



P.O. Box 1749
Halifax, Nova Scotia
B3J 3A5 Canada

Item No. 14.4.1

Request for Regional Council Consideration		
<input checked="" type="checkbox"/> Included on Agenda (Submitted to Municipal Clerk's Office by Noon Thursday)	<input type="checkbox"/> Added Item (Submitted to Municipal Clerk's Office by Noon Monday)	<input type="checkbox"/> Request from the Floor
Date of Meeting: August 2, 2016		
Subject: Support for the Atlantic Agricultural Fair		
Motion for Regional Council to consider:		
That Halifax Regional Council direct staff to prepare a report to the Audit and Finance Standing Committee in order to identify a funding source for the Atlantic Agricultural Fair, and make a recommendation to Regional Council.		
Reason:		
The Atlantic Agricultural Fair (AAF) is to take place October 6-10 in Halifax. The AAF will celebrate the people and products that make the Atlantic region a top player in the agricultural sector, and provide an opportunity for all ages to learn more about agriculture.		
Canadian fairs and exhibitions are a billion dollar industry. The AAF has the potential to grow the agricultural sector as well as the local food, beverage and (culinary) tourism economy for Atlantic Canada.		
Outcome Sought:		
A staff report that evaluates the Atlantic Agricultural Fair's request for funding.		
<i>Deputy Mayor Matt Whitman</i>		<i>District 13</i>

Atlantic Agricultural *Fall Fair*



May 24, 2016

His Worship Mike Savage
Mayor of Halifax
PO Box 1749
Halifax, NS B3J 3A5

Dear Sir and members of Halifax City Council:

Thank you, Mayor Savage, for attending the media launch for the new Atlantic Agricultural Fall Fair (AAFF) on Saturday, April 23 at Saltscapes Halifax Expo.

We are pleased to now make a formal request for municipal investment in this new signature event for Halifax commencing in October 2016. Our mandate is to create the annual equivalent of The Royal Winter Agricultural Fair in Toronto but in the homespun feel-good style of Canada's east coast people, heritage and values.

We have carefully crafted an event strategy to benefit all rural, suburban and urban agricultural and fisheries economy participants in Atlantic Canada. This exciting new event is designed with both an irresistible consumer and an inbound trade agenda over the Canadian Thanksgiving weekend. The immediate economic impact of the Atlantic Agricultural Fall Fair will lead to rapid growth in the regional food, beverage and tourism industries of this most deserving part of Canada. It will also further strengthen Halifax's leadership position as the innovative business capital of Canada's east coast with a strong commitment to public trust in our affordable local food supply.

The Atlantic Agricultural Fall Fair executive committee, in partnership with Saltscapes event team will present a turn-key activation of programming and activities that align with the mandate of promoting the agricultural economy and culture while providing an entertaining and interactive environment for all ages. Examples include:

- Create a focus on entry level opportunities for hobby farmers with seminars on agricultural land availability in the Halifax area, and all across suburban and rural parts of Atlantic Canada.
- Ensure a strong focus on junior and senior high school students with entrepreneurial activities offered by urban/suburban community gardens, and rural-based 4H groups.
- Create high profile awareness of the exciting world class agricultural and agri-food food science being undertaken at many post-secondary institutions serving the Atlantic region.
- Showcase the recent rise of the award-winning craft beverage alcohol industry and its impact of the Halifax based farmers markets and restaurant culture.

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Atlantic Agricultural *Fall Fair*

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- Provide consumer sampling and purchasing opportunities to promote individual products including incubator initiatives such as Halifax's amazing Hope Blooms.
 - Create demand for long weekend occupancy impact to all fixed roof accommodation in Halifax.
 - Strengthen consumers understanding about food security and how to shop smartly for their food.

Simply stated, the 2016 event mandate is to maximize every dollar invested by facilitating innovative business ideas, current and sound consumer research (including an event economic impact assessment), new consumer and trade programming and an aggressive cost recovery financial model to make this important annual Halifax event sustainable for future generations.

Please join us in supporting the inaugural Atlantic Agricultural Fall Fair and what will become Halifax's annual equivalent to Toronto's "The Royal" with an initial investment of \$100,000. We welcome an opportunity to meet with you and your council in the near future to discuss this opportunity in full detail.

Yours sincer

Original Signed

David Logie
Chairman
Atlantic Agricultural Fall Fair Society
[REDACTED]

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