

**Item No. 11.8.1**  
**Halifax Regional Council**  
**June 25, 2013**

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

**SUBMITTED BY:** Original Signed  
Councillor Brad Johns, Chair, Special Events Advisory Committee

**DATE:** June 12, 2013

**SUBJECT:** World Men's Curling Championship Host bid

**ORIGIN**

May 30, 2013 staff report and June 12, 2013 Special Events Advisory Committee meeting.

**LEGISLATIVE AUTHORITY**

HRM Charter (2008) Section 79 (av) (v) and HRM Civic Events Policy Framework

**RECOMMENDATION**

The Special Events Advisory Committee recommends Halifax Regional Council:

1. Approve, in principle, payment up to a maximum amount of \$150,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 subject to approval of the 2014/2015 budget to fund the bid for the 2015 World Men's Curling Championships, conditional on HRM securing the event and securing funding equal to 50% of the host fee from the Province of Nova Scotia; and
2. Authorize the Mayor to provide a letter of support outlining the financial commitment and condition to the local host committee for inclusion in the bid for the 2015 World Men's Curling Championships (Attachment 2 of the May 30, 2013 staff report) and,
3. Request staff contact Destination Halifax, World Trade and Convention Centre, and SEDMHA to ensure that the Curling event will not interfere or conflict with other events scheduled during the same time period.

## **BACKGROUND**

As per the May 30, 2013 staff report included as Attachment 1 to this report.

## **DISCUSSION**

The Special Events Advisory Committee reviewed and discussed the May 30, 2013 World Men's Curling Host Bid report. Following discussion the Committee wanted to ensure that traditional events held in HRM during the month of April, would not be affected by the nine day curling event. In light of the discussion the following amendment to the recommendation was put and passed:

**Request staff contact Destination Halifax, World Trade and Convention Centre, and SEMHA to ensure that the Curling event will not interfere or conflict with other major events scheduled during the same time period.**

## **FINANCIAL IMPLICATIONS**

As per the May 30, 2013 staff report included as Attachment 1 to this report.

## **COMMUNITY ENGAGEMENT**

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

## **ENVIRONMENTAL IMPLICATIONS**

There were no environmental implications identified.

## **ALTERNATIVES**

The Special Events Advisory Committee did not provide an alternative.

## **ATTACHMENTS**

1. The May 30, 2013 World Men's Curling Championship Host Bid
- 

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:           Quentin Hill, Legislative Assistant, 490-6732

**Special Events Advisory Committee  
June 12, 2013**

**TO:** Chair and Members of the Special Events Advisory Committee

**SUBMITTED BY:** Original Signed  
Brad Anguish, Director, Community & Recreation Services

**DATE:** May 30, 2013

**SUBJECT:** World Men's Curling Championship Host Bid

**ORIGIN**

Invitation to Halifax Regional Municipality (Attachment 1) to support the local host committee's bid for the World Men's Curling Championships event for April 2015.

**LEGISLATIVE AUTHORITY**

*Halifax Regional Municipality Charter, Section 79 (1) (av)*

**RECOMMENDATION**

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

1. Approve, in principle, payment up to a maximum amount of \$150,000 from the Marketing Levy Special Events Reserve (MLSER) Q315 subject to approval of the 2014/2015 budget to fund the bid for the 2015 World Men's Curling Championships, conditional on HRM securing the event and securing funding equal to 50% of the host fee from the Province of Nova Scotia; and
2. Authorize the Mayor to provide a letter of support outlining the financial commitment and condition to the local host committee for inclusion in the bid for the 2015 World Men's Curling Championships (Attachment 2).

## **BACKGROUND**

The MLSER is intended is to provide funding to attract and host tourism, culture & heritage events. These events are defined as national or international in caliber, occurring on an infrequent basis and where HRM provides a leading and/or hosting role.

The World Men's Curling Championship is an annual 9-day competition that hosts 12 teams from the Americas, Europe and Pacific-Asia zones. This championship has never been hosted in Halifax and is scheduled for Beijing, China, for 2014. The World Men's Curling Championship is the third largest curling event in the world, after the Brier and the Canadian Curling Trials. A local host committee, in partnership with the Canadian Curling Association, is preparing to submit a bid for the 2015 World Men's Curling Championship. The bid document requires confirmation of the hosting fee, along with written confirmation from the host city and must be submitted by July 1, 2013. Confirmation of both requests can only be approved by Regional Council.

## **DISCUSSION**

Hosting fees are typically required for international sporting events and are paid by the host governments. The hosting fee for the 2015 World Men's Curling Championship is \$300,000 and the event has requested \$150,000 each from HRM and the Province of Nova Scotia. The financial commitment of \$150,000 is only required if HRM is selected for the 2015 event. The bid will outline a financial partnership between HRM and the Province of Nova Scotia.

Staff has assessed this opportunity under the MLSER criteria using the bid information which will be submitted. The bid proposal meets the definition for funding from MLSER under the National and International Sporting and Mega Events category. As the hosting fee is a set amount and is to be shared equally with the Province of Nova Scotia, 50% of the bid amount is required from HRM.

In terms of sporting events, HRM has previously funded the bids associated with the 2008 IIHF World Hockey Championships (\$250,000) and the ICF World Senior Canoe Championships in 2009 (\$200,000). In 2010, HRM successfully hosted the Tim Horton's Brier at the Halifax Metro Centre. While the economic assessment of the Brier event is not directly representative of the World Men's Curling Championship, it may be used as an indication of the potential economic impact. The combined spending of the more than 6,000 visitors to the Halifax Regional Municipality, plus the revenues and expenditures associated with the event, totaled \$4.7 million. This generated an estimated \$11.3 million in economic activity for the Province of Nova Scotia, of which \$7.6 million occurred in the Halifax Regional Municipality. The total net economic activity (GDP) generated by the event was \$3.3 million in HRM and \$220,000 in taxes was accrued in HRM. Similar economic generation can be expected should HRM be selected as the host of the World Men's Curling Championships.

Should HRM be selected for the 2015 World Men's Curling Championship event, a contract between the local host committee, HRM, and Province of Nova Scotia which outlines all conditions and benefits will be negotiated prior to the payment of any of the hosting fee. The

contract would include details regarding the benefits outlined to HRM including national and international media coverage as well as advertising opportunities. In addition to specific and economic benefits, international sporting events historically have brought a degree of vibrancy to the city and it is expected that the World Men's Curling Championships would create similar excitement.

### **FINANCIAL IMPLICATIONS**

This recommendation is subject to the approval of the 2014/15 budget and availability of funds. Assuming annual reserve contributions from the marketing levy are consistent with recent budget amounts of approximately \$1.2 Million, there would be sufficient funds in 2014/15 to accommodate the hosting fee. As such, the funds would not be spent until the 2014/15 fiscal year, after approval of the budget.

### **COMMUNITY ENGAGEMENT**

A local hosting committee will be formed to provide an advisory role to the Canadian Curling Association.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

Alternative 1: SEAC could recommend that Regional Council approve a reduced amount of funding which would result in the provision of a lower hosting fee than the minimum required. This is not recommended as it may result in HRM not being chosen as the successful host city.

Alternative 2: SEAC could recommend that Regional Council not support the 2015 World Men's Curling Championship bid process. This is not recommended as the event could be expected to provide significant benefit to HRM.

### **ATTACHMENTS**

Attachment 1 – Letter of Invitation  
Attachment 2 – Letter of Commitment

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/cc.html> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Elizabeth Taylor, Manager, Events & Cultural Initiatives, 490-4387

**Original Signed**

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

**Original signed by**

Financial Approval by: Greg Keefe, Director of Finance & ICT/CFO, 490-6308

---

2015 Ford Men's World Curling Championship  
c/o: Purdy's Wharf Tower II, Suite 1500  
Halifax NS B3J 3R7

June 11, 2013

Denise Schofield  
Manager, Regional Recreation & Culture  
Halifax Regional Municipality

Dear Denise,

I am writing to you in an effort to secure the 2015 Ford Men's World Curling Championship to be awarded to Halifax. This would be a tremendous event to host in our city.

The World Curling Federation is comprised of 48 nations with 12 competing at the Championships level annually. Canada as the host in 2015 has an automatic entry, as well as USA. Two teams come from Pacific zone play-offs, and the remaining 8 teams come from rankings at the European Championships in December of 2014. There will also be a number of executive from the World Curling Federation in attendance as well as media from around the globe. Due to Halifax's proximity to Europe, it is anticipated that the Championships will be well attended by European fans of the game.

The operating budget for the event would be around \$2 million. The only curling events that are larger are The Brier and the Olympic Trials.

Television coverage of the event is significant. TSN broadcasts nationally carrying all Team Canada games, play-offs for a total of 50 hours of coverage. World Curling Television covers every draw and sends to Eurosport where coverage is certain and the games are often picked up by Japan, China and Korea. Total coverage by WCTV is about the same in the foreign markets – 50 hours.

To secure this championship, the Canadian Curling Association requires a guaranteed cash contribution from government partners as part of the bid. The guarantee for this event is \$300,000. We are respectfully requesting that the Halifax Regional Municipality invest an amount of \$150,000 so that we can promote the City to Canada and beyond. The additional \$150,000 is being requested from the province of Nova Scotia.

We are working toward a bid deadline of July 1, 2013 and hope to hear of a decision early this fall.

Regards,

Original signed by

 Mathew Harris  
Chair, Local Host Bid Committee  
2015 Ford Men's World Curling Championship

Attachment 2  
Letter of Commitment

Mathew Harris, Host Committee  
Purdys Wharf Tower 2  
Suite 1500  
Halifax, Nova Scotia  
B3J 3R7

Dear Mr. Harris,

The Halifax Regional Municipality is pleased with the Canadian Curling Association's interest in the Municipality as a host city for the 2015 World Men's Curling Championships. Should the Halifax Regional Municipality be awarded the hosting rights, Halifax Regional Council has pre-approved funds for payment of a hosting fee, up to a total of \$150,000, subject to approval of the 2014-2015 budget.

The payment of the hosting fee would be contingent on the following:

- A commitment of at least \$150,000 from the Province of Nova Scotia to cost share the event.
- A written confirmation of the national broadcast partner for the event. Should a national broadcast partner not be secured, the Halifax Regional Municipality reserves the right to renegotiate and lower the funding agreement.
- Opportunity to promote Halifax Regional Municipality through in broadcast vignettes (pending television broadcast agreement).
- Logo inclusion on all promotional materials related to Halifax Regional Municipality as the host of the 2015 World Men's Curling Championships.
- Activation opportunity (to be determined).
- A commitment to formalize a partnership agreement a minimum of one-year prior to hosting the event and prior to payment of the hosting fee, that outlines all partnership benefits awarded to the Halifax Regional Municipality, should it be awarded the hosting rights.

Halifax has the hotels, venues, suppliers, volunteers and talent to make the 2015 World Men's Curling Championships an overwhelming success. We look forward partnering with the Canadian Curling Association and local host committee should Halifax be successfully chosen as the host city.

Regards,

Mayor Mike Savage