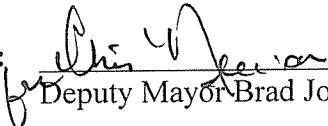




PO Box 1749
Halifax, Nova Scotia
B3J 3A5, Canada

Item No. 11.4.1
Halifax Regional Council
May 4, 2010

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: 
Deputy Mayor Brad Johns, Chair, Special Events Advisory Committee

DATE: April 14, 2010

SUBJECT: HRM Hallmark Event Grant Renewals

ORIGIN

The March 10 and 24, 2010 and April 14, 2010 meetings of the Special Events Advisory Committee.

RECOMMENDATION

It is recommended that Halifax Regional Council:

- (A) Approve grants from the 2010/11 Marketing Levy Special Events Reserve (Q315) for a total of \$330,000:
1. \$90,000 to the Royal Nova Scotia International Tattoo;
 2. \$50,000 to the Blue Nose International Marathon;
 3. \$50,000 to the Halifax International Busker Festival;
 4. \$40,000 to the Atlantic Jazz Festival;
 5. \$40,000 to the Atlantic Film Festival;
 6. \$25,000 to the Halifax Pride Festival (\$5,000 withheld for debt repayment);
 7. \$15,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament;
 8. \$10,000 to the Pop Explosion; and
 9. \$10,000 to the Scotia Festival of Music
- (B) Approve the proposed improvements to the Hallmark Events Operating Guidelines contained within Attachment 1 of the staff report dated February 3, 2010 and as amended by the Special Events Advisory Committee on April 14, 2010 as outlined in the Discussion section of this report.

BACKGROUND

The February 3, 2010 staff report was discussed by the Special Events Advisory Committee on April 14, 2010 following the conclusion of presentations by the Hallmark Event organizers.

DISCUSSION

The Special Events Advisory Committee concurred with staff's recommendation as outlined in the February 3, 2010 staff report with the following minor amendments to the Hallmark Events Operating Guidelines Compliance Dates section:

- amended to reflect that the remaining 20% of funding not be paid out until the Hallmark Event's final Year End Report was submitted to HRM staff.
- amended to reflect a deadline for submission of the final Year End Report of 120 days post event, or; a date as negotiated with HRM staff.
- that any Hallmark Event in a situation of non-compliance beyond the date negotiated with HRM staff be recommended for removal of Hallmark Status.

The Special Events Advisory Committee also passed a motion requesting that HRM Special Events Staff encourage Hallmark Event organizers to contact the Hotel Association of Nova Scotia in regard to providing their logo for branding purposes for all events receiving funding from the marketing levy reserve and that the end consumer be provided with clear information and direction on whom to contact in regard to putting on an event in HRM.

BUDGET IMPLICATIONS

Marketing Levy Special Events Reserve, Q315

Projected Reserve Balance March 31, 2010	\$ 65,027
Proposed Budget 2010/11 Revenue	\$ 1,200,000
Proposed 2010/11 Hallmark Grants	\$ (330,000)
Tim Horton's Brier	\$ (50,000)
Proposed Non-Annual Applications	
(Special Events)	\$ (337,500)
Common Concerts	\$ (200,000)
Infrastructure	\$ (40,000)
Granville Mall Capital Project Contribution	\$ (125,000)
Projected Interest	<u>\$ 1,941</u>
Projected Reserve Balance March 31, 2011	\$ 184,467

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the 2010/11 proposed 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 One: Regional Council may wish to amend the recommended grant awards.

ATTACHMENTS

1. Staff report dated February 3, 2010

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: Chris Newson, Legislative Assistant, Municipal Clerk's Office, 490-6732

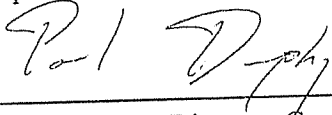
Financial Approval by: _____
Cathie O'Toole, CGA, Director of Finance, 490-6308



PO Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

**Special Events Advisory Committee
February 10, 2010**

TO: Special Events Advisory Committee

SUBMITTED BY: 
Paul Dunphy, Director, Community Development

DATE: February 3, 2010

SUBJECT: HRM Hallmark Event Grant Renewals

ORIGIN

Pursuant to the granting process, the Special Events Advisory will review the funding for 2010 that addresses Hallmark Events.

RECOMMENDATION

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

- (a) Approve grants from the 2010/11 Marketing Levy Special Events Reserve (Q315) for a total of \$330,000:
1. \$90,000 to the Royal NS International Tattoo;
 2. \$50,000 to the Blue Nose International Marathon;
 3. \$50,000 to the Halifax International Busker Festival;
 4. \$40,000 to the Atlantic Jazz Festival;
 5. \$40,000 to the Atlantic Film Festival;
 6. \$25,000 to the Halifax Pride Festival (\$5,000 withheld for debt repayment);
 7. \$15,000 to SEDMHA International Hockey Tournament;
 8. \$10,000 to the Pop Explosion; and
 9. \$10,000 to the Scotia Festival of Music.
- (b) Approve the proposed improvements to the Hallmark Events Operating Guidelines contained within Attachment 1.

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 enables the *Marketing Levy Special Events Reserve*, which is an operating reserve funded through the hotel tax levy, to fund annual Hallmark Events.

A Hallmark Event by definition is:

"a recurring event 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."¹

A) Existing Hallmark Events

Based on this definition, to date Regional Council has approved a total of 9 Hallmark Events. These are listed below with details on each event:

1. The Royal Nova Scotia International Tattoo

Featuring over 2,000 world-class Canadian and international military and civilian performers, the Tattoo continues to deliver one of the world's premiere cultural and entertainment events. The 2009 Royal Nova Scotia International Tattoo included eight distinct nations including, for the first time, Trinidad & Tobago. The Royal Nova Scotia International Tattoo continues to grow both in popularity and success and has shown a significant growth in economic return for the past three years.

In 2009 the Royal Nova Scotia International Tattoo received a \$90,000 grant from HRM. The completed 2009 MLSE Year End Report Form indicates that this event will be seeking an increase in funding for 2010.

2. The Blue Nose International Marathon

2009 marked the 6th year for the Marathon. The marathon is staged solely in HRM and is designed to showcase the HRM and its natural beauty. Special care and attention has been applied to the course design, and full marathoners and 10k'ers have the unique experience of crossing the Macdonald Bridge into Dartmouth. The Blue Nose International Marathon is the largest run east of Ottawa. Runners and walkers come from all over Canada and other countries. One of the success stories of the Marathon is the youth run which draws thousands of participants each year.

¹ Civic Events Policy and Granting Framework, March 2007

In 2009 the Blue Nose International Marathon received a \$50,000 grant from HRM. The completed 2009 MLSER Year End Report Form indicates that this event will be seeking an increase in funding for 2010.

3. The Halifax International Busker Festival

The Halifax International Busker Festival is the largest street theatre festival in North America. Featuring 500 International shows over 11 days. The festival attendance exceeds 500,000 people. In its 23rd year it was added to the "100 must sees in Nova Scotia" list and named the top Atlantic Festival by WestJet. The festival also holds a local talent contest which is a great way to showcase talent in HRM. With over 76 performers and 200 volunteers it will continue to be one of the summers marquee event.

In 2009 the Halifax International Busker Festival received a \$50,000 grant from HRM. The completed 2009 MLSER Year End Report Form indicates that this event will be seeking an increase in funding for 2010.

4. The Atlantic Jazz Festival

Recently celebrating its 23rd year, the Atlantic Jazz Festival is a major event on the Canadian music scene. The Festival's objective is to promote jazz, blues, world and other music to educate the public and to develop and grow an audience for what is ostensibly non-commercial music. The Festival is Atlantic Canada's largest music festival with over 450 local, national and international performers delighting audiences that have reached the 65,000 mark for nine days every summer. The festival goes at the Atlantic Jazz Festival experience nine days and over 300 performances set on stages across HRM in an event that national jazz authority Ross Porter, calls his "favourite festival hands down".

In 2009 the Atlantic Jazz Festival received a \$40,000 grant from HRM. The completed 2009 MLSER Year End Report Form indicates that this event will be seeking an increase in funding for 2010.

5. The Atlantic Film Festival

The fourth major film festival in Canada is the international **Atlantic Film Festival**, held every September in Halifax, Nova Scotia. The AFF provides an unpretentious atmosphere for watching some of the best international, Canadian and Atlantic Canadian films, with opportunities to hear some of the best artists the region offers. In addition to screening films from around the world and across Canada, AFF programmers scour the world for unique films for an AFF audience. The Atlantic Film Festival Association (AFFA) has organized the festival and is committed to promoting and building a strong cultural industry in Atlantic Canada and presenting the best materials from this region and around the world to the community. The Atlantic Film Festival is in its 30th year and runs for 10 days.

In 2009 the Atlantic Film Festival received a \$40,000 grant from HRM. The completed 2009 MLSE Year End Report Form indicates that this event will be seeking an increase in funding for 2010.

6. Halifax Pride Festival

Currently boasting the 4th largest Pride parade in Canada, the Festival consists of many local events spread throughout the HRM over the week of Pride and a large one day festival that follows the parade marked as the signature event. This festival is to educate others outside the Lesbian/Gay/Bisexual/Questioning/Transgendered (LGBTQ) community and to celebrate diversity in HRM.

In 2009 the Halifax Pride Festival received a \$25,000 grant from HRM (with \$5,000 being withheld for debt repayment).

7. SEDMHA International Hockey Tournament

SEDMHA is a minor hockey tournament that is entering its 33rd year of existence. The tournament is the largest annual sporting event in the province of Nova Scotia. The participants range in age from 8 to 18 and showcases Maritime hospitality to hundreds of participants every year. The tournament is well renowned for its reward system for participating teams and has become a large economic and tourism engine in HRM.

In 2009 the SEDMHA International Hockey Tournament received a \$15,000 grant from HRM.

8. The Halifax Pop Explosion

The Halifax Pop Explosion is one of Canada's most respected festivals and showcases for new and emerging music, art, and culture. Founded in 1993, the festival features the best in new music, and fuses it with the unique perspectives and exhibitions of art, media and pop culture from Halifax and around the world. This festival consistently receives international exposure on leading new music/youth websites and it has an outstanding reputation internationally as a leading new music festival.

In 2009 the Pop Explosion received a \$10,000 grant from HRM.

9. Scotia Festival of Music

The Scotia Festival of Music is a two-week long chamber music festival held annually and has been recognized internationally for its diverse programming and superior level of performers. On a national level it has been called "one of the most significant musical events in Canada's history".

In 2009 the Scotia Festival of Music received a \$10,000 grant from HRM.

DISCUSSION

This report is intended to assist SEAC in its deliberations respecting the existing Hallmark Events, the proposed 2009-2010 grant allocation and improvements to the Hallmark granting process.

A) Hallmark Event Annual Assessment Criteria

Pursuant to SEAC procedures, all Hallmark Events must annually table and present a report on their past year's activity. The report would address matters related to attendance, economic generation, finances, etc. Based on the report, the Committee would assess the impact of the event and recommend one of the following options for Council's consideration:

1. Maintain the grant amount from previous year;
2. Increase the grant amount;
3. Decrease the grant amount.

Attachment 1 provides the operating procedures that guide SEAC respecting the annual evaluation of Hallmark Events. Organizers do not complete a Marketing Levy Special Events Reserve application for this process and as such there are no score sheets for returning Hallmark status events. Therefore SEAC is tasked with evaluating these events based on the past year's business plan. Essentially, SEAC must determine whether the event achieved what it has set out to in its plan.

Based on these criteria, it is staff's opinion that each of the events should maintain its current level of grant funding. The following discussion provides an overview of staff's rationale.

1. The Royal Nova Scotia International Tattoo

In 2009 the Tattoo had 9 countries participating including the United States of America who returned after a ten year hiatus. The Tattoo's total viewing audience for 2009 was forecasted to take a possible decrease as high as 25% due to the global economy state at the start of the year. However, the event saw it's highest attendance to date with a total of 59,496, just surpassing the 2008 total of 59,296.

Other associated events of the Tattoo also saw an increase in attendance numbers. The noon-time festival had more shows this year ranging in locations from Spring Garden Road, Grand Parade, Historic Properties, Lunenburg, the I.W.K. and many others. The Canada Day Parade was held earlier (at 10:30 am) for the second year running; which allowed for a larger audience and a matinee performance on July 1st.

The Tattoo's media coverage continued to grow with the most notable being a successful negotiation with Ovation Channel is Australia who broadcasted the Tattoo across Australia, as well as marketing the DVD to Southern Pacific audiences.

Also notable is the addition of a brand new stage, screen and sound system to the event. These new pieces greatly increased the experience for spectators this year and launched the Tattoo into a new technical era. As well the appointment of a Visuals Director, for the first time ever, had a significant impact.

2009 saw over 800,000 flyers, brochures and magazines distributed across Canada through numerous partnerships. Marketing for 2009 saw an increased budget to attract the local audience. This increased marketing included more local television advertising, a larger Metro Transit bus campaign and showcasing a Tattoo commercial before every film in Empire Theatres in Atlantic Canada..

The audience breakdown in 2009 showed that 26.2% of the audience came from within Nova Scotia but outside the HRM; spending 1.9 days in the area and spending \$83.27 per person. The cast and crew spent \$150,000 using the meal voucher program (which doesn't include any personal spending). The total overall economic contribution to the province based on all tourists attending the Tattoo was \$52,000,000. The total direct economic contribution to the province based on those who were influenced by or came specifically to see the Tattoo was \$31,400,00.

Next year the Tattoo will have the honour to perform for her Majesty, Queen Elizabeth II. As a result, the event will try create and execute an enhanced performance.

2. The Blue Nose International Marathon

The marathon celebrated its 6th annual event in 2009 with a new record of 8,100 participants. The estimated spectator attendance was 15,000 and had over 1,000 volunteers. Approximately 91 % of participants were from Atlantic Canada and visitors from outside HRM typically spent \$200 per day over the 3 day weekend.

Challenges that the Blue Nose faced in 2009 were trying to continually grow registration volumes and revenues, retaining and growing sponsorships, volunteer participation and developing volunteer capacity.

Some successes of the 2009 Blue Nose Marathon included adult registration growth (14% increase) and an establishment of a "one of a kind" volunteer training module. The marathon surveyed participants and the results were that 94% of respondents stated that the event exceeded expectations and 93% of respondents intend to register in 2010. 2009 also saw the Youth Run event grow to the largest in Canada and the launch of the Charity Challenge Program (\$130,000 raised for 17 charities).

2010 plans include expanding the Charity Challenge to over 30 charities, refining event start times, increasing community engagement on race route, embracing social networking and

mobile marketing tools and to reach the 9,000 participant mark. There are also plans to refine the Team Myles Program and adjust the Pasta Village meal service.

3. The Halifax International Busker Festival

The 23rd Halifax International Busker Festival continued to draw hundreds of thousands of citizens and visitors to the Halifax Waterfront for its 11 day duration. This year the Busker Festival was a fitting continuation of waterfront attractions after the 2009 Tall Ships event. 44 performers made up a truly international medley of Buskers with a wide range of exceptional talent in dance, music, acrobatics, balance, and other feats. The 2009 event had 34 vendors, 12 food vendors, and 22 craft and service vendors.

The most significant challenge for the festival was limited funding. This was a result of a combination of losing two major sponsors and less than anticipated government funding. The most successful part of the Buskers this year was the public's quality experience.

Goals for the upcoming 2010 Buskers Festival are to secure sponsorship opportunities, to create a new contract with ESP Productions and to improve the quality of the festival.

4. The Atlantic Jazz Festival

The Atlantic Jazz Festival represents nine days of festival activity, 8 weeks of concentrated event related activity and marketing, over \$750,000 in direct spending in the local economy, including employment of over 500 local musicians, over 100 national musicians and 50 international artists to perform on over 10 different stages throughout HRM.

In 2009 the Atlantic Jazz Festival had attendance of over 47,000 people during the week long celebration of music. The "Take it to the Street Jazz Parade", which was resurrected in 2008, brought out a crowd of over 10,000 people alone. This year's festival sold out 8 performances and the Creative Music Workshop had a marked increase of attendees.

Programming highlights for 2009 included the Education and Outreach Program (Jazzlabs travelled to 7 different communities), Youth Program (featuring the Creative Music Workshop and the Young Players Series), diversity representation (over ten cultures participated) and a Black Freedom 175 celebration. The festival also hosted the Words and Music Series (bohemian singers/ songwriters, hip hop and spoken word) and a presentation of Fred Hersch in collaboration with the Halifax Pride Festival (an emotional and moving performance celebrating music and the GLBQT community).

Marketing for the Atlantic Jazz Festival included over \$250,000 in advertising, collateral materials, web development and onsite signage. Significant investment was directed at both HRM and the Atlantic regional markets. Tourism and marketing initiatives included overnight packages promoted via CBC Maritimes in Moncton, Fredericton, Sydney, Charlottetown and Saint John.

5. The Atlantic Film Festival

The Atlantic Film Festival (AFF) saw significant reductions in corporate support that lead to reduced budgets, directly impacting the delivery of events. For example, the event guide had been a free item in the past but this year was sold to cover the costs. Besides the reduction in sponsorship the event relocated from Argyle Street into the larger Halifax Metro Centre. Overall corporate partnerships had a 25% decrease and advertising was reduced by 60%.

The demographics of this year's participants were equally split between male and female and the largest percentage age category attending were people 35 - 54 years of age. The vast majority of participants were from the Halifax Regional Municipality. This year's festival included 70 staff members, 200 volunteers and 1042 delegates (390 of the delegates were from outside Atlantic Canada and across the globe).

The impact of the festival in 2009 saw significant growth. Press coverage was increased, the event was more focussed internally and there was a stronger out of town delegate presence (increased room nights). The biggest success of the event was the sell-out opening night premiere of the Trailer Park Boys Movie and the closing night party at the Shoe Shop/Seahorse complex.

2010 will mark the 30th celebration of the Atlantic Film Festival. The three goals for the anniversary are to increase status as a destination event, increase presence in the HRM and develop an ongoing year-round relationship with our audience beyond our official events.

6. SEDMHA International Hockey Tournament

On November 24th, 2009, Regional Council amended the Civic Events and Granting Framework to include the SEDMHA International Hockey Tournament as a Hallmark Event and award the event a \$15,000 annual grant through the Marketing Levy Special Events Reserve (Q315). As such, the event organizers are not required to present their event year end report.

7. Pride Festival

No report has been submitted as of February 1, 2009.

8. The Halifax Pop Explosion

The Pop Explosion celebrated its 9th anniversary with hosting the largest festival to date. In 2009 the event passed the quarter million dollar mark in its budget, a five fold increase of the initial budget in 2001 (\$45,000).

This year's event involved 138 bands, over 900 VIPs, industry and artist delegates and 16,000 fans. The vast majority of the 2009 audience were from HRM and 70% of those

attending were between the ages of 18 to 34. The event enjoyed a surge in regional and national media coverage and was nominated for the Event of the Year at the 2010 East Coast Music Awards.

The Pop Explosion has grown tremendously in terms of programming and audience over the last three years and the work load in this regard has grown beyond the current staff and contractors ability to handle effectively. The largest challenge currently existing for Pop Explosion is the need for a full time staff person year round to maintain government and sponsor relations while managing long term planning. As well, maintaining and increasing the level of sponsorship in 2010 will most likely prove to be challenging.

The largest successes of the event were selling out every major show and increased sponsorship and government support, despite the tough economy.

2009 marked the last year Rogers will be the title sponsor of the event. As Pop Explosion works towards planning the 2010 event, securing a title sponsor will be a key objective especially because it will be celebrating its 10th year anniversary.

9. Scotia Festival of Music

The 30th Anniversary season of Scotia Festival of Music ran from May 31st to June 14th of 2009 with concerts and recitals by 41 guest artists (plus 65 young artists). The festival hosted 8 highlight concerts, 5 Music Room recitals, masterclasses, young artist concerts and a final Orchestra Concert that performed Mahler's Symphony No. 2.

A large and continued success of the festival is the unique opportunity of the Sponsor-a-Student Program where any student enrolled in a public or private institution can purchase a ticket to a concert for \$5 and the sponsor contributes the remaining balance for which a tax receipt is received. Since its inception, 6,200 young people have been able to attend this event, exposing them to music and giving them a great experience.

A continued challenge for the festival is maintaining and increasing sponsorship. As the Scotia Festival of Music continues to improve the level and quality of musicians, more funding will need to be secured.

B) Hallmark Events Operating Guidelines

This is the second year of the Hallmark granting process. With the pending adoption of the Event Strategy, HRM needs to ensure higher levels of assessment and accountability. Staff have endeavoured to identify areas of weakness and recommend the follow changes:

1) HRM Branding

- i) HRM's MLSER granting contribution is required to be acknowledged by all Hallmark Events. Appropriate recognition is required to be shown via HRM Branding on official event marketing expenditures.

2) Accountability Process

- i) HRM to revise the Hallmark process, including the Year End Report Template to reduce ambiguity and create more concise questions before April 1, 2010 (Attachment 2).
- ii) All Hallmark events will be required to complete, in its entirety, the MLSER Year End Report Form Template with appropriate supplementary documents to be issued their remaining 20% grant money. Hallmark Events are encouraged to also submit an original Year End Report as supplementary information but this will not meet the requirements of the MLSER Year End Report Template.
- iii) All Hallmark events will be required to submit their Year End Reports by December 1st of the respective budget year. Submission of a Year End Report after December 1st of the respective budget year will result in receiving only 10% of their remaining grant money. If no Year End Report is received prior to January 1st of the respective year, no portion of the remaining grant awarded will be issued and staff will be recommending Removal of Hallmark Status. This new outline can be viewed below:

Year End Report submitted by:	Compliance	Non-Compliance
December 1 st	Qualify for 20% of remaining grant money and Hallmark status.	Hallmark Event will only qualify for 10% of the remaining grant awarded.
January 1 st	Qualify for 10% of remaining grant money and Hallmark status .	Hallmark Event will not qualify for any remaining portion of the grant awarded
February 1 st	Qualify for Hallmark status.	Staff will recommend for removal of Hallmark status.

BUDGET IMPLICATIONS

The Marketing Levy Special Events Reserve (Q315) budget for 2010/11 is projected at \$1,200,000. Assuming the Reserve remains consistent, the Reserve can accommodate the proposed grants to the events noted in the recommendations. All recommendations are subject to availability of reserve funds.

Budget Summary

10/11 Budget summary

Proposed Budget 2010/11 Revenue	\$ 1,200,000
Proposed Grants	\$ (330,000)
Estimated Budget Events	\$ (770,000)

Q315 Reserve

Projected Reserve Balance March 31, 2010.	\$ 30,525
Marketing Levy Projected Revenue for 10/11	\$ 1,200,000
Special Events 2010/11 Proposed Grants Budget	\$ (330,000)
Hallmark events estimated at this time	<u>\$ (770,000) *</u>
Projected Reserve Balance March 31, 2011.	\$ 130,525

*A further report will be presented outlining the anticipated participants and individual amounts for the Special Events component of the 2010/11 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 1: Hallmark Events Operating Guidelines
Attachment 2: MLSER Year End Report Template

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

Financial Approval by:



Cathie O'Toole, Director of Finance 490-6308

ATTACHMENT 1

Hallmark Events Operating Guidelines

A Hallmark event is a recurring event 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. A unique situation, and as such, will have a separate and distinct decision making process.

A) Creating a "Hallmark" event

An event may only be considered for Hallmark status in either of the following two instances:

- 1) Where Regional Council motions SEAC to consider the event; or
- 2) Where a SEAC member motions to consider an event.

In terms of *Option 1*, where Regional Council motions SEAC to consider an event as Hallmark, the event would be discussed and the validity in advancing this event would be determined. Where there is a consensus that the event warrants consideration, event organizers would be invited to submit an application and the formal review process (ie. presentation) would be initiated. Eventually, a recommendation report would be tabled with Regional Council for final decision. Where the event is not considered appropriate, a Committee report would be tabled with Council outlining the rationale.

With respect to *Option 2*, a notice of intent would be tabled by a committee member to inform their intent to discuss the event during the next regular session of SEAC. The event would be discussed and a decision made to advance or not advance the event. Where the Committee agrees the event warrants further consideration, the event organizer would be invited to submit an application and the formal review process (ie. presentation) is initiated. Eventually, a recommendation report would be tabled with Regional Council for final decision.

B) Hallmark Event Accountability Process

With respect to existing events, each Hallmark event organizer will provide the completed MLSER Year End Report Template by December 1st (see the below chart for compliance dates). Additionally, each organizer will be required to conduct an annual presentation to SEAC. The final report and presentation will serve as the basis for determining the grant allocation for the coming year. The presentations will address the factors outlined below. Following the review of the final report and presentation, SEAC will evaluate the event and determine one of three recommendations:

- 1) Maintain Funding Level from Previous Year Funding
- 2) Reduce Funding

3) Increase Funding
Presentations to SEAC should include the following:

- Historical Background
- Event location
- Number of Volunteers
- Total number of the audience in attendance
- Number of Tourists events brought to HRM
- Tourism period
- Economic impact
- Strength of promotional campaigns
- Actual budget
- Financial Statement
- Ability to obtain support from other sectors of the community
- Next year's projected budget
- Next year's planned program (noting any changes and improvements)
- If the event plans on requesting an increase for the next year

Compliance Dates

All Hallmark events will be required to submit their Year End Reports by December 1st of the respective budget year. Submission of a Year End Report after December 1st of the respective budget year will result in receiving only 10% of their remaining grant money. If no Year End Report is received prior to January 1st of the respective year, no portion of the remaining grant awarded will be issued and staff will be recommending Removal of Hallmark Status. This outline can be viewed below:

Year End Report submitted by:	Compliance	Non-Compliance
December 1 st	Qualify for 20% of remaining grant money and Hallmark status.	Hallmark Event will only qualify for 10% of the remaining grant awarded.
January 1 st	Qualify for 10% of remaining grant money and Hallmark status .	Hallmark Event will not qualify for any remaining portion of the grant awarded
February 1 st	Qualify for Hallmark status.	Staff will recommend for removal of Hallmark status.

C) Removal of Hallmark Events

Existing Hallmark Events may only be considered for removal when one or more of the following instances occur:

- 1) the event does not take place;
- 2) the event is determined to no longer satisfy the definition and intent of the policy;
- 3) the event leaves the HRM region.

With respect to removal of an event, a notice of intent would be tabled by a committee member to inform their intent to discuss the removal of the event during the next regular session of SEAC. The event would be discussed between the Committee and a decision made to advance a recommendation to Regional Council. A recommendation report would be tabled with Regional Council for final decision.

ATTACHMENT 2
MLSER Year End Report Template

Please provide and submit the following details within three (3) months of the completion of your event. Use additional paper as necessary. Send submissions 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

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.

The final Evaluation Report and Financial Statement must be received by the Special Events Advisory Committee no later than three months following the event completion.

MLSER Grant recipients must conduct a presentation to SEAC if their grant sum is \$20,000 or greater.

FOR OFFICE USE ONLY

Received

Reviewed

Reference Number

1. Financials

- a. What municipal services did you use for your event? Please identify any that remain an outstanding expense.

- b. If your event was gated, what were the ticket costs?

- c. Please describe the ROI - Ratio of return to HRM in terms of local investment and economic spinoffs.

2. Market

- a. How large was the audience at your event?

- b. What was the average age and location demographic of your audience?

- c. How many participants were involved in your event?

- d. What was the average age and location demographic of your participants?

3. Evaluation

- a. What was the biggest challenge for your event?

- b. What was the biggest success for your event?

- c. What would you change for the next time?

4. Will your event be asking for an increase to your 2010-2011 Hallmark grant? If so, please provide a detailed rationale.

5. Please provide:

- ☐ Financial Statements - Past 3 years as available, including all revenue sources
- ☐ Any marketing materials & media coverage from your event
- ☐ Any information on the economic impact that your event had on HRM
- ☐ A complete up to date contact list of your organizing board and committees
- ☐ A copy of the most recent approved minutes of your organizing board

Please be sure to complete all sections of the report. Incomplete reports will not be processed. For questions on the report or granting system, please contact 490-6773.