Comoros	Japan	Peru	The Netherlands	

### Microcredit Summit Donor Recognition Program

Each of the six funding levels from "Friend" to "Platinum Sponsor" represents an incremental contribution range. Please note donations targeted to fund specific papers or publications will receive additional acknowledgement in the specific publication.

Thank you for perusing the six funding levels. We hope you will find a level that suits your circumstances and allows you to partner with us in the Microcredit Summit Campaign. Thank You!

#### Platinum Sponsor: CAN \$500,000 +

1. Institutional Banner in Main Hall
2. Additional Prominent Name Recognition on Microcredit Summit Banner in Main Hall
3. Head or High-Level Representative of Organization invited to speak at Closing Dinner
4. VIP Reception with Campaign Co-Chairs and Dignitaries (10 invitations)
5. Leadership Breakfast for Funders, Campaign Co-Chairs and Dignitaries (10 invitations)
6. Exhibition Space
7. Prominent Recognition in Printed Registration Brochure
8. Logo displayed on Main Registration Page of the MCS website
9. Recognition in Program/Full Page Ad
10. Recognition in Microcredit Practitioner Directory/Full Page Ad (distributed to all delegates)
11. Logo in the State of the Microcredit Summit Campaign Report 2006
12. Prominently Displayed Logo on MCS Registration Bag
13. Opportunity to include organizational materials in Registration Bag
14. Acknowledgment by Master of Ceremonies at Opening Ceremony and Closing Dinner
15. Two Tables at the front of the hall for the Closing Dinner (seating 10 people per table)
16. Ten Complimentary VIP Registrations (including VIP Seating during all Plenary Sessions)
17. Ten Additional Complimentary Registrations

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**Gold Sponsor: CAN \$250,000 - \$499,999**

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1. Prominent Name Recognition in Main Hall
2. VIP Reception with Campaign Co-Chairs and Dignitaries (8 invitations)
3. Leadership Breakfast for Funders, Campaign Co-Chairs and Dignitaries (8 invitations)
4. Recognition in Printed Registration Brochure
5. Logo displayed on Main Registration page of the MCS website
6. Recognition in Program 1/2 Page Ad
7. Recognition in Microcredit Practitioner Directory 1/2 Page Ad (distributed to all delegates)
8. Logo on Registration Bag
9. Logo in the State of the Microcredit Summit Campaign Report 2006
10. Acknowledgment by Master of Ceremonies at Opening Ceremony and Closing Dinner
11. One Table at the front of the hall for the Closing Dinner (seating 10 people)
12. Five Complimentary VIP Registrations (including VIP Seating during all Plenary Sessions)
13. Eight Additional Complimentary Registrations
14. Exhibition Space

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**Silver Sponsor: CAN \$100,000 - \$249,999**

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1. Name Recognition in Main Hall
2. Leadership Breakfast for Funders, Campaign Co-Chairs and Dignitaries (6 invitations)
3. VIP Reception with Campaign Co-Chairs and Dignitaries (4 invitations)
4. Recognition in Program 1/4 Page Ad
5. Recognition in Microcredit Practitioner Directory 1/4 Page Ad (distributed to all delegates)
6. Recognition in the State of the Microcredit Summit Campaign Report 2006
7. Acknowledgment by Master of Ceremonies at Closing Dinner
8. Eight Seats at the front of the hall for the Closing Dinner
9. Three Complimentary VIP Registrations (including VIP Seating during all Plenary Sessions)
10. Six Additional Complimentary Registrations
11. Exhibition space
12. Recognition on Sponsor Page of Global Microcredit Summit 2006 Website

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**Bronze Sponsor: CAN \$50,000 - \$99,999**

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1. Recognition in Program
2. Recognition in Practitioner Directory
3. Recognition in the State of the Microcredit Summit Campaign Report 2006
4. Acknowledgment by Master of Ceremonies at Closing Dinner
5. VIP Reception with Campaign Co-Chairs and Dignitaries (4 invitations)
6. Leadership Breakfast for Funders, Campaign Co-Chairs and Dignitaries (4 invitations)
7. Six Seats at the front of the hall at the Closing Dinner
8. Four Complimentary Registrations
9. Recognition on Sponsor Page of Global Microcredit Summit 2006 Website
10. Exhibition space

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**Entrepreneur: CAN \$10,000 - \$49,999**

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1. Recognition in Program
2. Acknowledgment by Master of Ceremonies at Closing Dinner
3. Recognition in the State of the Microcredit Summit Campaign Report 2006
4. Leadership Breakfast for Funders, Campaign Co-Chairs and Dignitaries (2 invitations)
5. VIP Reception with Campaign Co-Chairs and Dignitaries (2 invitations)
6. Recognition on Sponsor Page of Global Microcredit Summit 2006 Website
7. Four Seats at the front of the hall at the Closing Dinner
8. Two Complimentary Registrations



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**Friend: CAN \$5,000 - \$9,999**

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1. Recognition in Program
2. Recognition in the State of the Microcredit Summit Campaign Report 2006
3. Acknowledgment by Master of Ceremonies at Closing Dinner
4. VIP Reception with Campaign Co-Chairs and Dignitaries (1 invitation)
5. Two Seats at the front of the hall at the Closing Dinner
6. One Complimentary Registration
7. Recognition on Sponsor Page of Global Microcredit Summit 2006 Website

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**REGISTER NOW!** The next Global Microcredit Summit will be held in Halifax, Nova Scotia, Canada from November 12-15, 2006. For online registration please visit [www.globalmicrocreditsummit2006.org](http://www.globalmicrocreditsummit2006.org)

## **Presentation to Halifax Regional Municipal Council**

Dear HRM Council,

This is the formal request from the Host Committee of the Global Microcredit Summit, Halifax 2006, for financial support from Halifax Regional Municipality. The GMS has received funding commitments from the Province of Nova Scotia, the Government of Canada, and other funders from the private and not for profit sector. We are requesting \$50,000 from HRM to help promote the Halifax Summit to the world and to the citizens of the regional municipality. The paragraphs below provide background information on the Summit and why it is so important to the world, and how it will showcase Halifax and Canada, as well as outlining some of the ways in which the HRM community can benefit from the summit by getting involved in free activities. The fund raising group of the local host committee has secured approximately \$2.8 million from other sources and is closing in on the last \$500,000 to be raised. We are confident that this objective will be reached and would like to count on the Halifax Regional Municipality, as one of our funding partners.

### **Background on Global Microcredit Summit**

We live in a society where 1.2 billion people live on less than USD \$1 a day, more than 100 million children of primary school age are not in school, and some **29,000 children under the age of five die each day from largely preventable malnutrition and disease**. Halifax has an unprecedented opportunity to be a part of history and a global campaign that seeks to cut extreme poverty in half by 2015.

In response to this crisis, more than 2900 delegates from over 137 countries gathered in Washington, D.C. in February 1997 for the first Microcredit Summit. There, a nine-year campaign was launched to reach 100 million of the world's poorest families, especially the women of those families, with credit for self-employment and other financial and business services by the end of 2005. Continuing on the success of the 1997 Summit, a series of Global and Regional meetings have been successfully held and attended by more than 10,000 delegates from more than 140 countries. From 1997 to the present, the Microcredit Summit Campaign has relentlessly pursued its goal, maintaining a steadfast commitment to the Summit's four core themes of reaching the poorest, reaching and empowering women; building financially self-sufficient institutions; and ensuring a positive, measurable impact on the lives of the clients and their families. The Microcredit Summit Campaign is a global effort to put first those whom society has put last - to restore to people control over their own lives and destinies.

From November 12-15, 2006, more than 2,000 delegates will gather in Halifax for the Global Microcredit Summit to assess progress toward the Campaign's goal of reaching 100 million poorest, and to launch the second phase of the Campaign with two new goals: 1) Working to ensure that 175 million of the world's poorest families, especially the women of those families, are receiving credit for self-employment and other financial and business services by 2015; and 2) Working to ensure that 100 million of the world's poorest families move from below US\$1 a day to above US\$1 a day adjusted for PPP by 2015.

The Halifax Summit will be hosting many dignitaries and celebrities including heads of state and royalty. The list includes some well-known champions of Microcredit such as the President of Honduras, the Vice President of Uruguay and the First Lady of Panama. With over 100 countries converging on Halifax, there will be tremendous opportunity for the existing ethno-cultural diversity (e.g. Acadian, Aboriginal, African, Irish) as well as newer and emerging immigrant ethnocultural communities (e.g. Lebanese, refugees) to associate and network with delegates of similar ethnic background. Considering the Province's and the Halifax Regional Municipality's interest in the recruitment and retention of international students to our campuses and newcomers to our region under such programs as the Provincial Nominee Program, this is a timely opportunity for HRM to partner with the Halifax Global Microcredit Summit.

A partnership with the Halifax Regional Municipality provides many opportunities to become more aware of the customs, traditions and values of newcomers to Halifax. In order to expand the opportunity for public participation, we are currently creating ways and means to involve the multicultural community and public at large. Below are some of those ideas:

### **Public Participation within Halifax Regional Municipality**

- 1) **Multicultural Speakers Club & Public Relations Team**  
Brochures/flyers will be prepared and distributed to audiences at various events/activities throughout the Halifax Regional Municipality, leading up to and during the Halifax Microcredit Summit scheduled for November 12-15, 2006.
- 2) HRM participants and especially the multicultural community will be engaged through a series of planned workshops facilitated by the Atlantic Council for International Cooperation (ACIC). This will take the form of 'expert' panels as a means of informing and imparting knowledge on the benefits of microcredit to the developing world. Below are some highlights of the program, which is called "Both Sides of the Coin".

#### Public Workshop – October

A public workshop will be held in Halifax in advance of the summit. It will focus on the impact of microcredit locally and globally. This workshop will target members of Halifax's multicultural community, students, and those interested in community economic development. The workshop will be interactive and dynamic, encouraging participants to share stories and learn from each other.

#### Panel Discussion, Dalhousie University – November

ACIC will be holding a public panel discussion where borrowers from the South will be sharing their experiences with microcredit. Speakers will be drawn from Jamaica, Guatemala, and Ghana.

#### Public Lecture, Saint Mary's University – November

A public lecture will be held at Saint Mary's University. ACIC is currently negotiating with Professor Mohammed Yunus, founder of the Grameen Bank (one of the first microfinance institutions in the world) to give the lecture. Estimated attendance: 300-400 participants

- 3) The Microcredit summit website, [www.globalmicrocreditsummit2006](http://www.globalmicrocreditsummit2006), has a section where volunteers can sign on and receive benefits for voluntary work such as a free registration and freedom to attend events and workshops which interest them. We expect that there will be as many as 300 volunteers actively engaged in events prior to the summit and heavily engaged during the Summit, November 12-15, 2006.
- 4) The Halifax Global Microcredit Summit has engaged a number of volunteers who have agreed to lend their expertise and staff to the task of assisting the Summit. To do this effectively, it is necessary to form various committees such as a local welcoming committee, a corporate fundraising committee and a local participation committee. We are pleased to have such well-known and influential members on the corporate fundraising committee like Wynne Potter (chair), Rick Emberley, Bob MacKay, Paul Doucet, Michael Hayes and Elaine Slaunwhite. This committee is assisting Bill Campbell to raise the remaining \$412,000 of a \$3.3 million budget.
- 5) Activities around the Halifax Summit will generate great opportunities for local public participation. Experts predict that at least 1,500-2,000 local participants will be involved in this dynamic HRM event.

In conclusion, The "Halifax Global Microcredit Summit Halifax 2006" will be the grand finale and celebration event, marking an exceptional achievement and lessons learned of what works in microcredit financing. The world's media will be focused on this event and the resultant profile for Halifax Regional Municipality will be significant.

Atlantic Canada has a number of leading edge programs: and a rich history of microcredit practice - for example the Canadian Youth Business Foundation and ACOA's Seed Capital Program, which is delivered by the Community Business Development Corporations and other partners throughout Atlantic Canada. This program is highly active and provides close to \$14 million annually to more than 850 small business owners and entrepreneurs. Atlantic Canada and microcredit is a natural fit given that the region is the birthplace of the cooperative movement – a movement that shares much of the same principles in fighting poverty and the sharing of wealth.

More than half of the estimated 120 countries participating in the Halifax Summit are Commonwealth Countries. The Halifax Summit will be a great opportunity to showcase and promote Halifax as the best location for the 2014 Commonwealth Games

The Summit will showcase successful international microcredit programs and technologies that may prove as beneficial innovations to Atlantic Canada – in particular to rural and aboriginal communities. Economic spin-offs, tourism and trade opportunities and linkages with the rest of the world will be greatly enhanced from over 2,000 delegates staying in Halifax for four days plus pre and post-Summit activities.

By hosting this historic meeting, Halifax will be sending a clear message of support for the UN Secretary General's stated Millennium Development Goal Commission's goal of halving extreme poverty on the planet by 2015, as well as positioning Halifax as an ideal meeting site for global conferences. The United Nations and other International agencies will be well represented at the Halifax Summit and the potential to build marketing relationships with the international conference community will be significant, especially in view of the fact that the Microcredit Summit Campaign is relaunching a new campaign in support of the United Nations Millennium Development Goal Commission's poverty reduction goals.

The Global Microcredit Summit, Halifax 2006, will be very much a good news event, celebrating the accomplishment of important poverty reduction goals. The event will boost not only the reputation of the UN, but it will reaffirm the reputation of Canada as a leading Global Citizen that really does care and has a great deal of expertise and experience to offer about this – one of the most pressing issues of our time, thanks to Halifax for partnering with and hosting the Halifax Global Summit.

The Summit will put Halifax Regional Municipality in the global spotlight, positioning the conference facilities, the transportation infrastructure, the universities, the multi-cultural community, and the business community and helping to generate long term relationships. HRM is able, with one financial contribution, to further its own economic development initiatives as well as be seen as a major supporter of a most worthy cause, the eradication of world poverty. Your local host committee is ready to provide any further information required, or meet with HRM officials at your convenience.

Members of the Halifax Regional Municipality's Local Host Committee are:

**Albert (Buddy) Walzak**, Chair

**Bruce MacLellan**, Vice Chair

**Michael Hayes**, Vice Chair

**Marc Boudreau**, Senior Consultant, MacArthur, Thompson and Law

**Bernd Christmas**, CEO, Membertou Inc.

**Monique Collette**, President, Atlantic Canada Opportunities Agency

**Mary Coyle**, Vice President, St. Francis Xavier University and Director, Coady International Institute

**Stephen Dempsey**, President & CEO, Greater Halifax Partnership

**Jessica Dubelaar**, Coordinator, Atlantic Council for International Cooperation

**Gina Gale**, Area Manager, Business Development Bank of Canada

**Jennifer Gillivan**, National Executive in charge of Partnerships, CBC

**Wynne Potter**, Chair, Corporate Campaign Committee

**Rosalee Grette Lydon**, Community Representative, Halifax Regional Municipality

**Mike Hill**, President, Nova Scotia Chamber of Commerce

**Joseph Howse**, Graduate Student, Dalhousie University

**Peter J. Kelly**, Mayor, Halifax Regional Municipality

**John Knuble**, Vice President, Atlantic Canada Opportunities Agency

**Frederick MacGillivray**, President & CEO, Trade Centre Limited

**Bernie O'Neil**, President & CEO, Credit Union Central Nova Scotia (CUCNS)

**Mary Rigby**, Board Member, Oikocredit Atlantic Canada

**Dr. Sean Riley**, President, St. Xavier University

**Basil Ryan**, Chief Operating Officer, Atlantic Association of CBDCs

**Dr. Alexander Soucy**, Professor, Saint Mary's University

**S. I. Rustum Southwell**, Executive Director, Black Business Initiative

**Annette St-Onge**, Senior Vice President, Finance, International Council for Small Business

**Paul Taylor**, CEO, Economic Development Nova Scotia

**Chris Bryant**, Director, Office of Economic Development

**Marian Tyson QC**, Deputy Minister, Department of Community Services

**Marian White**, Atlantic Outreach, CUSO

**J.W. (Bill) Campbell**, Ex-Officio

# **HRM Recreation, Tourism & Culture**

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## **Special Events Reserve**

### **Application Guidelines**

(Approved on June 10, 2003)

#### Introduction:

A Special Events Reserve and Business Case was recommended by staff and approved by Council as part of the 2002/2003 budget. The purpose of the Special Events Reserve is to provide for costs associated with hosting non-annual special events (primarily Police and Public Works and Transportation services) as well as to provide and maintain the infrastructure for special events.

#### Special Event Reserve Goals:

- 1) Variety - The Special Events Reserve may be used to support a broad variety of events for the enjoyment of citizens and visitors. The Special Event Reserve seeks to provide resources for HRM to attract, support and provide hosting resources for events in the cultural, sports, and heritage sectors.
- 2) Accessibility - The Special Events Reserve will give priority to supporting the “free to the public” elements of events and activities as compared to those elements that are resourced through an admission fee or other revenue sources.
- 3) Community - The Special Events Reserve will support initiatives such as Twinings, Memorials, Commemorations, Anniversaries, Receptions, and other special functions.

#### Eligible Expenses:

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

### Application for Funding - Required Notice:

Notice of funding request must be made at least 12 months before the event date(s) or 6 months prior to a proposed bid submission. Requests not meeting this time line will be considered where special circumstances warrant.

### Approval/Disapproval of Funding :

Decisions on applications for funding will be made by a review committee consisting of the CAO, Deputy CAO, and the Director of Recreation, Tourism and Culture. Per the HRM Multi-Year Financial Strategy, the Director, Financial Services, will provide confirmation as to the availability of funds and compliance with the Reserves Business Case prior to this review. Approved amounts will be subject to Council approval during the annual HRM business planning and budget process.

### Funding Limitations:

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

### Not Considered for Funding:

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

### Funding Requirements:

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

### Exceptional Circumstances:

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