

Item No. 10.3.1
Halifax Regional Council
May 1, 2012

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY: Original Signed
Councillor Sue Uteck, Chair, Special Events Advisory Committee

DATE: April 19, 2012

SUBJECT: HRM Hallmark Event Grant Renewals

ORIGIN

The January 11, 2012 staff report; the February 15th, March 28th, April 11th and April 18th meetings of the Special Event Advisory Committee meetings.

RECOMMENDATION

It is recommended that Halifax Regional Council approve the renewal of nine (9) Hallmark Event grants from the 2012/13 Marketing Levy Special Event Reserve (Q315) for a **revised total of \$385,000**, as listed below and amended on April 18, 2012 by the Special Events Advisory Committee, and, subject to the Budget Implications section of the January 11, 2012 staff report:

- 1) \$90,000 to the Royal Nova Scotia International Tattoo
- 2) **\$60,000** to the Blue Nose International Marathon (**an increase of \$10,000**).
- 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) **\$40,000** to the Halifax Pride Festival (**a one time increase of \$15,000 for their anniversary year**)
- 7) \$25,000 to the Shearwater East Dartmouth Minor Hockey Association (SEDMHA) International Hockey Tournament
- 8) \$15,000 to the Scotia Festival of Music
- 9) **\$25,000** to the Halifax Pop Explosion (**an increase of \$15,000**)

BACKGROUND

As per the January 11, 2012 staff report. See attachment 1.

DISCUSSION

The Special Events Advisory Committee heard presentations and reviewed the January 11, 2012 staff report at their February 15th, March 28th, April 11th and April 18th meetings.

Following discussion on the proposed awards presented by staff and upon review of all material/presentations provided to the Committee, the following amendments were approved and recommended to be forwarded to Regional Council for consideration:

Blue Nose International Marathon

An increase of \$10,000 was recommended for a total grant award of \$60,000 as the event has grown successfully over the years.

Halifax Pride Festival

A one time increase of \$15,000 was recommended for a total grant award of \$40,000 for their anniversary year.

Halifax Pop Explosion

An increase of \$15,000 was recommended for a total grant award of \$25,000 as the event has grown and has raised the profile of the Halifax Regional Municipality.

The Special Events Advisory Committee recommends that Halifax Regional Council approve the Hallmark Grant Renewals as revised by the Special Events Advisory Committee.

BUDGET IMPLICATIONS

The proposed amendments to Hallmark Events, as presented to SEAC on February 15, will not increase the amount to be withdrawn from the Q315 Marketing Levy Special Events Reserve, as these proposed amounts to be awarded, are part of the total 2012/13 approved budget amounts to be withdrawn from the reserve. This has been confirmed with Finance staff.

Budget Summary Q315 Reserve:

Projected Balance, March 31, 2012	\$ 718,757
2012/13 Budgeted Revenue	\$ 1,251,087
Projected Interest	\$ 7,878
Budgeted Withdrawals	\$(1,654,000)
(recommendations are included within this amount)	
Projected Balance, March 31, 2013	\$ 323,722

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved

Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

The Special Events Advisory Committee is comprised of four members at large, four representatives from the following organizations: Metro Chamber of Commerce, Destination Halifax, Hotel Association of Nova Scotia and Greater Halifax Partnership; and four elected officials. The Special Event Advisory Committee meetings are open to the public.

ENVIRONMENTAL IMPLICATIONS

None indicated.

ALTERNATIVES

1. Halifax Regional Council may choose not to approve the recommended HRM Hallmark Event Grant Renewals from the 2012/13 Marketing Levy Special Event Reserve (Q315) as proposed by staff and revised by the Special Events Advisory Committee on April 18, 2012. This is not the recommended option.

ATTACHMENTS

1. January 11, 2012 staff report.

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, 490-6732]



P.O. Box 1749
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Special Events Advisory Committee
February 15, 2012

TO: Special Events Advisory Committee

SUBMITTED BY: Original Signed

Brad Anguish, Director, Community & Recreation Services

DATE: January 11, 2012

SUBJECT: HRM Hallmark Event Grant Renewals

ORIGIN

Pursuant to the Civic Events Policy and Granting Framework, the Special Events Advisory reviews the funding for 2012/13 Hallmark Events.

RECOMMENDATION

It is recommended that the Special Events Advisory Committee recommend that Halifax Regional Council approve the renewal of nine (9) Hallmark Event grants from the 2012/13 Marketing Levy Special Events Reserve (Q315) for a total of \$345,000, as listed below and subject to the budget implications section of this report:

- \$90,000 to the Royal NS International Tattoo;
- \$50,000 to the Blue Nose International Marathon;
- \$50,000 to the Halifax International Busker Festival;
- \$40,000 to the Atlantic Jazz Festival;
- \$40,000 to the Atlantic Film Festival;
- \$25,000 to the Halifax Pride Festival;
- \$25,000 to SEDMHA International Hockey Tournament;
- \$15,000 to the Scotia Festival of Music; and
- \$10,000 to the Halifax Pop Explosion.

BACKGROUND

In March 2007, Council approved the Civic Events Policy and Granting Framework to improve the overall approach to HRM's civic events 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."

Hallmark Event Annual Assessment Criteria

Pursuant to SEAC procedures, all Hallmark Events must annually table a year end report and present on the past year's activity. The report is to provide information on:

- the event's historical background
- event location
- tourism period
- total audience in attendance
- number of volunteers
- economic impact
- promotional campaigns
- community and other sector support
- financial statement and proposed operating budget

Based on the information presented, the impact of the event is assessed and staff recommends one of the following options for Special Event Advisory Committee's (SEAC) consideration:

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

DISCUSSION

Staff have reviewed the information submitted on each event and recommend that funding for the events be approved as follows:

1. *The Royal Nova Scotia International Tattoo (Tattoo)*
Featuring over 2,000 world-class Canadian and international military and civilian performers, the Tattoo is world renown. It continues to grow in popularity and has continually shown significant growth in economic return.

The 2011 Royal Nova Scotia International Tattoo had an attendance of 51,533. The 2,000 performers of the Tattoo came from across Canada, Australia, Denmark, Estonia, France, Germany, New Zealand, Switzerland and the United States. A new stage and improved light/sound system improved the event in 2011. As well, the free noontime concerts were well attended.

Five new television advertisements were broadcasted to increase spectators from within the Maritimes. Approximately 220,000 Scotiabank flyers were distributed in bank statements and an additional 500,000 were generally distributed across Ontario, Quebec and New Brunswick. As well, 40,000 copies of the Tattoo Times magazine were distributed twice during the year.

Of the attendees, 19,234 were tourists to HRM. In addition, survey data indicated that 64.2% Tattoo attendees came to Nova Scotia specifically for the Tattoo. The average tourist daily expenditure in Nova Scotia was \$251.30 and the event provided an overall economic contribution of \$41 million. The budget for this event was approximately \$2.5 million.

2011 HRM Grant: \$90,000

2012 Proposed HRM Grant: \$90,000

2. *The Blue Nose International Marathon*

The Blue Nose International Marathon (Marathon) is the largest marathon east of Ottawa and has been in existence for 8 years. It is designed to showcase HRM's natural beauty. It attracts participants from across Canada as well as other countries. The youth run is very successful and draws thousands of participants each year.

The 2011 Blue Nose Marathon reached a new participant record of over 10,400 people and increased the Facebook page to over 3,700 fans. The event had over 1,200 volunteers providing 20,000 hours of assistance. The charity challenge raised close to \$500,000 (almost double of 2011 total). The majority of participants were from Atlantic Canada (93%), with 51% from outside HRM. Runners from over 11 countries participated in the Marathon, with 56% of the runners being first time participants.

The marketing strategy included materials placed in sponsor outlets across Atlantic Canada, outdoor billboard campaign in New Brunswick, newspaper ad campaign, Atlantic Canada distribution of CBC advertising, several national print magazines, social media and e-newsletters.

The event's host hotel reported over 250 room nights and other downtown hotels reported better than average occupancy during the Marathon. The total operating budget was \$615,000.

2011 HRM Grant: \$50,000

2012 Proposed HRM Grant: \$50,000

3. *The Halifax International Busker Festival*

The Halifax International Busker Festival (Festival) is the largest street theatre festival in North America and includes a local talent contest. It features 500 International shows over 11 days. The Festival is supported by 76 performers and over 200 volunteers. The Festival attendance exceeds 500,000 people and celebrated its 25th anniversary in 2011.

The Halifax International Busker Festival regularly engages 180 volunteers including new Canadians from the YWCA Immigration Centre. Data from the 2006 survey shows that 40% of attendees are from outside HRM and 7% outside Canada. Estimated attendance in 2011 was over 500,000. Highlights included a new event location on Argyle Street.

Social media along with print and radio advertising throughout HRM and Nova Scotia were used for 2011. A new Facebook page doubled the fan size and 366,290 people followed the news feed from Facebook. During the festival, the website had 29,562 visits (of which 71.74% were new visitors).

According to the 2006 survey, visitors spend between \$51 - \$150/day, and 98% of tourists from outside of Canada spend more than \$250/day. The event budget was approximately \$500,000.

2011 HRM Grant: \$50,000

2012 Proposed HRM Grant: \$50,000

4. *The Halifax Jazz Festival*

The Halifax Jazz Festival (Festival) celebrated its 25th Anniversary in 2011. The Festival's objective is to promote jazz, blues, world and other music to educate the public and to develop an audience for non-commercial music. The Festival claims to be Atlantic Canada's largest music festival with over 450 local, national and international performers and attracts 65,000 spectators over nine days each summer.

For the 2011 event, the main stage festival site moved from its long time location on Spring Garden Road to the Halifax Waterfront. This move increased the site capacity from 1100 to 2000 people. A total of 11,000 tickets were sold with an estimated total attendance of 55,000. Programming highlights included diverse music from around the world along with a balance of traditional and modern music.

Other improvements in 2011 were lower service fees, improved Jazz hotline and a streamlined website experience. Promotions included increasing the regional budget, testing a national magazine approach and 20,000 event program and sales cards. The event budget was approximately \$800,000.

2011 HRM Grant: \$45,000 (included a one time increase of \$5,000 for 25th Anniversary).

2012 Proposed HRM Grant: \$40,000

5. *The Atlantic Film Festival*

The International Atlantic Film Festival (AFF) is the 4th largest major film festival in Canada. The AFF showcases International, Canadian and Atlantic Canadian films. The Atlantic Film Festival is in its 32nd year and runs for 10 days each September.

The 2011 Atlantic Film Festival (AFF) event had an attendance of 29,529. The event had 240 volunteers to help deliver the event which showed 184 films. The AFF had 30 sold out screenings including 4 of Halifax's feature "Rollertown", and the event received a record amount of press in 2011.

The marketing plan objectives were to increase audience size, increase revenues and increase public awareness of the AFF. Social media for the event had an 85% increase on Twitter, 2,400 "likes" on the Summer of Murray event page, and 22,000 Facebook page views over the course of the event.

The AFF booked over 600 room nights and 53 flights for the 2011 event (full economic report being compiled by Trade Centre Limited in February). The total event budget was \$2,995,590.

2011 HRM Grant: \$40,000

2012 Proposed HRM Grant: \$40,000

6. *Halifax Pride Festival*

The Halifax Pride Festival is Canada's 4th largest Pride Festival in Canada and the largest in Atlantic Canada. The festival consists of several events spread throughout HRM over 8 days. This festival aims to educate the local community and to celebrate diversity and culture in HRM.

The Halifax Pride Festival (Pride) marked its 24th year with more than 90,000 estimated attendance in 2011. Highlights include the Dykes versus Divas baseball game (5,000 spectators) and the Pride Parade and Garrison Grounds Celebration that had attendance of 80,000 combined. Ongoing improvements in 2011 included volunteer orientation, revising the volunteer manual, and adding more mandatory information sessions. Over 200 registered volunteers help deliver all the Pride events.

Approximately, 30% of those in attendance were from outside Nova Scotia. Marketing promotion was through Pride brochure (25,000 copies), print advertising, and increased radio promotion. Pride also worked very closely with Destination Halifax and Nova Scotia Tourism to create customized packages.

Including the visiting spectators, restaurants, and shopping, it is estimated that approximately \$2.5 million was created in revenue in HRM. The total event budget was approximately \$270,000.

2011 HRM Grant: \$25,000

2012 Proposed HRM Grant: \$25,000

7. *SEDMHA International Hockey Tournament*

SEDMHA is a minor hockey tournament that will be celebrating its 35th year in 2012. The tournament is the largest annual sporting event in Nova Scotia. The tournament includes hundreds of participants each year ranging in age from 8 to 18.

In its 34th year, 2011 SEDMHA had 300 teams playing 600 games in 18 arenas over the four day tournament. The event uses over 30 volunteers as well as various sport team groups to help operate the event. The 2011 event expanded to include a novice spring time jamboree which included 48 novice teams in three skill levels. The total audience for this event was estimated at 27,000, but does not include those under the age of 18 who enter for free.

The marketing program included the event website, a tournament brochure sent to all teams who have previously played in the tournament, and the majority of minor hockey associations in the Maritime Provinces.

The event included 113 teams from outside HRM which brought an estimated 2,500 tourists to the area, in addition to the participants and coaches. The estimated return on investment is over \$17 million. The total event budget was approximately \$360,000.

2011 HRM Grant: \$25,000

2012 Proposed HRM Grant: \$25,000

8. *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 level of performers.

The 2011 festival had 25 volunteers, 41 guest artists and 42 young artists (16 from Nova Scotia, 19 from across Canada, 5 from the United States and 2 from Cuba). The festival held 46 events over two weeks that were open to the public at the Music Room. The total audience was 1,818, which represented 88% of the available seating. Highlights included the Outreach program, at which 447 students attended an interactive concert with violinist Airi Yoshioka.

The event's poster promotions were painted by elementary school children. Marketing for the event also included printing 20,000 brochures, newspaper ads and a telephone campaign. The event also received extensive coverage by the local print media.

Numerous people from within and outside of HRM travelled to attend the Scotia Festival of Music. Over 30 people traveled to HRM to be part of the festival. The budget for the Scotia Festival of Music and its' association, Scotia Chamber Players was \$600,000.

2011 HRM Grant: \$15,000

2012 Propsoed HRM Grant: \$15,000

9. *The Halifax Pop Explosion*

The Halifax Pop Explosion features new and emerging music, art, and culture. Founded in 1993, the festival blends new music with exhibitions of art, media and pop culture. It consistently receives international exposure.

The Halifax Pop Explosion had over 20,000 in festival attendance in 2011. The event used over 150 volunteers, selected from over 500 applicants. Approximately 32% of the volunteers were under the age of 19.

The Pop Explosion was provided a conditional grant in 2011 to hold an outdoor, free concert. The concert was originally planned for Grand Parade but had to be relocated due to the Occupy Nova Scotia movement. This change of venue increased costs and limited the expected 4,000 attendance to the 1,500 occupancy maximum at the new location.

Marketing consisted of new radio partners and existing media partnerships with a focus on Atlantic Canada, Ontario, Quebec and the United Kingdom. Print media included the Coast, Exclaim!, and 14 Canwest Network papers. Radio advertising included Live 105, Z103 and CKDU. Explosive Media also showed videos 90 times per day on 30 screens across university campuses. The web site had 50,000 unique visitors and 2,482,123 hits during the week of the festival.

Approximately 44% of the audience was from outside HRM and 5% of those from outside of Canada. More than 8,500 tourists came to HRM for the five day festival. The return on investment is estimated at over \$297 million. The 2011 event budget was approximately \$500,000.

2011 HRM Grant: \$40,000 (\$10,000 plus \$30,000 conditional grant for a free concert)

2012 Proposed HRM Grant: \$10,000

BUDGET IMPLICATIONS

All recommendations are subject to approval of the proposed 2012/13 budget and availability of MLSE reserve funds. Projected contributions and withdrawals are as follows:

Budget Summary Q315 Reserve:

Projected Balance March 31, 2012	\$635,522
Plus: Marketing Levy projected revenue for 12/13	\$1,251,000
Less: 11/12 Second Intake Event Grants (12/13 events)	(\$524,500)
Less: 12/13 Hallmark Event Grants	(\$345,000)
Projected Reserve Balance March 31, 2013	<u>\$1,017,022</u>

FINANCIAL MANAGEMENT POLICIES/BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Project and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Project and Operating reserves, as well as any relevant legislation.

COMMUNITY ENGAGEMENT

N/A.

ALTERNATIVES

1. SEAC may choose not to approve the recommendation as outlined.
2. SEAC may choose to amend the proposed grant award pending budget capacity.

ATTACHMENTS

None.

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

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Report Approved by: Denise Schofield, Manager, Culture, Events & Community Partnerships, 490-6252

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