



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
April 24, 2019**

PRESENT: Councillor Steve Adams, Chair
Councillor Lisa Blackburn
Ross Jefferson
Allison Gillan
Gordon Stewart
Bruce Holland
Ken Bagnell

REGRETS: Deputy Mayor Tony Mancin, Vice Chair
Jeff Ransome

STAFF: Elizabeth Taylor, Manager, Culture and Events
Liam MacSween, 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.

The meeting was called to order at 9:00 a.m. and adjourned at 10:05 a.m.

1. CALL TO ORDER

Councillor Adams, Chair called the meeting to order in the Downie Wenjack Room, 2nd Floor City Hall, 1841 Argyle Street, Halifax.

2. APPROVAL OF MINUTES – March 13, 2019

MOVED by Ken Bagnell, seconded by Ross Jefferson

THAT the minutes of March 13, 2019 be approved as circulated.

MOTION PUT AND PASSED.

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

Additions: None

MOVED by Allison Gillan, seconded by Councillor Blackburn

THAT the agenda be approved as circulated.

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 Presentation

7.3.1 Ross Jefferson, Chief Executive Officer, Destination Halifax – Overview of Programs and Event Related Activities

The following was before the Committee:

- A presentation dated April 24, 2019 entitled: *Destination Halifax: Overview of Programs and Event Related Activities*
- A presentation dated April 24, 2019 entitled: *Destinations International Event Impact Calculator*

Ross Jefferson provided a presentation on Destination Halifax's Programs and Event Related Activities.

In response to questions from the Committee, Jefferson clarified the marketing strategies used by Destination Halifax within the Canadian Association Market. Jefferson provided further information respecting Halifax's attractiveness in the national market given its access to an international airport a desired travel destination.

With respect to the corporate market, Jefferson advised of resource challenges associated with providing financial incentives to larger corporations to host events in Halifax when compared to larger cities such as Toronto or Montreal.

In response to a follow up question, Jefferson advised that Destination Halifax's event program is well regarded and is comparable to other jurisdictions such as Ottawa, Edmonton and Toronto.

Jefferson provided an additional presentation regarding the Destinations International Event Impact Calculator. Jefferson gave an overview of the model and its applicability in scoring the economic impact for special events. Jefferson noted that the program is user friendly but relies on the quality of the information that is being inputted to determine economic impact.

In response to a question, Jefferson noted that the Impact Calculator is more cost effective than the Sport Tourism Economic Assessment Model (STEAM) and is not limited to sporting events.

In response to a follow up question, Jefferson advised that currently there is no capacity to do a post event analysis within the system. Jefferson advised that Destination Halifax will work on this with the vendor in the future as it is a matter of resourcing.

8. INFORMATION ITEMS BROUGHT FORWARD – NONE

9. REPORTS

9.1 STAFF

9.1.1 Staff Presentation – Special Event Application Scoring Criteria

Elizabeth Taylor provided an overview of the Special Event Application Scoring Criteria to the Special Events Advisory Committee. Taylor explained the application intake process and noted that staff have partnered with Destination Halifax in using the Destinations International Event Impact Calculator. Taylor noted that the event calculator is more user friendly and cost effective than the previously used STEAM application.

Taylor noted that staff works with applicants to verify and input the data into the system to help determine the economic impact of their event. Taylor advised of the challenges associated with obtaining accurate event data, particularly among smaller organisations to gain an accurate picture of the economic impact.

Taylor provided further commentary on the scoring weight that is given to the event based on factors such as the economic impact that is generated by the event.

10. ADDED ITEMS – NONE

11. IN CAMERA (IN PRIVATE) – NONE

12. DATE OF NEXT MEETING – May 15, 2019

13. ADJOURNMENT

The meeting adjourned at 10:05 a.m.

Liam MacSween
Legislative Assistant