



**SPECIAL EVENTS ADVISORY COMMITTEE  
MINUTES  
February 19, 2020**

**PRESENT:** Councillor Stephen Adams, Chair  
Councillor Tony Mancini, Vice Chair  
Deputy Mayor Lisa Blackburn  
Kathy Perrier  
Bruce Holland  
Allison Gillan  
Ken Bagnell

**REGRETS:** Ross Jefferson  
Gordon Stewart

**STAFF:** Elizabeth Taylor, Manager of Special Events  
Christine Buckley, Civic Events Coordinator  
Judith Ng'ethe, 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 10:03 a.m.*

## **1. CALL TO ORDER**

Councillor Stephen Adams, Chair, called the meeting to order at 9:00 a.m. in Halifax Hall, 2<sup>nd</sup> Floor City Hall, 1841 Argyle Street, Halifax.

## **2. APPROVAL OF MINUTES – January 20, 2020**

MOVED by Councillor Mancini, seconded by Kathy Perrier

**THAT the minutes of January 20, 2020 be approved as circulated.**

**MOTION PUT AND PASSED.**

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

Additions:

10.1 Scoring Criteria and System Review

MOVED by Kathy Perrier, seconded by Allison Gillan

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

**Two-thirds 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**

### **7.1 Correspondence – None**

### **7.2 Petitions – None**

### **7.3 Presentations**

#### **7.3.1 CFL Touch Down Atlantic event – Canadian Football League**

The following was before the Committee:

- A presentation entitled “2020 Touchdown Atlantic”

Duane Vienneau, Chief Officer, Grey Cup and Events, Canadian Football League (CFL), provided a presentation on the 2020 Touchdown Atlantic event to be hosted in Halifax.

Vienneau provided an overview of the event, team participates, marketing initiatives and logistics. Vienneau emphasised that this is a CFL run break-even event to support the creation of a potential tenth franchise and with the aim of making the CFL a coast-to-coast league with a presence in the region. Vienneau noted that it is anticipated that Touchdown Atlantic will be an annual event for at least three years, comprising a regular CFL season game and accompanying festival. Vienneau stated that the event will drive economic prosperity in Halifax with about 5,000 visitors coming into the city for the game.

Vienneau informed the Committee that CFL is committed to investing in additional seating infrastructure for the St. Mary's University stadium to bring it up to CFL standards and regulations for the game and that CFL is committed to ensuring that affordable tickets are available. The grant would be utilized to build the extra seats and keep costs down, as otherwise costs would have to be passed on to fans through higher ticket prices.

Vienneau responded to questions from the Committee, noting that an entry ticket event will cost \$30 compared to \$50 for an average price CFL ticket, that the total revenue for the event is anticipated to be approximately \$1.5 million, that the major expenses for the event will comprise of the rights fee, buy-out fee for the home team and the festival expense and that the grant application is only for the first year of the Touch Down Atlantic event.

### **7.3.2 Youth Canadian Wrestling Festival**

The following was before the Committee:

- A presentation entitled "2020 Canada East Youth Wrestling Festival"

Mike Lidstone, President, Sackville Wrestling Club, provided a presentation on the 2020 Canada East Youth Wrestling Festival to be hosted in Halifax at Dalplex.

Lidstone informed the Committee that Halifax has won the bid to host the festival and this will be the first time this tournament will be held in Nova Scotia. Lidstone provided an overview of the event, participants and logistics. In terms of economic impact, Lidstone advised that there would be about 400 to 500 competitors, most of whom who would come with their families and that competitors would be accommodated at Dalhousie University's residences while their families would stay in the Dalhousie residences or in hotels. Lidstone gave an overview of the event budget and revenue streams.

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

## **9. REPORTS**

### **9.1 STAFF**

#### **9.1.1 Royal Nova Scotia International Tattoo 2019/20 Final Reporting**

The following was before the Committee:

- A staff handout on follow-up on Royal Nova Scotia International Tattoo 2019/20

Christine Buckley, Civic Events Coordinator, provided an overview of the Royal Nova Scotia International Tattoo 2019/20 final reporting documents with respect to total attendance, hotel room nights, media impact and economic impact, following clarification requested by the Committee on May 15, 2019 regarding associated room nights/economic impact.

#### **9.1.2 FIN Atlantic Film Festival 2019/20 Final Reporting**

The following was before the Committee:

- A staff handout on follow-up on FIN Atlantic Film Festival 2019/20

Christine Buckley, Civic Events Coordinator, provided an overview of the FIN Atlantic Film Festival 2019/20 final reporting documents with respect to total attendance, hotel room nights, media impact and economic impact, following clarification requested by the Committee on May 15, 2019 regarding associated room nights/economic impact.

### **9.1.3 New Funding Program Stream**

Elizabeth Taylor, Manager of Special Events, provided an overview of staff's proposal to have a new Established Events funding program stream created. Taylor advised that the purpose of the stream would be to bridge the gap between the New Events (Emerging) program category and the Signature Events program. Taylor noted that there are a number of events that still require funding after having been provided up to three years of funding in the New Events (Emerging) program but that do not qualify for Signature Events status, as they have not consistently received funding for five years. Taylor indicated should the Established Events funding program stream be created, events that receive funding under the new stream will, at the five years' stage, either qualify for Signature Event status or be required to become self-sustaining or to seek alternative sponsorship.

The Committee discussed the staff proposal and noted that the new funding program stream should not be perceived to be a pathway to Signature Event status.

MOVED by Ken Bagnell, seconded by Deputy Mayor Blackburn

**THAT the Special Events Advisory Committee recommends that the Audit and Finance Committee request a staff report to amend the Administrative Order on Marketing Levy Special Events Reserve Grants to include a new Established Events funding program stream to bridge the funding gap between the New Events (Emerging) program and the Signature Events program.**

**MOTION PUT AND PASSED.**

### **9.2 MEMBERS OF THE SPECIAL EVENTS ADVISORY COMMITTEE – NONE**

### **10. ADDED ITEMS**

#### **10.1 Scoring Criteria and System Review**

The following was before the Committee:

- A staff handout – Special Events Advisory Committee Manual, October, 2019

Christine Buckley, Civic Events Coordinator, provided an overview of scoring criteria and the scoring legend outlined in the Special Events Advisory Committee Manual, for the benefit of new members on the Committee and responded to a question from the Committee advising that there is no minimal score to qualify for funding.

### **11. DATE OF NEXT MEETING – March 11, 2020**

### **12. ADJOURNMENT**

The meeting adjourned at 10:03 a.m.

Judith Ng'ethe  
Legislative Assistant