



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
May 9, 2018**

PRESENT: Councillor Stephen Adams, Chair  
Councillor Tony Mancini, Vice Chair  
Bruce Holland  
Jeff Ransome  
Robert Logan  
Ross Jefferson

REGRETS: Gordon Stewart  
Kevin MacIntyre

STAFF: Elizabeth Taylor, Manager Culture and Events  
Paul Forrest, Civic Events Coordinator  
Sharon Chase, Legislative Assistant

*The following does not represent a verbatim record of the proceedings of this meeting.*

*The agenda, reports, supporting documents, and information items circulated are online at [halifax.ca](http://halifax.ca).*

*The meeting was called to order at 9:00 a.m. and adjourned at 10:24 a.m.*

**1. CALL TO ORDER**

The Chair called the meeting to order at 9:00 a.m.

The Chair asked for a moment of silence to remember former Committee member Stuart Jolliffe.

**2. APPROVAL OF MINUTES – June 28, 2017**

MOVED by Robert Logan, seconded by Councillor Mancini

**THAT the minutes of June 28, 2017 be approved as presented.**

**MOTION PUT AND PASSED.**

**3. APPROVAL OF THE ORDER OF BUSINESS AND APPROVAL OF ADDITIONS AND DELETIONS**

Elizabeth Taylor, Manager Culture and Events, asked the Committee to consider a presentation on the Final CSTA Report and a STEAM presentation on the Tall Ships event.

MOVED by Ross Jefferson, seconded by Jeff Ransome

**THAT the agenda be approved as amended.**

Two-third majority vote required.

**MOTION PUT AND PASSED.**

**4. BUSINESS ARISING OUT OF THE MINUTES - NONE**

**5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS – NONE**

**6. CONSIDERATION OF DEFERRED BUSINESS – NONE**

**7. CORRESPONDENCE, PETITIONS & DELEGATIONS – NONE**

**8. INFORMATION ITEMS BROUGHT FORWARD – NONE**

**9. REPORTS**

**9.1 STAFF**

**9.1.1 Marketing Levy Special Events Grant Report 2018**

The following was before the Committee:

- A staff recommendation report dated April 25, 2018- Marketing Levy Special Events Grant Report 2018

MOVED BY Jeff Ransome, seconded by Councillor Mancini

**THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council approve the 14 proposed 18/19 Event Grants for a total of \$769,500 as identified in Table 1 from the 2018/19 Community and Events Reserve, Q621.**

Elizabeth Taylor, Manager Culture and Events, reviewed the 2018 Applications.

The Fall Festival has been re-directed to the Community Celebrations program, as a better fit.

Both the 2018 Eastern Canadian Ringette Championship and the 2018 Female Box Lacrosse Nationals did not meet the minimum budget requirements, which is in the process of being reviewed. Taylor recommended that SEAC still consider these applications as they both present strong economic merit and sufficient room nights. Rooms nights will be strong as it is based on the number of athletes participating. The Committee agreed it was important to support these female sporting events.

The Committee continued to review the Tourism Event Applications.

Both the Cheer Expo and SEDMA have a significant impact on hotel room nights in the off season. It was noted that these events were scheduled during the same time period this coming year, which could be considered a red flag. This could be seen as contrary to the Committee's direction of ensuring a consistent event cycle with events spread out throughout the year. Staff will be sure to follow-up and confirm the dates for these events.

EPIC Dartmouth has had their funding reduced in the last few years reflecting the economic impact of the event with not a huge out of town draw. This was considered a success story as the funding allowed them the opportunity to get their legs and they can now stand on their own and continues to grow as an event.

Hal-Con also continues to grow and will be facing higher costs as they utilize the new Convention Centre as their venue. The Committee noted that Hal-Con had a substantially larger ask this year and wondered what they had asked for in previous years. It was felt that it would be important to look for patterns in applications to get a sense of want vs. need.

The Committee considered some process questions. It was confirmed that the numbers reported are estimates from the applicants. A consistent methodology for calculating hotel room nights would be beneficial. The inclusion of a balance sheet analysis would ensure that funding is not going to support a deficit. Consideration of surpluses should also be factored in. Is it noted if management companies are working with non-profits in their applications? What is the extent of post event reporting? Taylor confirmed that if there is a decrease in budgets and expenses a reduction in funding then happens. Proposed changes in the Administrative Order will address these issues and reduce barriers. It was acknowledged that staff completes a good scoring analysis and it might be of value to share this for review and feedback. This could help the applicants be aware of submission expectations, encourage accurate budgets and room night calculations and may validate the amount of funding being requested. It was noted that there are various levels of experience and sophistication with the applicants.

The Committee considered the International Rugby events which will be held at the Wanderer's Grounds Stadium which holds 7000 spectators as a good test of the venue. It would also test demand for similar events. It was noted that time of year considerations (June and July) should be a part of the decision.

SEADMA was acknowledged as the strongest of the annual events, selling hotel rooms throughout HRM. They have requested additional funding as they see an opportunity to grow the event with the new venues (4 pad arenas). It was noted that this event is run by volunteers with no board or managers. Staff confirmed that funding has not been tied to specific objectives but is used for operational expenditures according to the Administrative Order.

There had been a small reduction in Sole Sisters funding.

The Great Race is a one-off event as the race route changes each year. The race takes place throughout North America and is ending in Halifax this year. The funding request is to cover expenses while in Halifax.

The National Basketball Championship was endorsed as a great event.

The two major hosting events were then considered by the Committee.

The 2018 Sprint Canoe Event will be a good test for a larger world canoe/kayak event.

The Memorial Cup event had been secured by Halifax. It is one of the top 3 sporting events in Canada with a very high STEAM value. The organizers have made a point of ensuring ticket prices are accessible and affordable with a scaled ticket pricing system and a goal of selling out games. Visitation will be high based on past experience.

Staff confirmed that set amounts were budgeted for Signature and Major Hosting Events but not in the Tourism Event Category. The budget summary was reviewed. New MLSE changes coming to Audit and Finance can provide an opportunity to see what can be included in future reports. It was noted that there will be a series of large asks coming.

#### **MOTION PUT AND PASSED**

Elizabeth Taylor then reviewed the Signature Event funding, where all events are in their final year of approved funding. The formula used to set funding levels has resulted in a reduction of funding for 3 events and its impact was reviewed. The Royal Nova Scotia International Tattoo have informed staff that they will not be holding a parade this year. Taylor noted that the new Administrative Order will provide an opportunity to include some events that do not fit into the present model. The Committee encouraged that room is made for emerging events.

MOVED by Councillor Mancini, seconded by Ross Jefferson,

**THAT the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council restore the 2017 grant amount of \$43,500 to the Blue Nose Marathon in acknowledgment of their particular requirements for municipal services.**

#### **MOTION PUT AND PASSED**

The Committee acknowledged that administrative costs for these events are increasing. These events are important both economically and culturally.

#### **9.1.2 Proposed 2018 Meeting Schedule**

The following was before the Committee:

- A staff recommendation report dated May 4, 2018- Proposed 2018 Meeting Schedule

MOVED by Ross Jefferson, seconded by Robert Logan

**THAT the Special Events Advisory Committee approve the 2018 Meeting Schedule.**

#### **MOTION PUT AND PASSED.**

### **9.2 COMMITTEE MEMBER UPDATES - NONE**

## **10. ADDED ITEMS**

### **10.1 Sport Events Congress 2018 (SEC18) Final Report**

Paul Forrest, Civic Events Coordinator, presented the report giving an event overview, event highlights by the numbers and media event highlights. It was noted that this was an investment in a hosting strategy with the goal of bringing people to Halifax.

### **10.2 Tall Ships Festival 2017 STEAM Analysis Report**

Paul Forrest reviewed the economic impact assessment results for the event. Attendance numbers, visitor spending and operational expenditures were highlighted.

A copy of these presentations will be sent to Committee members.

**11. DATE OF NEXT MEETING – June 20, 2018 in Halifax Hall, City Hall.**

**12. ADJOURNMENT**

The meeting adjourned at 10:24 a.m.

Sharon Chase  
Legislative Assistant