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Item No. 9.1.1
Special Events Advisory Committee
May 24, 2017

TO: Chair and Members of the Special Events Advisory Committee

ORIGINAL SIGNED

SUBMITTED BY: _____
Brad Anguish, Director, Parks, Recreation & Communities

DATE: May 15, 2017

SUBJECT: Marketing Levy Special Events Grant Report 2017

ORIGIN

Applications received pursuant to Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Grants

LEGISLATIVE AUTHORITY

Administrative Order (AO) 2014-020-GOV, Respecting Marketing Levy Special Event Reserve Grants

RECOMMENDATION

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

1. Approve the 13 Event Grants for a total of \$332,000 as identified in Table 1 from the 2017/18 Community and Events Reserve, Q621;
2. Defer a decision on applications from the East Coast Music Awards and Rendez-Vous 2017 – Tall Ships Nova Scotia until submission of additional information;
3. Pending final approval of the 2018/19 operating budget, approve 2 Event Grants for a total of \$19,000 as identified in Table 2 from the 2018/19 Community and Events Reserve, Q621; and
4. Pending the approval of the 2019/20 budget, approve 2 Event Grants for a total of \$19,000 as identified in Table 3 from the 2019/20 Community and Events Reserve, Q621.

BACKGROUND

This report outlines the recommended Marketing Levy Special Events (MLSER) grant awards for applications submitted to the 2017 intake. Funding is provided from the Community and Events Reserve (Q621) under the opportunities category which has a business case, approved by Regional Council, which defines the purpose of the reserve as follows:

- To provide funding to attract and host exceptional large-scale sporting events and tourism events that create significant economic impacts, promote Halifax as a multi-experiential event destination and attract tourists to HRM for multiple day visits;
- To provide funding to community non-profit and public institutions in support of major capital initiatives by facilitating the development of significant community infrastructure in order to realize tangible cultural, sectoral and economic impacts on a national, provincial, regional or sectoral scale and;
- To provide funding to support the principles and objectives of the Cultural Plan and the HRM Public Art Policy.

The funding from the Hotel Marketing Levy are deposited in Q621 and withdrawals are approved by Regional Council, in accordance with AO 2014-020-GOV Respecting Marketing Levy Special Events Grants. Funds that are not spent in a given year are carried forward in the reserve for use in accordance with the business case of the reserve, which includes allocations for the major hosting program. This supports the Special Events Advisory Committee's (SEAC's) commitment to accumulate funds to build capacity in the reserve to host "Marquee" events that require significant hosting fees (i.e., the Juno Awards). An annual reservation of \$400,000 is allocated within the reserve to help build the fund for these major events opportunities. All recommendations respecting the allocations of the MLSER are governed by the AO 2014-020-GOV.

The Administrative Order (AO) on MLSER Events governs four programs:

- Emerging Events – supports organizations that bring or create a developing event with potential and has a minimum budget of \$50,000;
- Tourism Events – supports annual or one-time events that have a minimum budget of \$300,000;
- Signature Events – supports large scale events that have been in existence for 5 years and have a minimum budget of \$500,000;
- Major Hosting Events - supports organizations bidding on the rights to host major events that draw tourists, have a minimum budget of \$500,000 and are in receipt of funding from other levels of government.

The AO on MLSER Events also outlines the option for HRM to provide 3 years of funding to Emerging and Signature events to provide organizations with a level of commitment to assist with the sustainability of their events.

Staff undertakes the grant application process as outlined in the AO on MLSER Events. This report outlines the recommended 2017/18 MLSER grants for the SEAC's consideration for recommendation to Regional Council.

DISCUSSION

There were 17 applications submitted for funding to the 2017/18 grant intake process. There were 3 applications submitted to the Emerging Events program, 12 applications submitted to the Tourism Events program, and 2 applications submitted to the Major Hosting Events program. Event information on the applications can be found in Attachment 1. There are also 7 events that are in year 2 of 3 of the Signature Events program, and 2 events in years 2 of 3 of the Emerging Events program as per below:

- Emerging Events Program
 - Groundswell Music Festival
 - Maritime Race Weekend

- Signature Event Program
 - Atlantic Film Festival
 - Blue Nose Marathon
 - Halifax Busker Festival
 - Halifax Comedy Festival
 - Halifax Jazz Festival
 - Halifax Pop Explosion
 - Royal Nova Scotia International Tattoo

Eligibility

Based upon the eligibility criteria, 14 events are deemed eligible, 2 events have been deemed ineligible and 1 event withdrew their application.

Exceptional/Ineligible

The 2 events deemed ineligible are: the Aileen Meagher International Track Classic and the 2017 Female Box Lacrosse Nationals & U19 Women's Field Lacrosse International Championships. Both events submitted applications to be considered in the Tourism Events program and both event budgets did not meet the required minimum level. However, staff note that this minimum budget requirement is currently being reviewed as stated in the below section "Amendments to the AO". Notwithstanding the minimum budget standard, both events do have economic merit and generate sufficient room nights that would qualify them for funding. Therefore, based on this information, it is recommended that both events receive funding outside the program under exceptional circumstances.

Evaluation

As per the AO on MLSER Events, all applications are evaluated based on tourism, economic and media/exposure. Other key elements that are considered include the financial stewardship and governance of the event organization, as well the prestige the event offers to enhance Halifax's reputation as a successful event destination. In addition, events applying to the Emerging and Major Hosting programs are assessed on funding commitments from other levels of government.

- Tourism impacts are assessed based on room nights (guaranteed and estimated), along with seasonality and location (urban vs suburban vs rural).
- Economic impacts are assessed by applying the Sport Tourism Economic Assessment Model (STEAM). The predictive STEAM Report is an economic and tourism assessment tool adopted by the Nova Scotia Tourism Agency (NSTA) that is provided by the Canadian Sport Tourism Alliance (CSTA). The model is adjusted to provide evaluation on tourism events that have no sporting component.
- Media (enhanced visibility of the Municipality) is assessed using information outlined in proposed media plans representing live streaming, television broadcast and social media campaigns.

Specific Event Information

Halifax Pop Explosion 25th Anniversary

In 2016/17, Halifax Pop Explosion was one of three events under the Signature Events program which was approved for a transitional reduction in funding levels under the new scoring process. The other two events were the Royal Nova Scotia International Tattoo and the Blue Nose Marathon. These three events received three year funding as part of the Signature Events program. They received their previous funding levels in the first year (2016), a transition level in the second year (2017) and will be awarded the final reduction level in the third year (2018). The Halifax Pop Explosion was awarded event grants of \$40,000 for 2016/17, \$36,000 for 2017/18, and \$32,000 for 2018/19.

It is noted that this event will celebrate their 25th Anniversary in 2017. Therefore, the event is considered for a one time increase in funding up to a maximum of 10% of the previous year's total grant amount to support additional programming under the quarter century anniversary program in accordance with section 4(1)(iv) of the AO. It is recommended that the Halifax Pop Explosion receive an additional grant of \$4,000 (10% of \$40,000) in 2017/18 to assist with their 25th Anniversary event.

Major Hosting Events Applications

There are two applications submitted for funding via the Major Hosting Events Program; the 2018 East Coast Music Awards and Rendez-Vous 2017 - Tall Ships Nova Scotia. Both events are significant in scale and are requesting substantial investment.

The STEAM report is the primary tool in assessing the economic impact of events, especially large scale events such as Tall Ships and the ECMAs. However neither STEAM reports were completed at the time of writing of this report. The Rendez-Vous 2017 application submitted the budget and input information; however, the STEAM process of breaking down the economic impact numbers for Halifax from the other port destinations has not been completed. This Province has declared this complex process requires a significant amount of time to calculate and the report should be generated in the coming weeks.

The East Coast Music Association submitted a high level budget with their application; however more detail is required to process a predictive STEAM report. The Association has communicated that it will be able to finalize a more detailed budget at the end of the month after the 2017 Awards event.

Both applications are currently being recommended for deferral until this information is submitted. Should staff receive the STEAM reports for both events before the May SEAC meeting date, staff will score the application and bring it forward for consideration at the meeting.

Summary of Recommended Funding

The proposed MLSE funding amounts are displayed in Table 1 for 2017/18, Table 2 for 2018/19 and Table 3 for 2019/20.

Table 1: 2017/18 Proposed MLSER Grant Awards – Q612			
Emerging Events	16/17 Grant	17/18 Request	17/18 Proposed
Halifax Urban Folk Festival	N/A	\$15,000	\$13,000
Spur Festival	N/A	\$6,000	\$6,000
TOTAL		\$21,000	\$19,000
Tourism Events			
2017 FIBA World Cup Qualifier	N/A	\$25,000	\$25,000
2018 Karate Canada National Championships	N/A	\$25,000	\$25,000
Aboriginal Day Live	*\$77,000	\$50,000	\$40,000
CheerExpo	\$30,000	\$50,000	\$35,000
Epic Dartmouth	\$39,000	\$50,000	\$30,000
Hal-Con	\$39,000	\$50,000	\$39,000
Play On! Halifax	N/A	\$30,000	\$5,000
SEDMHA	\$35,000	\$35,000	\$35,000
Soccer Canada Festival	N/A	\$50,000	\$50,000
Sole Sisters Women's 5K	N/A	\$50,000	\$10,000
TOTAL		\$415,000	\$294,000
Signature Events			
Halifax Pop Explosion			\$4,000
TOTAL			\$4,000
Major Hosting Events			
East Coast Music Awards	**\$100,000	\$200,000	Deferred
Rendez-Vous 2017 - Tall Ships Nova Scotia	**\$500,000	\$600,000	Deferred
TOTAL		\$800,000	Deferred
Exceptional/Ineligible			
2017 Female Box Lacrosse Nationals & U19 Women's Field Lacrosse International	N/A	\$10,000	\$10,000
Aileen Meagher International Track Classic	\$10,000	\$17,500	\$5,000
TOTAL		\$27,500	\$15,000
TOTAL 2017/18 MLSER EVENTS		\$1,263,500	\$332,000

* MLSER Grant received in 2014

** MLSER Grants received in 2012

Table 2: 2018/19 Proposed MLSER Grant Awards – Q621		
Emerging Events	18/19 Request	18/19 Proposed
Halifax Urban Folk Festival	\$15,000	\$13,000
Spur Festival	\$7,000	\$6,000
TOTAL	\$22,000	\$19,000

Table 3: 2019/20 Proposed MLSER Grant Awards – Q621		
Emerging Events	19/20 Request	19/20 Proposed
Halifax Urban Folk Festival	\$15,000	\$13,000
Spur Festival	\$7,500	\$6,000
TOTAL	\$22,500	\$19,000

Amendments to the AO

On March 8, 2017, the Audit and Finance Standing Committee passed a motion to direct a review of the Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Reserve Grants. The motion directs staff to consult with SEAC to identify areas for improvement and modification as part of the review process. The review process will include an analysis of criteria such as program budget minimums, annual funding, eligibility criteria and intake timelines. A report for consideration of the Audit and Finance Standing Committee will be generated in the fall of 2017.

Post Event Reporting

All events that receive event funding from the Municipality are required to submit final event reports as part of the funding process. The final event report provides staff with information on the successes and challenges associated with the event. This is a key deliverable for events that receive 3-year sustainable funding to ensure the criteria is being met and no significant changes have occurred. Attachment 2 provides a brief summary of each of the 2016/17 event outcomes.

FINANCIAL IMPLICATIONS

All recommendations are subject to availability of MLSER reserve funds. With the approval of the 2017/18 and 2018/19 budgeted withdrawals, the funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required. All applicants do not have any outstanding monies owed to the Municipality. Any remaining MLSER funds will carry forward to the 2018/19 fiscal year to continue to build a pool to enable HRM to attract and host major events.

Budget Summary: Opportunity Reserves – Community and Events Reserve, Q621

Balance in Reserve, at March 31, 2017	\$ 2,772,112	
Marketing levy portion of above balance		\$ 1,029,233
Marketing levy portion of commitments at March 31/17		\$ (685,253)
Marketing levy budgeted revenue to March 31, 2018 including interest		\$ 1,287,859
Marketing levy budgeted withdrawals to March 31, 2018		<u>\$(1,296,800)*</u>
Marketing levy projected net available balance, March 31, 2018		\$ 335,039

*Breakdown of approved withdrawals of 17/18:

MLSR Events (Emerging, Tourism, Signature, etc)	\$877,800**	
Allocation for hosting	\$400,000	
Christmas trees for Boston/Japan	<u>\$ 9,000</u>	\$1,296,800

**MLSR Events allocation:

2017/18 Grant awards from 2016 report	\$ 877,800
Increase to Halifax Pop Explosion within this report	\$(402,500)
Recommendation grant awards per this report	\$(4,000)
Balance of unallocated, approved withdrawals	<u>\$(332,000)</u>
	\$ 139,300

Opportunity Reserve – Community and Events Reserve, Q621

This reserve is to receive funds from an annual transfer of the Provincial Hotel Sales Tax (Marketing Levy); transfers from fiscal services, amounts transferred as approved by Council, and may be withdrawn for the Marketing Levy grant program, cultural and heritage projects, significant community infrastructure and public art.

RISK CONSIDERATION

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low. To determine this, consideration was given to financial and reputation risks.

COMMUNITY ENGAGEMENT

The SEAC includes members of the public.

ENVIRONMENTAL IMPLICATIONS

None identified.

ALTERNATIVES

Alternative 1: SEAC may choose to recommend that Regional Council increase or reduce the amount of any event grant in accordance with AO 2014-020-GOV.

ATTACHMENTS

Attachment 1: Eligibility and Event Information
Attachment 2: Post Event Report Summaries
Attachment 3: Event Evaluation

A copy of this report can be obtained online at <http://www.halifax.ca/commcoun/index.php> then choose the appropriate Community Council and meeting date, or by contacting the Office of the Municipal Clerk at 902.490.4210, or Fax 902.490.4208.

Report Prepared by: Paul Forrest, Civic Events Coord. Events Grants Admin 902.490.6979

ORIGINAL SIGNED

Report Approved by:

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Financial Approval by: Amanda Whitewood, Director of Finance and Asset Management/CFO, 902.490.6308

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Report Approved by:

John Traves, Q.C., Municipal Solicitor, 902.490.4226

**Attachment 1
Eligibility and Event Information**

Exceptional Clause

Upon review of the applications, 2 events were deemed ineligible for funding as they do not meet the minimum budget requirement of \$300,000 for the Tourism Event program. However, as stated in the report, these events have economic merit and are recommended for funding.

- 1. Event: Aileen Meagher Track Classic**
Organization: Athletics Nova Scotia
Grant Requested: \$17,500
Past Grant: \$10,000 2016/17

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$124,500	1,500	300	200	\$137,449

This event is proposed for June 10, 2017, at Saint Mary's University, Halifax. The purpose of the event is to host an annual track and field competition featuring local, national and international athletes. The Aileen Meagher International Track Classic is 1 of 5 events that make up the National Track League circuit and features youth, para and master athletes.

Media Impact: The event will be live streamed on Bell Media.

It should be noted that in 2016 the event was also deemed ineligible due to its budget level. However, Regional Council awarded an event grant of \$10,000 based on the long term history of funding the event and agreed to offer a transition year with a reduced funding level.

- 2. Event: 2017 Female Box Lacrosse Nationals & U19 Women's Field Lacrosse International**
Organization: Lacrosse Nova Scotia Society
Grant Requested: \$10,000
Past Grant: N/A

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$72,000	10,000	6,000	1,500	\$749,400

This event is proposed for July 17 - 24, 2017, at the Halifax Forum and at an all-weather turf TBD. The purpose of the event is to provide a national tournament for the best female box lacrosse players in Canada to compete for a national title and to provide the best female field lacrosse players in Canada, and from other countries, an invitational tournament in eastern Canada. The goal is for these events to assist in growing both lacrosse streams in Nova Scotia and bring new members to the lacrosse community. There will be approximately 14 teams in divisions ranging from bantam to junior who will play a round robin of games leading to a championship round. The Women's Field Lacrosse Tournament will have one age division with 6 teams from within and outside of Canada.

Media Impact: The event will be live streamed on Bell Media.

Eligible Events

Upon review of the applications, 14 were deemed eligible for funding and their information is presented below by event program. The STEAM metric is based on the total net increase in economics in Nova Scotia.

EMERGING EVENTS

- 1. Event: Halifax Urban Folk Festival**
Organization: Halifax Urban Folk Festival Society
Grant requested: \$15,000
Past Grant: N/A

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$309,300	8,500	1,500	200	\$149,165

This event is proposed for August 27 - September 3, 2017, at various live music venues and outdoor spaces in Halifax. The purpose of the event is to present and celebrate outstanding songwriters from across Canada, and to provide an opportunity for unique musical experiences. The event happens over the 8 days leading up to and including Labour Day. For 2017, a free large outdoor concert is planned for Grand Parade celebrating Nova Scotian songwriters and musicians. The event estimates a total of 65 volunteers delivering 1,260 volunteer hours.

Media Impact: The event will offer some streaming via Facebook Live and will offer recorded videos on their YouTube Channel.

- 2. Event:** **Spur Festival**
Organization: **Literary Review of Canada Charitable Organization**
Grant requested: **\$6,000**
Past Grant: **N/A**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$145,500	5,000	600	330	\$164,540

This event is proposed for October 26 - 29, 2017, at various locations such as the Halifax Central Library, Shambhala Centre, the Canadian Museum of Immigration at Pier 21, King's College and The Museum of Natural History. The purpose of the event is to bring the community together with a wide variety of arts presenters, artists, scientists, performers, thinkers, writers and speakers to re-imagine the kind of society in which they want to live, and to be a catalyst for on-going dialogue and citizen engagement. The event is based on a collaborative model and sessions revolve around an annual national theme that is curated at the local level. The event occurs in 5 different cities across Canada and strives to feature content from different ethno-cultural communities. The event estimates a total of 30 volunteers delivering 300 hours.

Media Impact: The event plans to record sessions for iTunes and their YouTube channel.

TOURISM EVENTS

- 3. Event:** **2017 International Basketball Federation (FIBA) World Cup Qualifier**
Organization: **Basketball Nova Scotia**
Grant requested: **\$25,000**
Past Grant: **N/A**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$310,000	5,000	1,000	200	\$824,277

This event is proposed for November 25, 2017, at the Scotiabank Centre, Halifax. The purpose of the event is for the Canadian Men's Basketball Team to host a qualifying game for the FIBA World Cup. The event would also work with Basketball Canada to hold coaching and player clinics. The event estimates a total of 50 volunteers delivering 150 volunteer hours.

Media Impact: Currently in discussions to have the game broadcasted nationally on a major sports network.

- 4. Event:** **2018 Karate Canada National Championships**
Organization: **Karate Nova Scotia**
Grant requested: **\$25,000**
Past Grant: **N/A**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$380,500	1,420	1,120	640	N/A

This event is proposed for March 7-11, 2018, at the Canada Games Centre. The purpose of the event is to host a National Championships to unite athletes across coast to coast, and to determine qualifying for

the Junior and Senior National Karate Teams that represent Canada internationally. The event will be a four day tournament featuring athletes, coaches and officials from across and country, and will feature junior, senior, team, individual, kumite and kata competition events. The event will also feature coaching and officials' clinics before the tournament. The event estimates a total of 100 volunteers delivering 1,000 volunteer hours.

Media Impact: The event will be live streamed on Bell Media as well as the Karate Canada website.

5. **Event:** **Aboriginal Day Live**
Organization: **Aboriginal Peoples Television Network**
Grant requested: **\$50,000**
Past Grant: **\$77,000 2014/15**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$598,650	15,000	5,000	335	\$604,876

This event is proposed for June 21, 2017, at the Salter Street event site on the Halifax Waterfront. The purpose of the event is to give the opportunity for all Canadians to gain awareness of Aboriginal cultures through celebration. It is Canada's largest event in recognition of National Aboriginal Day and is hosted in seven cities including Halifax, Montreal, Ottawa, Winnipeg, Edmonton, Vancouver and Yellowknife. Halifax Waterfront will be home to a free Celebration Village and a free evening concert. Wigwams will be raised along the waterfront and lit in multi-colors on the night of June 20. On June 21, National Aboriginal Day, the venue will be transformed with cultural activities, demonstrations and culinary sampling as well as dance and musical performances. The event estimates that a total of 50 volunteers providing over 1,000 volunteer hours.

Media Impact: The event will end with a concert from 6:00 p.m. - 10:00 p.m. that will be livestreamed from its own dedicated web channel. The last two hours will also be part of a seven-city national six-hour live broadcast via TV, radio and online. The total reach for this project is estimated to be 1.25 million people via TV, radio and web.

6. **Event:** **Cheer Expo National Championships**
Organization: **Cheer Expo Cheerleading and Dance Events Inc.**
Grant requested: **\$50,000**
Past Grant: **\$30,000 2016/17**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$335,000	5,800	4,100	2,188	\$1,493,984

This event is proposed for April 6 - 8, 2018, at the Halifax Forum. The purpose of the event is to determine the best of competitive cheerleading for numerous levels of expertise in Atlantic Canada. The event is a qualifier for The One Cheer and Dance Finals and The USASF World Championships. The event also offers training clinics and sport specific goods vendor section. The event is a 2-day competition featuring 138 teams who compete in front of a panel of judges from across North America. The event estimates a total of 40 volunteers delivering 500 volunteer hours.

Media Impact: None identified.

7. **Event:** **Epic Dartmouth**
Organization: **Nova Scotia Triathlon Association**
Grant requested: **\$50,000**
Past Grant: **\$39,000 2016/17**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$424,605	5,500	1,100	600	\$917,250

This event is proposed for June 30 - July 3, 2017, at Lake Banook, Dartmouth. The purpose of the event is to continue to produce and deliver the largest multisport event in Eastern Canada and encourage active living among residents. The event hosts multiple races over 5 days, including Epic Canadian (5KM/10KM/half marathon), Epic Marathon, Epic Swim, Epic Kids Triathlon (largest in Eastern Canada) and Epic Dartmouth (adult triathlon). The Epic Canadian run has a large focus this year, which will include

a concert post run and the Epic Dartmouth has been refocused to include shorter distances to broaden the participant base. The event estimates a total 375 volunteers delivering 8,500 volunteer hours.

Media Impact: None identified.

- 8. Event:** Hal-Con
Organization: Hal-Con Sci-Fi Fantasy Association
Grant requested: \$50,000
Past Grant: \$39,000 2016/17

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$513,080	8,900	2,920	480	\$1,129,207

This event is proposed for September 22 - 24, 2017, at the Scotiabank Centre, Grand Parade Square and the World Trade and Convention Centre, Halifax. The purpose of the event is to serve as a cultural beacon representing geeks and nerds to create a positive environment for learning, self-expression and promoting a cultural shift. The event hosts over 350 activities in 3 days including special high profile guest speakers, live theatre, comedians, panels, dance, and cultural food tasting. The event estimates a total of 350 volunteers delivering 30,000 volunteer hours.

Media Impact: The event will be experimenting with streaming segments of the event via Facebook Live.

- 9. Event:** Play On! Halifax
Organization: Play On! Canada
Grant requested: \$30,000
Past Grant: N/A

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$301,330	4,035	586	388	\$849,564

This event is proposed for June 17 -18, 2017, at the Halifax Common, Cogswell Street and Trollope Street. The purpose of the event is to promote engagement in recreational activity for participants of all ages and genders, and to provide an enjoyable, positive sports experience. The event is a two-day street hockey tournament featuring a festival atmosphere. Participating teams are divided into divisions by age and skill level. The event estimates a total of 175 volunteers delivering 1,500 hours.

Media Impact: None identified.

- 10. Event:** Shearwater East Dartmouth Minor Hockey Association (SEDMHA)
Organization: SEDMHA Minor Hockey Tournament
Grant requested: \$35,000
Past Grant: \$35,000 2016/17

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$508,000	50,000	20,000	2,444	\$3,595,694

This event is proposed for November 24 - 27, 2017 (SEDMHA Female) and March 23 - April 1, 2018 (SEDMHA Minor & Novice) at 21 arenas across the Municipality. The purpose of the event is to celebrate Minor Hockey on the east coast. The event features teams ranging in ages 6 to 17, including both male and female teams competing in various divisions including Novice, Atom, Peewee, Bantam and Midget. The event has 3 major sections including the SEDMHA Minor Hockey Tournament and SEDMHA Novice Jamboree held in the spring, and a SEDMHA Female Hockey Tournament held in the fall. The SEDMHA Minor Hockey Tournament is a 4 day weekend event featuring approximately 220 teams and 600 games across 18 arena venues. The SEDMHA Novice Jamboree is held the weekend prior to the SEDMHA Minor Tournament and is comprised of 65 novice teams in three skill levels. The SEDMHA Female Hockey Tournament features over 55 Female teams from across the Maritime Provinces, including Atom, Peewee Bantam and Midget teams. The event estimates that a total of 50 volunteers delivering 225 volunteer hours.

Media Impact: Investigating possible live streaming with Bell Media.

11. Event: Soccer Canada Festival
Organization: Soccer Nova Scotia
Grant requested: \$50,000
Past Grant: N/A

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$500,000	12,000	4,000	500	\$742,552

This event is proposed for September 2017, at Wanderer's Field, downtown Halifax. The purpose of the event is to host a series of international high quality soccer matches. Soccer Nova Scotia is working with the Canadian Soccer Association and the Vancouver Whitecaps to secure two high level events. In addition to the high level games, plans are to hold athlete and official camps, clinics and other soccer events throughout HRM in partnership with the various soccer clubs. The event estimates a total of 200 volunteers delivering 10,000 hours.

Note: The event organizer has confirmed that if the event does not receive the full amount of the request it will not take place and a reduced award cannot be considered.

Media Impact: Currently working with the Canadian Soccer Association and Vancouver Whitecaps on broadcasting agreements with TSN.

12. Event: Sole Sisters Women's 5K
Organization: Girls Gone Gazelle Run Club
Grant requested: \$50,000
Past Grant: N/A

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$320,000	3,250	1,722	904	\$564,676

This event is proposed for June 10, 2017, at the Burnside Industrial Park, Dartmouth. The purpose of the event is to have girls and women become active through an untimed 5K walk/run called Sole Sisters and to generate revenue for the free girls' confidence training group: Girls Gone Gazelle Run Club. The Girls Gone Gazelle Run Club is free to its participants (shoes, uniforms, race fees, etc.) and has trained over 300 girls. There are 9 socials (meant to inspire or actually get girls and women walking and running) in Dartmouth; several other pop-up training sessions in HRM that offer walking/running or yoga classes; and up to 13 on the road socials that occur in communities throughout Nova Scotia from Yarmouth to Sydney. The event estimates a total of 278 volunteers delivering 1,278 hours.

Media Impact: The event will stream workshops through Periscope in 2017.

MAJOR HOSTING EVENTS

13. Event: East Coast Music Awards
Organization: East Coast Music Association
Grant requested: \$200,000
Past Grant: \$100,000 2012/13

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$1,900,000	17,000	5,000	1,290	TBD

This event is proposed for May 2 - 6, 2018, at the Scotiabank Centre and the Halifax Convention Centre. The purpose of the event is to develop, advance and celebrate East Coast Canadian music, its artists and its industry professionals throughout the region and around the world. The event includes a broadcast Awards Show, artists from various genres performing at multiple downtown venues and concerts featuring headline acts. The event also includes industry engagement and an industry award show recognizing the accomplishments of industry professionals.

The 2018 ECMAs in Halifax marks the 30th anniversary of the event. This anniversary will be used as additional branding in many of the marketing efforts and documents, including press releases, logos,

advertisements and signage.

The event has confirmed funding of \$300,000 from the Province of Nova Scotia and has applied for funding to the Atlantic Canadian Opportunities Agency. The event estimates a total 350 volunteers delivering 7,000 volunteer hours.

Media Impact: Bell Aliant will film and broadcast via Bell Fibe TV and the event will be streamed online at ECMA.com and Bell TV1. Content will also be archived for Video on Demand.

14. Event: **Rendez-Vous 2017 - Tall Ships Nova Scotia**
Organization: **Waterfront Development Corporation Limited**
Grant requested: **\$600,000**
Past Grant: **\$500,000 2012/13**

	Budget	Attendance	Outside HRM	Room Nights	STEAM
Estimated	\$4,700,000	275,000	130,000	300+	TBD

This event is proposed for July 28 until August 1, 2017, along the Halifax Waterfront. Halifax is an official race port and will host the last leg of the race to Le Havre, France. The purpose of this event is to celebrate Canada 150, promote Nova Scotia by showcasing Nova Scotia culinary, entertainment and stories, highlight the Bluenose II, support sail training, and drive direct event visitation to Halifax and Nova Scotia.

The event will include a Georges Island dinner series, picnics and concerts, outdoor film screenings, CBC Mainstage (Salter St. event site), Food Fare by the Sea (Salter St. event site), Kids Zone, Bluenose Exhibit, free ship tours, Symphony Nova Scotia performances, Mi'kmaq culinary area, opening ceremonies, Parade of Sail, and four nights of fireworks.

The event has been approved for \$1.5 million from the Province of Nova Scotia and also has been approved for \$1.5 million from Canadian Heritage (to cover all the ship fees from the Canada 150 Program). The event will also be submitting a request to the Atlantic Canadian Opportunities Agency for \$500,000. The event estimates a total of 500 volunteers delivering 5,000 hours. It should be noted that the event application stated that the number of room nights is difficult to estimate as the event is at the height of tourism season resulting in other room bookings.

Media Impact: None identified.

Attachment 2

2016/17 Post Event Report Information

The following information is based on a review of the 2016 reports that are submitted to staff post event. All events reported successful economic and tourism outcomes, with one event showing a budget deficit.

EMERGING EVENTS

1. Groundswell Music Festival

Date of event: March 16-18, 2017

Summary: The event took place on March 16 at the Spatz Theatre, and on March 17 & 18 at the Olympic Community Centre. The event focus was on Nova Scotian music, food and beverage. This year, the event featured three nights of rock, pop and Celtic music with local food and drink sourced from across the province. This year's event featured Rawlins Cross, Heather Rankin, The Stanfields, Like a Motorcycle, Ria Mae, and In-Flight Safety.

Goals/ Changes: The event plans to build the profile of the festival and significantly build on ticket sales and overall revenues. The event will be marketed more widely outside of the Nova Scotia region in 2017.

	Proposed	Actual
Attendance	2,000	1,900
Room Nights	60	60
Budget	\$87,000	\$103,000

2. Maritime Race Weekend

Date of event: September 15-16, 2016

Summary: The event took place at Fisherman's Cove, Eastern Passage and attracted runners from Canada, United States, Europe, South America and Australia. The event cross promoted with Destination Halifax and was featured on Canadian Running Magazine's website as Nova Scotia's 'Destination Race'.

Goals/ Changes: The event will continue to build their social media following and cross promote with other events across Canada. Organizers deemed the 2016 event successful and have no major changes planned.

	Proposed	Actual
Attendance	5,400	3,445
Room Nights	1,210	1,000
Budget	\$315,000	\$350,000

TOURISM EVENTS

3. CIS Final 8 Men's Basketball Championship 2017

Date of event: March 9 - 12, 2017

Summary: The event took place at the Scotiabank Centre. The event partnered with Colour and steered away from traditional media and focused on digital media marketing. The event also worked with designated local restaurants and bars to be official 'Hoop Houses' and all games were broadcast live. The semifinals and finals were broadcast nationally on Sportsnet, and the remaining games were broadcast regionally on TV1 and webcasted internationally through USPORT.

Goals/ Changes: The event plans to continue to deliver a high level calibre basketball event. Based on the 2017 deficit, some programming may have to be altered for the 2018 event.

	Proposed	Actual
Attendance	30,000	24,740
Room Nights	850	850
Budget	\$614,000	\$521,000

4. Epic Dartmouth

Date of event: June 30 - July 3, 2016

Summary: The event was centered at Lake Banook, Dartmouth and included the EPIC Canadian (5k, 10k, quarter & half marathons), Epic Swim, Epic Kids (triathlon), and Epic Tri-A-Tri (beginner distance triathlon targeted at adults). The full long distance triathlon had to be postponed due to road construction that left no available bike course. The event expanded to include adding another day of run events featuring both half and quarter marathon distances. The event also moved the EPIC Kids mini-triathlon to its own day as it had outgrown its capacity to share the venue with another event.

Goals/ Changes: In 2017, the event plans to refocus the weekend with emphasis on Canada150 and its fastest growing events, the EPIC Canadian and EPIC Kids. The event also plans to expand on the entertainment component added in 2016 and will have a new addition of a Friday night run, giving participants the ability to complete a three-day, four-run, 42.2k Marathon. The new Friday night event will lead into an 'EPIC' celebration on the lake, featuring live bands and the pre-Canada Day fireworks. The event will continue to offer the adult Tri-A-Tri at multiple distances as the race had a significant pickup in 2016.

	Proposed	Actual
Attendance	13,000	5,000
Room Nights	721	350
Budget	\$361,000	\$195,000

5. Hal-Con

Date of event: November 4 - 6, 2016

Summary: The event took place at Grand Parade Square, the World Trade and Convention Centre, and the Scotiabank Centre. The event hosted over 350 activities in 3 days, including guest speakers, live theatre, comedians, panels, dance, and cultural food tasting. The event had over 300 volunteers delivering 3,000 volunteer hours.

Goals/ Changes: Organizers deemed the 2016 event successful and plans to move the event to the new Halifax Convention Centre for 2018 which will provide significant opportunities for growth. The 2017 event date had to be moved to the end of September due to scheduling conflicts with the World Trade and Convention Centre.

	Proposed	Actual
Attendance	8,000	8,150
Room Nights	750	700
Budget	\$433,000	\$385,000

6. Cheer Expo

Date of event: March 24 - 26, 2017

Summary: The event took place at the Halifax Forum and in total had 120 teams compete. Of the 120 teams, 25 were local (within an hour of Halifax) and 64 were from out of province. Away teams were from Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, Quebec, Ontario and British Columbia. There were no junior high or high school teams from Nova Scotia competing due to the work to rule action by the Nova Scotia Teachers Union.

Goals/ Changes: Organizers deemed the 2016 event successful and plan to continue to deliver a highly competitive volunteer competition for 2017. The 2016 event is currently being reviewed to see if there are any changes needed for 2017.

This event is still within the Post Event Reporting period and therefore the attendance, room nights and budget is TBD. The event organizers state that the event was a success and have received positive feedback from participants.

7. SEDMHA

Date of event: March 24 - April 3, 2017

Summary: The event took place at various hockey rinks within HRM. A total of 285 teams, 170 referees and 100 volunteers participated in the Minor hockey tournament. The 2016 event was able to offer free admission to all games.

Goals/ Changes: Organizers deemed the 2016 event successful. The event has concerns regarding ice availability for 2017 regarding potential closures of the Bowles and LeBrun arenas and the projected timeline for the opening of the new 4-Pad arena in Dartmouth.

This event is still within the Post Event Reporting period and therefore the attendance, room nights and budget is TBD. The event organizers state that the event was a success and have received positive feedback from participants.

SIGNATURE EVENTS

8. Atlantic Film Festival

Date of event: September 15 - 22, 2016

Summary: The event took place at numerous venues in the Municipality including the Lord Nelson Hotel, Rebecca Cohn Auditorium, Cineplex Park Lane Theatres, Cineplex Oxford and the Art Gallery of Nova Scotia. The Outdoor Film Experience also had screenings at Tall Ships Quay, Sullivan's Pond, Dartmouth Crossing, Grand Parade and the Central Library. The festival had 117 total screenings, 225 films and 18 major parties and receptions, as well as new programming such as the National Film Board Showcase, Restored! (new film preservation series), and #WhereIFindFilm (a NSCAD partnership featuring faculty panel discussions).

The 2016 festival saw a box office increase of 13% compared to 2015 and featured the successful return of screenings back to the Oxford Theatre. It is important to note that the changes that have been made over the past 5 Festivals have resulted in paying off the 2012 deficit of \$450,000, which is 2 years ahead of the 3-year Strategic Plan.

Goals/ Changes: Organizers deemed the 2016 event successful. In 2017, the Festival will embark on the first part of a multi-year "rebranding" which will bring all of the events (Atlantic Film Festival, Viewfinders: Atlantic Film Festival for Youth, AFF Outdoor Film Experience, and Strategic Partners) into one cohesive brand to ensure maximizing all opportunities with the general public.

	Proposed	Actual
Attendance	30,000	28,085
Room Nights	2,950	565
Budget	\$1,800,000	\$1,041,000

9. Blue Nose Marathon

Date of event: May 20 - 22, 2016

Summary: The event was centered at the Scotiabank Centre with running courses throughout peninsula Halifax. The event weekend consisted of three pillars: walking/running events (half/ full marathon, team relay, 10KM, 5KM and two youth runs – 2KM and 4KM), the Active Living Expo (a two-day lifestyle event at the World Trade & Convention Centre, and the Scotiabank Charity Challenge (a fundraising initiative for Blue Nose participants to raise money for a charity of their choice).

The 2016 Charity Challenge had a record year with 85 local charities and more than 1,400 participants raising a record amount of \$597,298. The 2016 event highlights include a 5KM Wheelchair Showcase, a partnership with Chef Inspired Group of Restaurants, a new partnership with the Downtown Halifax

Business Commission which led to a citywide promotion, and a record number of participants in the youth run (4,283).

Goals/ Changes: Organizers deemed the 2016 event successful with improved numbers compared to 2014 and 2015. The 2017 event will focus on increasing participants, growing the Team Myles program, and maintaining the wheelchair 5 km event and will combine it with the 5KM run.

	Proposed	Actual
Attendance	11,500	12,286
Room Nights	1,924	1,500
Budget	\$1,106,000	\$905,000

10. Halifax International Busker Festival

Date of event: July 26 - August 1, 2016

Summary: The festival featured performance venues with stage management and technical production at Historic Properties, Nathan Green Square, Maritime Museum of the Atlantic, Sackville Landing, Rotary Stage at Bishop Landing and Bishops Landing Boardwalk. The 2016 festival had 15 groups/performers from Canada, United States, Ireland, Australia, and Italy.

Goals/ Changes: With the ongoing construction on the Halifax Waterfront, the festival is finding it difficult to identify enough real estate that is viable for vendors (a main source of the festival revenue). As well, the festival has had changes in their hotel support which has created additional financial challenges. The 2017 festival hopes to capitalize on the excitement of the Tall Ships event, as well as the Canada 150 Celebrations.

	Proposed	Actual
Attendance	250,000	112,723
Room Nights	7,280	5,100
Budget	\$568,000	\$513,000

11. Halifax Comedy Fest

Date of event: March 24 – April 3, 2016

Summary: The festival produced 15 shows over 4 days that were taped for CBC TV and will be aired over 6 half-hour episodes in 2017. The festival occurred at several venues, including Casino Nova Scotia, Seahorse Tavern, Yuk Yuks, Lake Banook Canoe Club, Spatz Theatre, and the Halifax Central Library. The 2016 festival included Ha! for Home Bridge (fundraiser for Homebridge Youth), HomeGrown Show (showcases local upcoming talent), and Laugh @ Lunch (free lunch time series at the Halifax Central Library).

Goals/ Changes: Organizers deemed the 2016 event successful and there are no major changes planned for 2017.

	Proposed	Actual
Attendance	3,500	3,000
Room Nights	295	200
Budget	\$576,000	\$571,000

12. Halifax Jazz Festival

Date of event: July 12 - 17, 2016

Summary: The event took place at 10 sites with an additional 4 partnered stages. The Festival Main Stage was located at the Salter Street event space with additional festival shows that took place at the Company House, Saint Matthew's Church, Hydrostone Park, Theodore Tugboat, the Halifax Central Library, NSCC (Creative Music Workshop), Alderney Gate Public Library and the Dartmouth World Peace Pavilion. These event sites had a mix of free and paid programming, and the festival engaged 456 volunteers which delivered 6,892 volunteer hours.

Goals/ Changes: The Festival will focus on presenting a high-profile line-up of artists, to give audiences new and diverse opportunities. The 2017 festival will bring the work of professional local artists directly into different neighborhoods of the city by presenting expanding programming on the community stages that offer free daytime programming (in addition to main stage).

	Proposed	Actual
Attendance	45,000	52,000
Room Nights	2,168	1,873
Budget	\$1,104,000	\$1,421,958

13. Halifax Pop Explosion

Date of event: March 24 - April 3

Summary: The festival took place over 4 days in venues ranging in size from 100 seat capacity to 2,000 seat capacity including Gus' Pub, Forum Multi-Purpose Room, Rebecca Cohn Auditorium, Reflections Cabaret, St. Matthews United Church, the Carleton, the Seahorse Tavern, and Government House. In 2016, over 700 volunteers' submitted applications for the 300+ volunteer roles available and 20% of those 300+ volunteers selected were under 19 years of age.

Goals/ Changes: In 2017 the Halifax Pop Explosion will celebrate their 25th Anniversary. The festival aims to make this milestone a significant celebration with a headline act and plans to follow the goals as outlined in their 10 strategic plan.

	Proposed	Actual
Attendance	31,000	20,000
Room Nights	700	850
Budget	\$631,000	\$586,000

14. Royal Nova Scotia International Tattoo

Date of event: June 30 - July 7, 2016

Summary: The event took place at the Scotiabank Centre with 4 matinee and 4 evening shows. The 2016 event had strong ticket sales which exceeded the set goal by 20% and commemorated the Battle of Beaumont-Hamel and the No. 2 Construction Battalion. More than 3,300 youth were able to see the 2016 event via the Tickets for Youth Program where tickets are covered by sponsors. The Tattoo's partnership with PBS expanded to include a total of 29 affiliates, with a combined reach of up to 34.5 million people. In addition, 68 affiliates have requested copies of the program to consider adding it to the program which would result in a further 26.7 million people being reached. The event also hosted their Canada Day Parade and the Tattoo Festival which ran for three days along the Halifax Waterfront and select Sobeys Stores. The Tattoo utilized 1,259 volunteers.

Goals/ Changes: In June, 2016 the Tattoo founder and Artistic Director, Ian Fraser, and long-time CEO/ Executive Producer, Ann Montague, both retired after many years of service. The Tattoo made significant changes to the audience survey to better align with the STEAM report criteria. The 2017 event will focus on Canada 150 and the 100th anniversaries of the Halifax Explosion and the Battle of Vimy Ridge. The 2017 event will host additional matinee performances as per the results of the audience survey feedback.

	Proposed	Actual
Attendance	53,000	50,500
Room Nights	17,741	7,614
Budget	\$2,467,000	\$2,589,906

**Attachment 3
Event Evaluation**

Event Name	Score	Past	Request	Recommendation
Emerging				
Halifax Urban Folk Festival	13	N/A	\$15,000	\$13,000
Spur Festival	18	N/A	\$6,000	\$6,000
Tourism				
2017 FIBA World Cup Qualifier	33	N/A	\$25,000	\$25,000
2018 Karate Canada National Championships	30	N/A	\$25,000	\$25,000
Aboriginal Day Live	27	\$77,000	\$50,000	\$40,000
CheerExpo National Championships	42	\$30,000	\$50,000	\$35,000
Epic Dartmouth	20	\$39,000	\$50,000	\$30,000
Hal-Con	25	\$39,000	\$50,000	\$39,000
Play On! Halifax	16	N/A	\$30,000	\$5,000
SEDMHA	58	\$35,000	\$35,000	\$35,000
Soccer Canada Festival	31	N/A	\$50,000	\$50,000
Sole Sisters Women's 5K	25	N/A	\$50,000	\$10,000
Signature Events				
Halifax Pop Explosion	N/A	N/A	N/A	\$4,000
Ineligible Events				
2017 Female Box Lacrosse Nationals & U19 Women's Field Lacrosse International	33	N/A	\$10,000	\$10,000
Aileen Meagher International Track Classic	15	\$10,000	\$17,500	\$5,000
TOTAL			\$463,500	\$332,000