



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
November 21, 2018**

**PRESENT:** Councillor Stephen Adams, Chair  
Deputy Mayor Tony Mancini, Vice Chair  
Ross Jefferson  
Gordon Stewart  
Alison Gillan  
Councillor Matt Whitman

**REGRETS:** Jeff Ransome  
Bruce Holland

**STAFF:** Paul Forrest, Civic Events Coordinator  
Shari Dillman, Events and Culture Support Administrator  
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 9:04 a.m. and adjourned at 11:25 a.m.*

## **1. CALL TO ORDER**

The Chair called the meeting to order at 9:04 a.m.

## **2. APPROVAL OF MINUTES – NONE**

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

Item 7.3.6 will be deleted as Groundswell will not be making an application for this funding.

MOVED by Deputy Mayor Mancini, seconded by Councillor Whitman

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

**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**

### **7.1 Correspondence- None**

### **7.2 Petitions- None**

### **7.3 Presentations**

#### **7.3.1 Royal NS Tattoo**

Leyna Faulkner, Sales and Marketing Manager and Tom Peet, Director, presented to the Committee. Since 1979 this family event has showcased the best of the Maritimes and includes the Tattoo Festival which brings the show out into the Community. 95% of the \$2.9 million budget stays in the community, with 45% of the audience coming from outside of Atlantic Canada and 71% of the audience specifically coming to the see the Tattoo. 2017/18 highlights were: record box office, television broadcasts and introduction of a student matinee. New programming initiatives were also introduced: show times, shorter acts, new technology, more new acts and more local participants. The theme for 2019 is The Power of Peace. Long term Strategic Plans fall under four key categories: audience development, programming, human resources and financial stability. Goals and initiatives for each area were shared.

The parade and performer's attendance on the Dartmouth Waterfront were appreciated. It was confirmed that performers are hosted by liaison officers when out in the community.

#### **7.3.2 Hal-Con**

Jennifer Lamb, Executive Director, presented to the Committee. Lamb provided a brief history highlighting the growth and economic contributions over the past 9 years. Some key statistics were shared: 10,500 attendees, 40% visiting from outside of HRM and 99% reporting that the con is a safe space. Future Plans were outlined for each year 2019, 2020 and 2021. Key themes were: accessibility, diversity and inclusivity; adding programming; expanding free events; year-round educational elements; growing new audience; data tracking improvements and the introduction of an AGM and strategic plan. Another goal is to host World Con in 2021 or 2022.

Lamb answered questions about the World Con event. Ticketing and data tracking used by Hal Con was also reviewed. Success of the event was defined through "the stories that we get from Hal-Con attendees". Lamb explained how the event focuses on and achieves their success in creating a safe space for all attendees. Some specific actions include: active Facebook moderators, strict policies on

bullying and harassment, and responsive volunteers. Hal-Con looks at other similar events for best practices where San Diego is very successful from a corporate perspective and Atlanta which is community and content driven.

### **7.3.3 Cheer Expo**

Laura Mar, President, presented to the Committee. This event has a 15 year history and is a unique cheer event as it combines: training, expertise in judging and event logistics, access to industry suppliers and it is a qualifying event for two world events. 71% of teams come from outside of HRM and 45% from outside of the province. The event is known as an innovator, game changer and initiator of industry change. Event dates have been chosen for the next three years to allow teams to plan their competitive season. Mar shared both a SWOT analysis and the results of the current STEAM predictor report. Long term contracts are in place with hotels, vendors and suppliers. The long term vision as well as specific goals and direction were shared focusing on having the best product available and growing revenue by 10%.

Mar clarified how Canadian Cheer events work and how this event is one of the world qualifying events. The venue requirements were reviewed and will need to be considered should the Forum become unavailable in future; some options were offered. With 2476 participants and 3032 spectators adequate space for competition and practice are important considerations. Paul Forrest confirmed that although they are a for profit corporation they do qualify for a marketing reserve grant.

### **7.3.4 Epic Dartmouth**

Tim Chesnutt presented to the Committee. The history and evolution of the event was reviewed. Individual events have been introduced and all placed under the EPIC banner: EPIC Dartmouth, EPIC Kids, EPIC Canadian, EPIC Swim and EPIC Try-A-Tri. The event now includes 19 races over one weekend and has the support of Subaru as a major sponsor. The growth of both the EPIC Canada and EPIC Kids events were highlighted. Runners from across Canada have been involved in remote and satellite runs during EPIC Canadian's Canada 150 event. The vision for 2019-2021 focuses on: inclusion, participation and expanded horizons. EPIC Canadian can be a coast to coast event where runners who run remotely could be encouraged to come to HRM and participate in a subsequent year.

Chesnutt confirmed that the Halifax Regional Police (HRP) bill is around \$20,000. Lake water quality is a consideration and can impact the swimming events along with the availability of lifeguarding. Costs for satellite runs are born by the local committees and no funds are transferred. By partnering with Victoria and making the EPIC Canadian event coast to coast additional sponsorship can be attracted. Ticketing and registration for this event is done by Race Roster who do 90% of running events in Canada. Chesnutt reviewed how the event works with schools and supplies entries for their participation which is measured and awarded based on the percentage of the school's population who get involved.

### **7.3.5 Sole Sister**

Stacy Chesnutt presented to the Committee. Chesnutt shared why women running and women's only races matter and that statistically 57% of race participation in North America are women. The history of the event, its success and key statistics: demographics of participants, volunteers and regional impact were shared. The 2019 race weekend includes individual races from 5K to 21K and the Tutu Challenge race. The three-year plan was reviewed. In 2019, the June and October races will be combined into one weekend in June. 2020 will see the staging and finish area move to Sullivan's Pond. And 2021 will be the race's 10<sup>th</sup> Anniversary.

Chesnutt reviewed how the course has been changed over the years and the rationale behind these changes. The bill for HRP services is a large cost to the event. In 2018 60% of participants were repeat runners at this event. Social runs throughout the year are proving very popular with a high retention rate. It was noted that running races are reaching a saturation point.

### **7.3.6 Groundswell**

This item was deleted during the approval of the Order of Business.

### **7.3.7 Maritime Race Weekend**

Michelle Kempton presented to the Committee. This is a not for profit event which focuses on creating a uniquely Nova Scotian experience and to bring people to the community and Fisherman's Cove. \$100,000 has been given back to local community groups. Running the coastline and a sunset run along with the pirate theme have contributed to runner's voting it the best event in Atlantic Canada with the best medals and swag. Statistics and demographics were shared with 28% of runners coming from out of province. Marketing efforts and social media reach was reviewed. Tourism goals, local partnerships and STEAM report results were also reviewed.

Kempton shared how community outreach has worked to have local residents involved and supportive of the event. It was emphasized that any revenue stays in the community and is the main goal of the event. Groups such as the Fire Department, 4H and Fisherman's Cove have benefited.

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

### **9. REPORTS/DISCUSSION**

The Committee noted that there were some common challenges highlighted in many of the presentations and potential opportunities in the areas of: ticketing, market research, data gathering and surveys. It was suggested that this might be a topic for the Committee to take a closer look at in a future meeting.

The Committee identified that HRM services are also a large cost for these events and would like to have more detailed information on policing, transit and signage charges.

MOVED by Councillor Whitman, seconded by Gordon Stewart,

**THAT the Special Events Advisory Committee recommend that Regional Council request a staff information report on municipal service costs projected and/ or charged to external events for the 2018 calendar year, specifically highlighting policing, transit, signage and traffic costs.  
MOTION PUT AND PASSED.**

### **10. ADDED ITEMS- NONE**

### **11. DATE OF NEXT MEETING – TBD**

### **12. ADJOURNMENT**

The meeting adjourned at 11:25 a.m.

Sharon Chase  
Legislative Assistant