



**SPECIAL EVENTS ADVISORY COMMITTEE
MINUTES
May 24, 2017**

PRESENT: Councillor Steve Adams, Chair
Councillor Toni Mancini, Vice-Chair
Councillor Matt Whitman
Gordon Stewart
Robert Logan

REGRETS: Jeff Ransom
Bruce Holland
Kevin MacIntyre

STAFF: Elizabeth Taylor, Manager Special Events
Paul Forrest, Coordinator, Special Events
Liam MacSween, Legislative Assistant

The following does not represent a verbatim record of the proceedings of this meeting.

The agenda, supporting documents, and information items circulated to the committee are available online: <http://www.halifax.ca/boardscom/seac/170524seac-agenda.php>

The meeting was called to order at 9:00 a.m. at 10:07 a.m.

1. CALL TO ORDER

Councillor Adams, Chair called the meeting to order in the Barrington Room, 1st Floor City Hall, 1841 Argyle Street, Halifax.

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

Additions: None

MOVED by Councillor Whitman, seconded by Gordon Stewart

THAT the agenda be approved as presented.

MOTION PUT AND PASSED.

3. APPROVAL OF MINUTES – NONE

4. BUSINESS ARISING OUT OF THE MINUTES

5. CALL FOR DECLARATION OF CONFLICT OF INTERESTS

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 Marketing Levy Special Events Reserve Grant Report 2017

The following was before the committee:

- A staff recommendation report dated May 15, 2017
- Sport Tourism Economic Assessment Model (STEAM) – Tall Ships Nova Scotia and East Coast Music Awards.

MOVED by Councillor Whitman, seconded by Gordon Stewart

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

1. Approve the 13 Event Grants for a total of \$332,000 as identified in Table 1 from the 2017/18 Community and Events Reserve, Q621;

2. Defer a decision on applications from the East Coast Music Awards and Rendez-Vous 2017 – Tall Ships Nova Scotia until submission of additional information;

3. Pending final approval of the 2018/19 operating budget, approve 2 Event Grants for a total of \$19,000 as identified in Table 2 from the 2018/19 Community and Events Reserve, Q621; and

4. Pending the approval of the 2019/20 budget, approve 2 Event Grants for a total of \$19,000 as identified in Table 3 from the 2019/20 Community and Events Reserve, Q621.

Paul Forrest, Civic Events Coordinator and Events Grants Administrator provided an overview of the event grant requests contained in the May 15, 2017 staff report. Forrest provided an overview on the estimated budget for each event, attendance (within and outside of HRM), room nights, seasonality, primary event location and Sport Tourism Economic Assessment Model (STEAM) results. The Committee discussed each application and considered similarities between events and the grant amounts received in 2016/17.

Forrest distributed copies of the Sport Tourism Economic Assessment Model (STEAM) – Tall Ships Nova Scotia and East Coast Music Awards to the committee which were received by staff prior to the meeting. In response to questions of clarification from the committee, Forrest noted the following:

- The Aboriginal Day Live event will be held in the Salter Street parking lot.
- In some instances, event organizers may be conservative with the amount of hotel-room nights in their application particularly if they have not completed the provincial STEAM assessment model. This can influence the amount of the grant that is recommended for the event.
- The recommended event grant for Epic Dartmouth is based on its attendance numbers and the amount of hotel room nights it generates.
- The Aileen Meagher Track Classic and the 2017 Female Box Lacrosse Nationals and U19 Women's Field Lacrosse International are deemed ineligible to receive funding under the Tourism Event Program. Staff has suggested awarding the proposed event grants considering the upcoming proposed reductions in budget maximums per category as well as the economic merit of the events.
- The number of event grants outlined in the first recommendation of the May 15, 2015 staff report totals 15, as opposed to the 13 identified.

Elizabeth Taylor, Manger of Special Events provided further information with respect to the STEAM report results for the 2018 East Coast Music Awards and Rendez-Vous 2017 - Tall Ships Nova Scotia applications distributed to the committee at the meeting. Taylor advised that the information was made available to staff prior to the May 24, 2017 meeting, but was submitted by the event organizers after the submission deadline for the May 15, 2017 staff report. Based on the information contained in the STEAM assessments, and the information already received by staff from the event organizers, Taylor noted that the staff would recommended event grants of \$150,000 for the East Coast Music Awards and \$400,000 for Rendez-Vous 2017 – Tall Ships Nova Scotia.

The following amendments to the main motion were proposed by the committee:

MOVED by Councillor Whitman, seconded by Robert Logan

THAT the Special Events Advisory Committee recommend that Halifax Regional Council approve the 15 event grants as outlined in Table 1 of the staff report dated May 15, 2017 staff report and approve two (2) Event Grants in the amount of \$150,000 for the East Coast Music Awards and \$400,000 for Rendez-Vous 2017 – Tall Ships Nova Scotia.

MOTION TO AMEND PUT AND PASSED.

The motion before the committee now reads:

MOVED by Councillor Whitman, seconded by Gordon Stewart

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

- 1. Approve the 15 Event Grants for a total of \$332,000 from the 2017/18 Community and Events Reserve, Q621 as identified in Table 1 of the staff report dated May 15, 2017;**
- 2. Approve two (2) Event Grants, one in the amount of \$150,000 for the East Coast Music Awards and one in the amount of \$400,000 for Rendez-Vous 2017 – Tall Ships Nova Scotia**

from the Community and Events Reserve Q621 as outlined in the discussion section of this report;

3. Pending final approval of the 2018/19 operating budget, approve two (2) Event Grants for a total of \$19,000 from the 2018/19 Community and Events Reserve, Q621 as identified in Table 2 of the staff report dated May 15, 2017; and
4. Pending the approval of the 2019/20 budget, approve two (2) Event Grants for a total of \$19,000 from the 2019/20 Community and Events Reserve, Q621 as identified in Table 3 of the staff report dated May 15, 2017.

AMENDED MOTION PUT AND PASSED.

9.3 COMMITTEE MEMBER UPDATES – NONE

10. ADDED ITEMS – NONE

11. IN CAMERA (IN PRIVATE) – NONE

12. DATE OF NEXT MEETING – June 28, 2017.

13. ADJOURNMENT

The meeting adjourned at 10:07 p.m.

Liam MacSween
Legislative Assistant