



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
July 17, 2019**

PRESENT: Deputy Mayor Tony Mancini, Vice Chair
Councillor Lisa Blackburn
Ross Jefferson
Bruce Holland
Ken Bagnell
Jeff Ransome
Gordon Stewart

REGRETS: Councillor Stephen Adams, Chair
Allison Gillan

STAFF: Elizabeth Taylor, Manager, Special 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 10:50 a.m.

1. CALL TO ORDER

Deputy Mayor Mancini, Vice Chair, called the meeting to order at 9:00 a.m. in Halifax Hall, 2nd Floor City Hall, 1841 Argyle Street.

2. APPROVAL OF MINUTES – May 15, 2019

MOVED by Councillor Blackburn, seconded by Ross Jefferson

THAT the minutes of May 15, 2019 be approved as circulated.

MOTION PUT AND PASSED.

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

Additions:

10.1 North American Indigenous Games (NAIG) 2020 Funding Report

The Committee agreed by consensus to deal with Item No. 10.1 as the first order of business.

MOVED by Ross Jefferson, seconded by Councillor Blackburn

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 Staff Update -2019 Marketing Levy Special Events Reserve Grants

The following was before the Special Events Advisory Committee

- A supplementary staff information report dated July 12, 2019
- A staff report dated May 3, 2019
- Correspondence from Derek Martin, President and CEO of Sports Entertainment Atlantic dated July 16, 2019

Elizabeth Taylor, Manager of Special Events provided an overview of the July 12, 2019 staff information report and responded to question from the Committee in relation to the new information received by Sports and Entertainment Atlantic for Ruby Festival and International Men's Rugby event and the MacKenzie Pro-Am Golf Tournament.

In response to questions from the Committee, Derek Martin, President and Chief Executive Office of Sports Entertainment Atlantic responded to questions from the Committee regarding the change in scope of MacKenzie Pro-Am Golf Tournament and the competitive pressures associated with hosting an international pro golf event.

In reviewing the July 12, 2019 supplementary staff report and correspondence from Sports and Entertainment Atlantic regarding the MacKenzie Tour Celebrity Pro-Am Golf Tournament, the Special Events Advisory Committee discussed a reclassification of the event from the “New and Emerging” program to the “Distinguished” event program.

Staff had placed the event under the “New and Emerging” event stream, as the event was described as a new, annual event and while golf events are not new to HRM this particular event has never been held in the region, and the scope and economic impact of the event aligned with that program criteria.

The Committee noted the event resembled past occurrences of PGA tournaments being held in HRM. In reclassifying the event, the Special Events Advisory Committee further recommended an increasing the event grant from \$15,000 to \$25,000.

MOVED by Deputy Mayor Mancini, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee recommends that Halifax Regional Council

- 1. Approve an unbudgeted reserve withdrawal of \$25,000 for the Rugby Festival & International Men’s Rugby Match event grant as outlined in Table 1 of the May 27, 2019 Special Events Advisory Committee report with funding from the Community and Events Reserve, Q621.**
- 2. Rescind the June 4, 2019 decision of Halifax Regional Council to award a 3-year funding of \$15,000 in 2019/20, 2020/21 and 2021/22 to the Mackenzie Tour Celebrity Pro-Am Golf Tournament.**
- 3. Remove the classification of the MacKenzie Tour Celebrity Pro-Am Golf Tournament event from the New and Emerging Event program and reclassify as a Distinguished Event and approve an unbudgeted one-time reserve withdrawal of \$25,000 for 2019/2020 with funding from the Community and Events Reserve, Q621**

MOTION PUT AND PASSED.

Jeff Ransome suggested that that event grant be increased to \$30,000 to keep the funding in line with similar event grants provided for under the Distinguished Event stream. This was deemed as a friendly amendment. The motion before the Committee now reads:

MOVED by Deputy Mayor Mancini, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee recommends that Halifax Regional Council

- 1. Approve an unbudgeted reserve withdrawal of \$25,000 for the Rugby Festival & International Men’s Rugby Match event grant as outlined in Table 1 of the May 27, 2019 Special Events Advisory Committee report with funding from the Community and Events Reserve, Q621.**
- 2. Rescind the June 4, 2019 decision of Halifax Regional Council to award a 3-year funding of \$15,000 in 2019/20, 2020/21 and 2021/22 to the Mackenzie Tour Celebrity Pro-Am Golf Tournament.**
- 3. Remove the classification of the MacKenzie Tour Celebrity Pro-Am Golf Tournament event from the New and Emerging Event program and reclassify as a Distinguished Event and approve an unbudgeted one-time reserve withdrawal of \$30,000 for 2019/2020 with funding from the Community and Events Reserve, Q621.**

MOTION PUT AND PASSED.

9.2.1 Jeff Ransome –Hotels Association of Nova Scotia Tourism Funding Strategy

Jeff Ransome provided an overview of the Hotel Association of Nova Scotia Tourism Funding Strategy.

Ransome advised that the Hotels Association has been seeking an \$1.5 million increase of the Marketing Levy in the hopes of creating a Special Events Organization and attracting new events to the area.

Ransome provided an overview of the Marketing strategy advising that it is generally reserved to the Atlantic Region and provided a breakdown of the resources dedicated for activities such as selling and bidding on large scale business events.

In terms of next steps, Ransome advised that the strategy will need to be approved by Municipality and the Province and that a formal Memorandum of Understanding will need to be put in place. Ransome advised that work in the regard is ongoing.

10. ADDED ITEMS

10.1 North American Indigenous Games (NAIG) 2020 Funding Report

The following was before the Committee:

- A staff recommendation report dated July 10, 2019
- A staff presentation dated July 17, 2019

Sarah Lynn Knockwood and George Marshall of the North American Indigenous Games provided a presentation with respect to the North American Indigenous Games 2020 funding report.

MOVED by Deputy Mayor Mancini, seconded by Councillor Blackburn

THAT the Special Events Advisory Committee recommends that Halifax Regional Council:

- 1. Approve an Event Grant for a total of \$500,000 from the 2019/20 Community and Events Reserve, Q621, to fund the 2020 North American Indigenous Games Local Organizing Committee for the 2020 North American Indigenous Games; and**
- 2. Authorize the Chief Administrative Officer to execute a contribution agreement which outlines the Event Grant and up to \$1,000,000 for Value-In-Kind support for the 2020 North American Indigenous Games.**

MOTION PUT AND PASSED.

11. IN CAMERA (IN PRIVATE) – NONE

12. DATE OF NEXT MEETING – August 21, 2019 (if required)

13. ADJOURNMENT

The meeting adjourned at 10:50 p.m.

Liam MacSween
Legislative Assistant