


# HALIFAX

P.O. Box 1749  
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**Item No. 11.1.4**  
**Halifax Regional Council**  
**October 27, 2015**

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

**SUBMITTED BY:** Original signed by   
Richard Butts, Chief Administrative Officer  
Original Signed by

Mike Labrecque, Deputy Chief Administrative Officer

**DATE:** October 14, 2015

**SUBJECT:** HRM New Year's Eve Celebration Event – Broadcast Sponsorship Approval

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## **ORIGIN**

Request for Expressions of Interest REOI# E15 – 088 for the Title Broadcast Sponsor of the HRM New Year's Eve Celebration Event.

## **LEGISLATIVE AUTHORITY**

- *HRM Charter*, Section 10(3): The Mayor and Clerk or the persons designated by the Council by policy may sign a deed or other document to which the Municipality is a party on behalf of the Municipality.
- Administrative Order 55, HRM Sponsorship Policy, approved by Halifax Regional Council on March 5, 2013.

## **RECOMMENDATION**

It is recommended that Halifax Regional Council:

1. Accept the proposal from Eastlink subject to the negotiation of terms and conditions agreeable to the CAO or his delegate and execution of a resulting contract;
2. Direct staff to work with Eastlink to negotiate a contract for broadcast rights that meets the requirements of the Request for Expression of Interest (REOI) and secures the benefits of the key terms of the proposal;
3. Authorize the Mayor and Clerk to execute a contract on behalf of the Municipality where the CAO determines that the contract achieves the key terms; and
4. Not release specific details of the partnership until execution of the contract between the parties.

## **BACKGROUND**

From 1993 to 2013, the New Year's Eve Grand Parade Celebration was delivered through a collaboration between HRM and CTV. In 2014, CTV could not confirm their participation within the required timeline or budget and, as a result, the New Year's Eve celebration was delivered in Grand Parade, as in previous years, but without the broadcast element.

After the 2014 event, feedback was received that the televised component of the event was important to residents and missed in 2014. Funding for the provision of the New Year's Eve Event is provided in the overall HRM operating budget, however, the budget does not include capacity to purchase broadcasting service for the event.

Therefore, pursuant to Administrative Order 55, HRM Sponsorship Policy, a Request for Expressions of Interest was issued to explore whether there was interest for sponsorship of the service.

## **DISCUSSION**

Request for Expressions of Interest REOI# E15 – 088 for Title Broadcast Sponsor of the HRM New Year's Eve Celebration Event for a period of three years was issued on July 6, 2015 and closed on July 28, 2015. The REOI offered the position of "Title" sponsor in exchange for sponsorship of the event's broadcast service.

Eastlink TV was the sole respondent to the REOI. Eastlink's submission includes the provision of in kind broadcast services. While the Expression of Interests offered the position of "Title" sponsor as a benefit, based on the initial review of the submission, Eastlink has indicated they will decline the title sponsorship and will assume the "Presented By" role in the promotion of the event. This would allow HRM the ability to also explore opportunities for additional sponsors, including a Title Sponsor, which could potentially offset some costs associated with the delivery of the event.

The submission has valued the in kind broadcast services in the amount of \$107,900. Therefore, pursuant to Administrative Order 55, the agreement must be authorized by Regional Council and signed on behalf of HRM by the Mayor and Clerk.

## **FINANCIAL IMPLICATIONS**

The New Year's Eve Event is budgeted in the amount of \$70,000 in the overall C760 operating budget. There is no capacity in the budget to broadcast the event. The provision of in kind broadcast service would have no financial impact to HRM.

## **COMMUNITY ENGAGEMENT**

Citizens contacted HRM through 311, email, Twitter and Facebook accounts with feedback on the lack of a New Year's Eve televised event.

## **ENVIRONMENTAL IMPLICATIONS**

None

## **ALTERNATIVES**

Alternative 1: Regional Council may choose to not accept the proposal from Eastlink. This alternative is not recommended.

**ATTACHMENTS**

None

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Original Signed