Re: 9.1.1

Major Event & Growth Policy Framework

Special Events Advisory Committee
August 12, 2026

How We Got Here

2019

STAT PRO Report is received, identifying the need for clearer leadership, coordination, and policy.

September 2022

Council requests a Phase 1 report to examine options and recommend an approach for developing a major event policy framework.

October 2024

Council accepts the Phase 1 report and directs HRM and Discover Halifax to develop a values-based major event policy framework.

2025

The framework and Halifax Regional Event Strategy 2035 are developed together through research, engagement and best practice review.

March 2026

Council adopts the Halifax Regional Event Strategy 2035.

Why Change?

Growing Scale

Larger public investments, bigger event opportunities, increased attendance, and greater economic impact.

Increasing Complexity

Events are larger, more diverse, and involve more partners than ever before.

Need for Coordination

Programs, policies, and responsibilities have evolved independently rather than through a unified framework.

Modern Expectations

Public investment increasingly requires consistent standards for safety, accessibility, inclusion, accountability, and reconciliation.

Competitiveness & Readiness

Major event opportunities require faster, more coordinated decision-making.

What Does It Do?

The framework establishes the policy foundation for how Halifax supports, attracts, and grows major events.

Establishes Values & Principles

Establishes shared values and principles that guide decision-making.

Clarifies Roles

Defines responsibilities across the event ecosystem.

Defines Scope

Establishes what the framework does – and does not – cover.

Creates Supporting Tools

Provides the foundation for future program directives, impact frameworks, and portfolio strategy.

How it Works

Vision & Industry Priorities
Halifax Regional Event Strategy 2035

Approved
March 2026

Policy
Major Event & Growth Policy Framework

THIS REPORT

Legal Authority
Administrative Order (AO 2014-020-GOV)

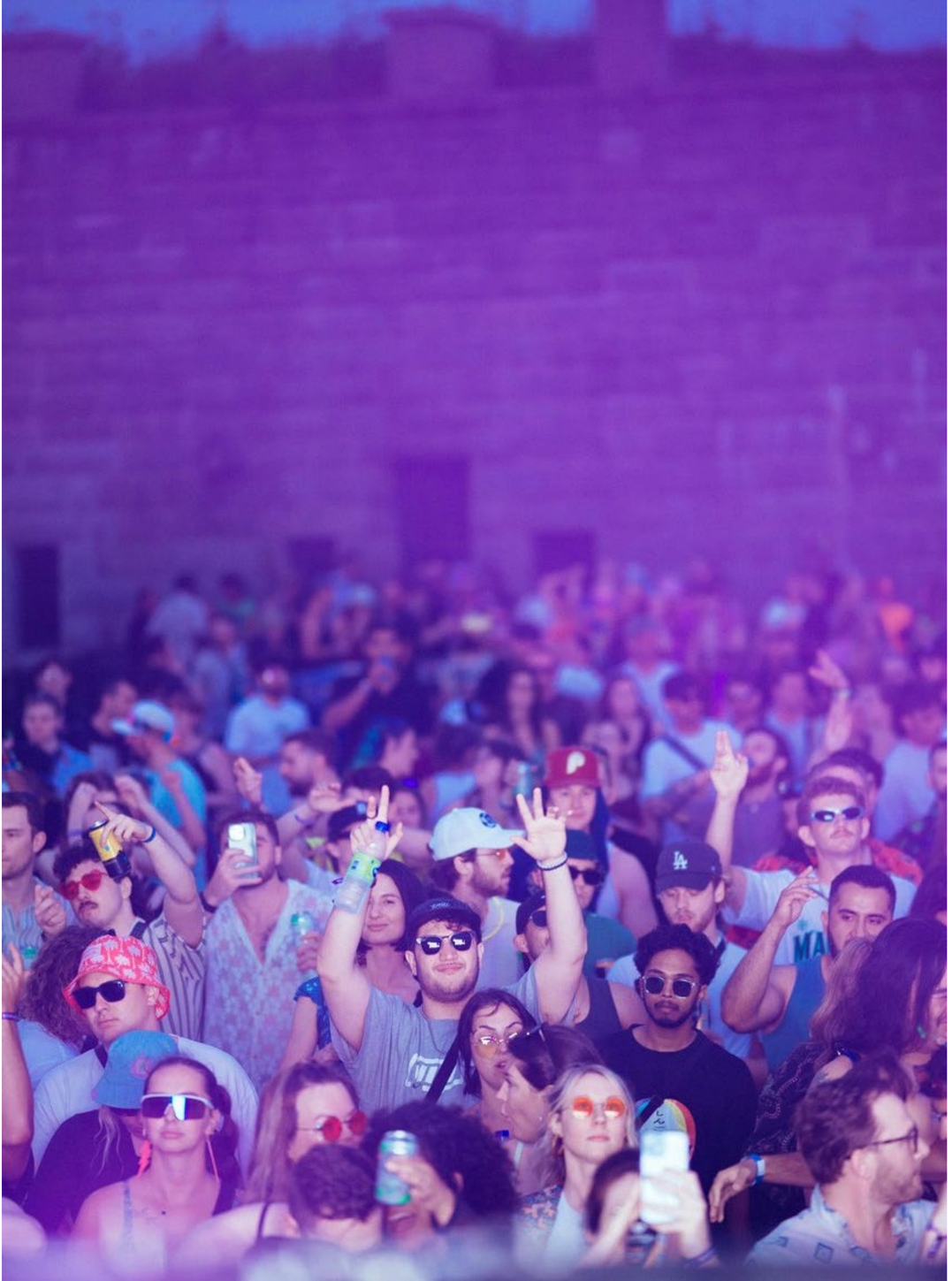
Existing
To be amended

Implementation
Program Directives

Future
To be developed

Supporting Tools
Impact Framework & Portfolio Strategy

Future
To be developed



A Different Approach

The framework shifts Halifax from administering individual programs and decisions to intentionally developing an event portfolio.

From . . .	To . . .
Evaluating individual opportunities	**Building an event portfolio**
Reactive to opportunity	**Proactively pursing and creating opportunities**
Isolated granting decisions	**Intentional investment**
Fixed program structures	**Flexible programs to respond to emerging opportunities**

Thank you

Major Event & Growth Policy Framework