



P.O. Box 1749  
Halifax, Nova Scotia  
B3J 3A5 Canada

**Item No. 14.6.1**  
**Halifax Regional Council**  
**May 22, 2018**

**TO:** Mayor Savage and Members of Halifax Regional Council

**SUBMITTED BY:** Original Signed  
Councillor Steve Adams, Chair, Special Events Advisory Committee

**DATE:** May 14, 2018

**SUBJECT:** Marketing Levy Special Events Grant Report 2018

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**ORIGIN**

May 9, 2018 Special Events Advisory Committee meeting, Item No. 9.1.1.

**LEGISLATIVE AUTHORITY**

- Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants  
*Section 4.1 Advise Regional Council on all matters related to the allocation of the MLSE and*  
*Section 4.2. Continue to review eligibility criteria, priorities, policy and procedures for assistance under the respective programs and services managed under the auspices of the Marketing Levy Special Events Reserve Administrative Order 2014-020-GOV*

**RECOMMENDATION**

The Special Events Advisory Committee recommends that Halifax Regional Council:

1. Approve the 14 proposed 18/19 Event Grants for a total of \$769,500 as identified in Table 1 from the 2018/19 Community and Events Reserve, Q621 and;
2. Approve an additional Event Grant of \$16,500 to the Blue Nose Marathon in acknowledgment of their particular requirements for municipal services.

**BACKGROUND**

A staff report dated April 25, 2018, pertaining to the 2018 Marketing Levy Special Event Reserve (MLSER) Grants was before the Special Events Advisory Committee for consideration at its meeting held on May 9, 2018.

For further information, please refer to the attached staff report dated April 25, 2018.

**DISCUSSION**

The Special Events Advisory Committee reviewed each of the 14 applications evaluating them on tourism, economic and media impacts. Funding levels: past, requested and proposed were compared. The events were also reviewed as growing, established and mature in their life cycles and how they should be supported at each stage.

The Committee considered two applications submitted to the Tourism Events program whose budgets did not meet the minimum level requirement of \$300,000. The 2018 Eastern Canadian Ringette Championship and the 2018 Female Box Lacrosse Nationals both present strong economic merit and generate sufficient rooms nights to justify consideration. It is recommended that Regional Council consider these applications as provided for under Section 38 of the Administrative Order. These applications have been included in the 14 recommended event grants found in Table 1.

The Blue Nose Marathon funding level was reviewed with consideration given to the municipal services required to host this event. The Blue Nose is currently entering into their third year of a three-year funding commitment from the Municipality. The event was awarded \$60,000 for 2016/17, \$43,500 for 2017/18 and \$27,000 for 2018/19. It was recommended that the 2017/18 grant amount be retained for 2018/19 to address this servicing constraint. Should Council approve this recommendation, it will result in an increase to the Marathon funding of \$16,500 for 2018/19.

**FINANCIAL IMPLICATIONS**

All recommendations are subject to availability of MLSER reserve funds. With the approval of the 2018/19 Reserve budget, the funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required. No applicants have any outstanding monies owed to the Municipality. Any remaining MLSER funds will carry forward to the 2019/20 fiscal year to continue to build a pool to enable HRM to attract and host major events.

**Budget Summary: Opportunity Reserves – Community and Events Reserve, Q621**

Projected balance in Reserve, at March 31, 2018	\$ 4,817,598	
Marketing levy portion of above balance		\$ 1,199,180
Marketing levy portion of commitments at March 31/18		\$ ( 581,097)
Marketing levy budgeted revenue to March 31, 2019 including interest		\$ 1,368,005
Marketing levy budgeted withdrawals to March 31, 2019		<u>\$ (1,686,800)*</u>
Marketing levy projected net available balance, March 31, 2019		\$ 299,288
*Breakdown of proposed withdrawals of 18/19:		
MLSR Events (Emerging, Tourism, Signature, etc.)	\$1,277,800**	
Allocation for hosting	\$ 400,000	
Christmas trees for Boston/Japan	<u>\$ 9,000</u>	\$1,686,800

**MLSR Events allocation:	\$1,277,800
2018/19 Grant awards from 2016 report	\$ (340,000)
Spur Festival	\$ (6,000)
Halifax Urban Folk Festival	\$ (13,000)
Recommendation grant awards per original report to SEAC	\$ (769,500)
Increase to Blue Nose Marathon funding	<u>\$ (16,500)</u>
Balance of unallocated, approved withdrawals	\$ 132,800

**RISK CONSIDERATION**

As outlined in the attached staff report dated April 25, 2018.

**COMMUNITY ENGAGEMENT**

The Special Events Advisory Committee is comprised of three (3) duly elected members, one of each of the three HRM Community Councils, and six (6) members of the public from local business and tourism professional agencies. All meetings are open to the public, and the agenda and reports are posted online in advance of the meeting.

**ENVIRONMENTAL IMPLICATIONS**

Not applicable.

**ALTERNATIVES**

The committee did not discuss alternative recommendations.

**ATTACHMENTS**

1. Staff report dated April 25, 2018
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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Sharon Chase, Legislative Assistant, 902.490.6519

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P.O. Box 1749  
Halifax, Nova Scotia  
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**Item No. 9.1.1**  
**Special Events Advisory Committee**  
**May 9, 2018**

**TO:** Chair and Members of Special Events Advisory Committee

**SUBMITTED BY:** Original Signed  
Brad Anguish, Director, Parks & Recreation

Original Signed  
Jacques Dubé, Chief Administrative Officer

**DATE:** April 25, 2018

**SUBJECT:** Marketing Levy Special Events Grant Report 2018

**ORIGIN**

Applications received pursuant to Administrative Order Number 2014-020-GOV - Respecting Marketing Levy Special Event Grants

**LEGISLATIVE AUTHORITY**

*Administrative Order 2014-020-GOV – Respecting Marketing Levy Special Event Reserve Grants.*

*Administrative Order 2014-015 ADM- Respecting Reserve Funding Strategies.*

**RECOMMENDATION**

It is recommended that the Special Events Advisory Committee (SEAC) recommend that Halifax Regional Council approve the 14 proposed 18/19 Event Grants for a total of \$769,500 as identified in Table 1 from the 2018/19 Community and Events Reserve, Q621.

## **BACKGROUND**

This report outlines the recommended Marketing Levy Special Events (MLSER) grant awards for applications submitted to the January 2018 intake. Funding is provided from the Community and Events Reserve (Q621) under the opportunities category in which the business case, approved by Regional Council, defines the purpose of the reserve as follows:

- To provide funding to attract and host exceptional large-scale sporting events and tourism events that create significant economic impacts, promote Halifax as a multi-experiential event destination and attract tourists to HRM for multiple day visits;
- To provide funding to community non-profit and public institutions in support of major capital initiatives by facilitating the development of significant community infrastructure to realize tangible cultural, sectoral and economic impacts on a national, provincial, regional or sectoral scale; and
- To provide funding to support the principles and objectives of the Cultural Plan and the HRM Public Art Policy.

The funding from the Hotel Marketing Levy is deposited in Q621 and withdrawals are approved by Regional Council, in accordance with AO 2014-020-GOV Respecting Marketing Levy Special Events Grants. Approved withdrawals that are not allocated to a particular event in the year the withdrawal is approved are allocated to the hosting commitment and funds are carried forward for the major hosting program. This supports the SEAC's commitment to accumulate funds to build capacity in the reserve to host "Marquee" events that require significant hosting fees (i.e., World Jrs. Hockey Championship). An annual reservation of \$400,000 is also allocated within the reserve for major events hosting opportunities. All recommendations respecting the allocations of the MLSER are governed by AO 2014-020-GOV.

The Administrative Order (AO) on MLSER Events governs four programs:

- Emerging Events – supports organizations that bring or create a developing event with potential and have a minimum budget of \$50,000;
- Tourism Events – supports annual or one-time events that have a minimum budget of \$300,000;
- Signature Events – supports large scale events that have been in existence for 5 years and have a minimum budget of \$500,000;
- Major Hosting Events – supports organizations bidding on the rights to host major events that draw tourists, have a minimum budget of \$500,000 and are in receipt of funding from other levels of government.

The AO also outlines the option for HRM to provide 3 years of funding to the Emerging and Signature categories to assist with the sustainability of events.

Staff undertakes the grant application process as outlined in the AO for MLSER Events. This report outlines the recommended 2018/19 MLSER grants for SEAC's consideration for recommendation to Regional Council.

## **DISCUSSION**

### **2018 Applications**

There were 15 applications submitted for funding to the 2018/19 grant intake process. There was 1 application submitted to the Emerging Events program, 12 applications submitted to the Tourism Events program, and 2 applications submitted to the Major Hosting Events program. Event information on the applications can be found in Attachment 1.

### **Eligibility**

Based upon the eligibility criteria, 12 events are deemed eligible and 3 events have been deemed ineligible.

Ineligible/Council Discretion

The 3 events deemed ineligible are the Halifax Fall Festival, the 2018 Eastern Canadian Ringette Championships and the 2018 Female Box Lacrosse Nationals.

The Halifax Fall Festival applied to the Emerging Events program, however, a review of the application determined that the event focus is aligned more appropriately as a community celebration rather than a tourism and business development driver. This application will be redirected to the Community Celebrations program under the Regional Special Events program.

The other two applications, the 2018 Eastern Canadian Ringette Championships and the 2018 Female Box Lacrosse Nationals, were submitted to the Tourism Events program. Neither of these budgets are at the required minimum level. However, the minimum budget requirement is currently in process to be amended as referenced in the section at the end of this report "Revisions to Admin Order on MLSER Grants". Notwithstanding the minimum budget standard, both events present strong economic merit and generate sufficient room nights to justify consideration. Section 38 of the Administrative Order states that, "Notwithstanding this Administrative Order, an application for an event may be considered by Council or the SEAC for a grant." Based on the application information, it is recommended that these two applications be considered pursuant to this section.

Major Hosting Events Applications

There are 2 applications submitted for funding via the Major Hosting Events Program: the 2018 Pan American Canoe Sprint Championships and the 2019 Mastercard Memorial Cup. Since the receipt of the applications, Halifax has been awarded both events.

Evaluation

As per the AO, all applications are evaluated based on tourism, economic and media/exposure. Other key elements that are considered include the financial stewardship and governance of the event organization, as well the prestige the event offers to enhance Halifax's reputation as a successful event destination. In addition, events applying to the Emerging and Major Hosting programs are assessed on funding commitments from other levels of government. Scoring for the events is outlined in Attachment 3.

- **Tourism impacts** are assessed based on room nights (guaranteed and estimated), along with seasonality and location (urban vs suburban vs rural).
- **Economic impacts** are assessed by applying the Sport Tourism Economic Assessment Model (STEAM). The predictive STEAM Report is an economic and tourism assessment tool adopted by the Nova Scotia Tourism Agency (NSTA) that is provided by the Canadian Sport Tourism Alliance (CSTA). CSTA no longer supports the use of an adjusted STEAM model to provide evaluation on tourism events that have no sporting component. CSTA has recommended that the Conference Board of Canada be engaged to evaluate non-sporting tourism events and staff are currently reviewing that system.
- **Media impacts** (enhanced visibility of the Municipality) are assessed using information outlined in proposed media plans representing live streaming, television broadcast and social media campaigns.

**Table 1: 2018/19 Proposed MSLER Grant Awards – Q621**

	16/17 Grant	17/18 Grant	18/19 Request	18/19 Proposed
<b>Tourism Events</b>				
2019 Nations Volleyball League	N/A	N/A	\$50,000	\$50,000
CheerExpo	\$30,000	\$35,000	\$50,000	\$35,000
Epic Dartmouth	\$39,000	\$30,000	\$50,000	\$27,000
Hal-Con	\$39,000	\$39,000	\$90,000	\$45,000
International Senior Men's Rugby - Canada vs USA	N/A	N/A	\$50,000	\$50,000

International U20 Women's Rugby - Canada vs England	N/A	N/A	\$50,000	\$50,000
SEDMHA	\$35,000	\$35,000	\$50,000	\$50,000
Sole Sisters Women's 5K	N/A	\$10,000	\$30,000	\$7,500
The Great Race	N/A	N/A	\$5,000	\$5,000
USports Final Men's National Basketball Championship	\$39,000	\$39,000	\$50,000	\$45,000
<b>TOTAL</b>			<b>\$475,000</b>	<b>\$364,500</b>
<b>Major Hosting Events</b>				
2018 Pan American Canoe Sprint Championships	N/A	N/A	\$ 85,000	\$ 85,000
2019 Mastercard Memorial Cup	N/A	N/A	\$300,000	\$300,000
<b>TOTAL</b>			<b>\$385,000</b>	<b>\$385,000</b>
<b>Ineligible/Council Discretion</b>				
2018 Eastern Canadian Ringette Championships	N/A	N/A	\$10,000	\$10,000
2018 Female Box Lacrosse Nationals	N/A	\$10,000	\$10,000	\$10,000
<b>TOTAL</b>			<b>\$20,000</b>	<b>\$20,000</b>
<b>TOTAL</b>			<b>\$880,000</b>	<b>\$769,500</b>

#### Current Multi-Year Funding Events

As noted, the AO also provides the option for HRM to provide 3 years of funding to the Emerging and Signature categories to assist with the sustainability of events. There are currently 7 events in the Signature Events program, and 4 events in the Emerging Events program which were awarded 3-year funding.

	Year within Funding Cycle	2018 Grant Amount
Groundswell Music Festival	3 <sup>rd</sup>	\$14,000
Maritime Race Weekend	3 <sup>rd</sup>	\$15,000
Halifax Urban Folk Festival	2 <sup>nd</sup>	\$13,000
Spur Festival	2 <sup>nd</sup>	\$ 6,000

#### Signature Event Program

All events in this program are in their final year of a three-year funding cycle. In 2016, Regional Council approved new program categories and a scoring system which resulted in an adjustment in previous funding levels as the new criteria was primarily focused on data driven economic and tourism impacts.

The new scoring and programs resulted in recommended funding reductions for 3 events: The Royal Nova Scotia International Tattoo, the Scotiabank Blue Nose Marathon, and Halifax Pop Explosion. The impact of those reductions, in some cases by significant amounts, has been noted each year as causing challenges, particularly for events with sizeable municipal services costs. To provide sufficient time for the events to adjust to the reduced award amounts, an incremental funding formula was recommended and approved by SEAC and Regional Council. Therefore, these events received funding equal to the 2015 grant amount for 2016, with the reduced grants phased over the following two years.

The rationale for this phased approach to the award reductions was so that organizations could adjust their programming or to encourage annual events to acquire other sources of funding through corporate sponsorship, fundraising and/or with other levels of government. The adjustments in funding provides additional capacity within the reserve, to support SEAC's focus to build financial capacity to develop new and emerging events in HRM; and positions HRM with the means to attract and host major event opportunities.

The 3-year funding schedule can be found below in Table 3. The Signature category will reopen in Winter 2018 and events are eligible to reapply for funding for up to three years.

	2016/17	207/18	2018/19
<b>Atlantic Film Festival</b>	\$40,000	\$40,000	\$40,000
<b>Scotiabank Blue Nose Marathon</b>	\$60,000	\$43,500	\$27,000 *
<b>Halifax International Busker Festival</b>	\$50,000	\$50,000	\$50,000
<b>Halifax Comedy Fest</b>	\$23,000	\$23,000	\$23,000
<b>Halifax Jazz Festival</b>	\$45,000	\$45,000	\$45,000
<b>Halifax Pop Explosion</b>	\$40,000	\$40,000	\$32,000
Royal Nova Scotia International Tattoo	\$100,000	\$97,000	\$94,000 **
<b>TOTAL</b>	<b>\$358,000</b>	<b>\$338,500</b>	<b>\$311,000</b>

\* In 2017 the Scotiabank Blue Nose Marathon retained municipal services that totaled approximately \$76,000.

\*\* There has been ongoing discussion regarding requests for additional funding from the Royal Nova Scotia International Tattoo in recent years. The funding to the Tattoo was increased to \$100,000 in 2014 and retained at that level for 2015, dependent on retention of the Tattoo parade. The Tattoo has informed staff there will be no Canada Day Tattoo parade in 2018, however, a free, community event is planned to be held on the Halifax Commons.

### **Post Event Reporting**

All events that receive event funding from the Municipality are required to submit a final event report as part of the funding process. The final event report provides staff with information on the success and challenges associated with the event. This is a key deliverable for events that receive 3-year sustainable funding to ensure the criteria is being met and no significant changes have occurred. Attachment 2 provides a summary of each of the 2017/18 event outcomes.

### **Revisions to Admin Order on MLSER Grants**

On February 27, 2017, SEAC passed a motion requesting staff to host a workshop on potential changes to the Administrative Order. On March 8, 2017, that motion was ratified by the Audit and Finance Standing Committee which is the governing body for SEAC. Staff have hosted 2 workshops with SEAC and the Committee has endorsed the revisions determined through the workshops. The intake for 2018/19 MLSER grants closed before the proposed amendments were submitted to Regional Council for approval, and therefore the current Administrative Order continues to apply for the 2018/19 awards. Following these awards, the amendments will be brought before Council for consideration.

### **FINANCIAL IMPLICATIONS**

All recommendations are subject to availability of MLSER reserve funds. With the approval of the 2018/19 Reserve budget, the funding is available in the Community and Events Reserve (Q621) with no additional increased withdrawal required. No applicants have any outstanding monies owed to the Municipality. Any remaining MLSER funds will carry forward to the 2019/20 fiscal year to continue to build a pool to enable HRM to attract and host major events.

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Marketing levy projected net available balance, March 31, 2019 \$ 299,288

\*Breakdown of proposed withdrawals of 18/19:

MLSR Events (Emerging, Tourism, Signature, etc.)	\$1,277,800**	
Allocation for hosting	\$ 400,000	
Christmas trees for Boston/Japan	\$ <u>9,000</u>	\$1,686,800

**MLSR Events allocation:	\$1,277,800	
2018/19 Grant awards from 2016 report	\$ (340,000)	
Recommendation grant awards per this report	\$ <u>(769,500)</u>	
Balance of unallocated, approved withdrawals	\$ 168,300	

### **RISK CONSIDERATION**

There are no significant risks associated with the recommendations in this Report. The risks considered rate Low. To determine this, consideration was given to financial and reputation risks.

### **COMMUNITY ENGAGEMENT**

SEAC includes members of the public.

### **ENVIRONMENTAL IMPLICATIONS**

None identified.

### **ALTERNATIVES**

Alternative 1: SEAC may choose to recommend that Regional Council amend the amount of any event grant in accordance with AO 2014-020-GOV.

Alternative 2: SEAC may choose to recommend that Regional Council restore the 2017 grant amount of \$43,500 to the Blue Nose Marathon in acknowledgement of their particular requirements for municipal services.

### **ATTACHMENTS**

Attachment 1: Eligibility and Event Information  
Attachment 2: 2017/18 Post Event Report Information  
Attachment 3: Event Evaluation

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A copy of this report can be obtained online at [halifax.ca](http://halifax.ca) or by contacting the Office of the Municipal Clerk at 902.490.4210.

Report Prepared by: Elizabeth Taylor, Manager, Culture & Events, 902.490.4387

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**Attachment 1  
Eligibility and Event Information**

**Ineligible Events**

Upon review of the applications, 1 event was deemed ineligible for funding as a potential emerging event. The application will be redirected to the Regional Special Event Grant Program.

- 1. Event:** Halifax Fall Festival  
**Organization:** Premiere Entertainment Group  
**Grant requested:** \$25,000  
**Past Grant:** N/A

	<b>Budget</b>	<b>Attendance</b>	<b>Outside HRM</b>	<b>Room Nights</b>	<b>STEAM</b>
<b>Estimated</b>	\$85,000	3,500	500	NA	NA

This event is proposed for October 26–28, 2018 at the waterfront, and primarily at Historic Properties in Downtown Halifax. The purpose of the event is to offer the public a free, family friendly and interactive event that engages several areas of the downtown for entertainment and tourism purposes. The Fall Festival will include a giant haze maze, face painting, chainsaw wood carving, pumpkin decorating, pumpkin carving, outdoor fall décor at various locations, as well as a trick or treating route going store to store at participating businesses within downtown Halifax. The event estimates a total of 20-30 volunteers during the programming of the festival.

**Media Impact:** Working with Discover Halifax in promoting the festival throughout the region. Also promoting via various social media platforms: Facebook, Instagram, Twitter.

Upon review of the applications, 2 events were deemed ineligible for funding due to the minimum budget requirement of \$300,000 for the Tourism Event program. However, as stated in the report, these events have economic and tourism merit.

- 2. Event:** 2018 Eastern Canadian Ringette Championship  
**Organization:** Athletics Nova Scotia  
**Grant Requested:** \$10,000  
**Past Grant:** N/A  
**Grant Proposed:** \$10,000

	<b>Budget</b>	<b>Attendance</b>	<b>Outside HRM</b>	<b>Room Nights</b>	<b>STEAM</b>
<b>Estimated</b>	\$75,000	1,500	300	200	\$137,449

This event is proposed for April 19–22, 2018, at both the BMO 4-Pad (Bedford) and Dartmouth 4-Pad. The event is one of the major ringette events of the calendar year for the sport nationally and is the highest level of play for most players involved. The event hosts 500 players from ON, PQ, NB, PE and NS for 4 days for the Eastern Championships. It has 4 age groups (U14, U16, U19 and 18+). Outside of games there is a banquet, skills competition, opening and closing ceremonies.

**Media Impact:** The event will be live streamed on Bell Media.

- 3. Event: 2018 Female Box Lacrosse Nationals & U19 Women's Field Lacrosse International**  
**Organization: Lacrosse Nova Scotia Society**  
**Grant Requested: \$10,000**  
**Past Grant: N/A**  
**Grant Proposed: \$10,000**

	<b>Budget</b>	<b>Attendance</b>	<b>Outside HRM</b>	<b>Room Nights</b>	<b>STEAM</b>
<b>Estimated</b>	\$47,000	4,000	1,500	2,500	\$749,400

This event is proposed for July 23–28, 2018, at either the BMO 4-Pad or the Dartmouth 4-Pad. The purpose of the event is to provide a national tournament for the best female box lacrosse players in Canada to compete for a national title and to provide the best female field lacrosse players in Canada, and from other countries, an invitational tournament in eastern Canada. The goal for these events is to assist in growing both lacrosse streams in Nova Scotia and bring new members to the lacrosse community. There will be approximately 14 teams in divisions ranging from bantam to junior who will play a round robin of games leading to a championship round.

**Media Impact:** The event will be live streamed on Bell Media.

**Eligible Events**

Upon review of the applications, 12 were deemed eligible for funding and their information is presented below by event program. The STEAM metric is based on the total net increase in economics in Nova Scotia.

***TOURISM EVENTS***

- 4. Event: 2019 Nations Volleyball League**  
**Organization: Volleyball Nova Scotia**  
**Grant requested: \$50,000**  
**Past Grant: N/A**  
**Grant Proposed: \$50,000**

	<b>Budget</b>	<b>Attendance</b>	<b>Outside HRM</b>	<b>Room Nights</b>	<b>STEAM</b>
<b>Estimated</b>	\$421,790	6,000	2,000	1,300	\$339,915

This event is proposed for early June 2019 at the Scotiabank Centre. The purpose of the event is to host matches and first-class sport and entertainment that will enhance awareness and participation of volleyball in Halifax and Nova Scotia. Six matches will be played over three days between four of the top twelve countries in the world including Canada, as well as a larger weekend tournament featuring 32 countries. The event estimates a total of 100 volunteers delivering 600 volunteer hours. During the competition the event will also host Volleyball Canada's Annual General Meeting.

**Media Impact:** Radio ads played on C100 and The Bounce, 3 billboards have been booked for a duration of 30 days each, and The Chronicle Herald is holding a spot in the Sports section both in print and online.

5. **Event:** CheerExpo National Championships  
**Organization:** CheerExpo Cheerleading and Dance Events Inc.  
**Grant requested:** \$50,000  
**Past Grant:** \$35,000 in 2017/18, \$30,000 in 2016/17, \$33,000 in 2015/16  
**Grant Proposed:** \$35,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$372,800	6,000	4,200	2,270	\$1,493,984

This event is proposed for March 29–31, 2018 at the Halifax Forum. The purpose of the event is to determine the best in all levels of competitive cheerleading. CheerExpo 2018 is also a qualifier for The One Cheer and Dance Finals and The USASF World Championships. The event estimates that a total of 30-40 volunteers delivering 400-500 volunteer hours.

**Media Impact:** Many of the participants are minors, therefore, online streaming of the event is challenging as many parents refuse. Historically, several local news programs cover the event.

6. **Event:** EPIC Dartmouth 2018  
**Organization:** EPIC Multisports with Triathlon NS, Swim NS and Run NS  
**Grant requested:** \$50,000  
**Past Grant:** \$30,000 in 2017/18, \$39,000 in 2016/17, \$45,000 in 2015/16  
**Grant Proposed:** \$27,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$488,375	16,000	1,000	600	\$917,250

This event is proposed for June 23 – July 1, 2018, and is centered around Lake Banook, Grahams Grove, and Shubie Park. The purpose of the event is to host an EPIC 10-day event, including The Canadian 5K, EPIC@Night 6.1K, Maple Leaf 10K, EPIC quarter and half marathons, as well as events for the children. The kid's triathlon is becoming the largest in Atlantic Canada and the goal is to continue to grow this event. The event estimates that a total of 375 volunteers will provide over 8,500 volunteer hours.

**Media Impact:** This is not a televised event; however local programs have featured elements of the event.

7. **Event:** Hal-Con  
**Organization:** Hal-Con Sci-Fi Fantasy Association  
**Grant requested:** \$90,000  
**Past Grant:** \$39,000 in 2017/18, \$39,000 in 2016/17, \$45,000 in 2015/16  
**Grant Proposed:** \$45,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$513,080	11,000	4,015	1,000	\$1,129,207

This event is proposed for October 26 – 28, 2018, at the Scotiabank Centre, Grand Parade Square and the Halifax Convention Centre. The purpose of the event is to serve as a cultural beacon representing geeks and nerds to create a positive environment for learning, self-expression and promoting a cultural shift. The event hosts over 350 activities in 3 days including special high-profile guest speakers, live theatre, comedians, panels, dance, and cultural food tasting. The event estimates a total of 350 volunteers delivering 30,000 volunteer hours.

**Media Impact:** The event will be experimenting with streaming segments of the event via Facebook Live.

- 8. Event:** International Senior Men’s Rugby– Canada vs USA  
**Organization:** Sports & Entertainment Atlantic  
**Grant requested:** \$50,000  
**Past Grant:** N/A  
**Grant Proposed:** \$50,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$515,000	5,000	500	750	\$750,000

This event is proposed for June 22–24, 2018, at the Wanderers Grounds. The purpose of the event is to bring high caliber International Rugby to Halifax, and host high quality rugby matches over a three-day period. The goal is to draw rugby fans, old and new to the downtown core, and showcase the event hosting capabilities of the newly refurbished Wanderers Grounds. The event estimates that a total of 200 volunteers delivering over 10,000 volunteer hours.

**Media Impact:** Sports & Entertainment Atlantic is working with partners to determine broadcasting options.

- 9. Event:** International U20 Women’s Rugby– Canada vs England  
**Organization:** Sports & Entertainment Atlantic  
**Grant requested:** \$50,000  
**Past Grant:** N/A  
**Grant Proposed:** \$50,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$515,000	5,000	500	600	\$675,000

This event is proposed for August 14, 2018, at the Wanderers Grounds. The purpose of the event is to bring high caliber International Rugby to Halifax, and host high quality rugby matches. Thirty–two teams from U16 and U18 teams will participate in the Eastern Canadian Rugby Championships at Acadia the preceding week, before travelling to Halifax on August 14. This will also showcase the capabilities of the newly refurbished Wanderers Grounds. The event estimates that a total of 100 volunteers delivering over 5,000 volunteer hours.

**Media Impact:** Sports & Entertainment Atlantic is working with partners to determine broadcasting options.

- 10. Event:** Shearwater East Dartmouth Minor Hockey Association (SEDMHA)  
**Organization:** SEDMHA Minor Hockey Tournaments  
**Grant requested:** \$50,000  
**Past Grant:** \$35,000 in 2017/18, \$35,000 in 2016/17, \$25,000 in 2015/16  
**Grant Proposed:** \$50,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$501,651	50,000	20,000	6,100	\$3,404,933

This event is proposed for November 22–25, 2018, (SEDMHA Female) and March 21–April 1, 2018 (SEDMHA Minor & Novice) at 14 arenas across the Municipality. The purpose of the event is to celebrate Minor Hockey on the east coast. The event features teams ranging in ages 6 to 17, including both male and female teams competing in various divisions including Novice, Atom, Peewee, Bantam and Midget. The event has 3 major sections including the SEDMHA Minor Hockey Tournament and SEDMHA Novice Jamboree held in the spring, and a SEDMHA Female Hockey Tournament held in the fall. The SEDMHA Minor Hockey Tournament is a 4-day weekend event featuring approximately 220 teams and 600 games across 18 arena venues. The SEDMHA Novice Jamboree is held the weekend prior to the SEDMHA Minor Tournament and is comprised of 65 novice teams in three skill levels. The SEDMHA Female Hockey Tournament features over 55 Female teams from across the Maritime Provinces, including Atom, Peewee Bantam and Midget teams. The event estimates that a total of 50 volunteers delivering 225 volunteer hours.

**Media Impact:** Investigating possible live streaming with Bell Media.

**11. Event:** Sole Sisters Women's 5K  
**Organization:** Girls Gone Gazelle Run Club  
**Grant requested:** \$30,000  
**Past Grant:** \$10,000 in 2017/18  
**Grant Proposed:** \$7,500

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$315,500	3,000	1,388	904	\$544,371

This event is proposed for June 9, 2018, at the Grahams Grove Park, Dartmouth. The purpose of the event is to encourage girls and women to be active through an untimed 5K walk/run called Sole Sisters and to generate revenue for the free girls' confidence training group: Girls Gone Gazelle Run Club. The Girls Gone Gazelle Run Club is free to its participants (shoes, uniforms, race fees, etc.) and has trained over 350 girls. There are 9 socials (meant to inspire females to walk and run) in Dartmouth; several other pop-up training sessions in HRM that offer walking/running or yoga classes; and up to 9+ on the road socials that occur in communities throughout Nova Scotia from Yarmouth to Sydney. The event estimates a total of 300 volunteers delivering 1,350 hours.

**Media Impact:** The event does not have a televised or streaming broadcasts.

**12. Event:** The Great Race  
**Organization:** Coker Tire  
**Grant requested:** \$5,000  
**Past Grant:** N/A  
**Grant Proposed:** \$5,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$250,000	15,000	1,000	700	\$500,000

This event is proposed for June 30–July 1, 2018, at numerous locations in Halifax and Dartmouth. The purpose of the event is to host the classic car rally from Buffalo to Halifax. The finish line is in Halifax with an award ceremony and display of the vehicles. The event estimates that a total of 20 local volunteers will deliver over 50 volunteer hours.

**Media Impact:** A 1-hour TV show on Discover Velocity.

**13. Event:** U Sports Final 8 Men's National Basketball Championship  
**Organization:** Dalhousie  
**Grant requested:** \$50,000  
**Past Grant:** \$39,000 in 2017/8, \$39,000 in 2016/17  
**Grant Proposed:** \$45,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$555,000	30,000	5,000	850	\$890,344

This event is proposed for March 7–10, 2019, at the Scotiabank Centre. The purpose of the event is to determine the U Sports National Basketball Champion after four days of high-quality university basketball showcasing up and coming talent from the region. The event estimates a total of 200 volunteers delivering 4000 volunteer hours.

**Media Impact:** The semifinals and finals are expected to be broadcast nationally on Rogers Sportsnet. All other games will be available internationally through live webcast.

**MAJOR HOSTING**

- 14. Event:** 2018 Pan American Canoe Sprint Championships  
**Organization:** Atlantic Division CanoeKayak Canada  
**Grant requested:** \$85,000  
**Past Grant:** \$ N/A  
**Grant Proposed:** \$85,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$1,235,520	2,010	950	2,575	\$1,457,390

This event is proposed for September 12–16, 2018, at Lake Banook. The 2018 Pan Ams will represent the pinnacle Sprint Canoe Championships for the Pan American Canoe Federation in that year. The 2018 Pan Ams will also be a qualifier for the 2019 Pan American Games, and is a Paracanoe Championship. The Pan American Canoe Federation represents 41 nations from North America and South America. The event will attract more than 250 elite paddlers from all over the world competing over four days of intense, action packed racing. The event estimates a total of 250 volunteers delivering 4,360 hours.

**Media Impact:** Atlantic Division CanoeKayak Canada will work with the Canadian Broadcast Company (CBC Sports) as their broadcast host ensuring feeds are available for international markets. Digital media and live streaming services will also be provided.

- 15. Event:** 2019 Mastercard Memorial Cup  
**Organization:** 2019 Memorial Cup Host Society  
**Grant requested:** \$300,000  
**Past Grant:** N/A  
**Grant Proposed:** \$300,000

	Budget	Attendance	Outside HRM	Room Nights	STEAM
<b>Estimated</b>	\$4,097,500	TBC	TBC	TBC	\$ 5,530,689

This event is proposed for May 16 until May 26, at the Scotiabank Centre and Halifax Convention Centre. The competition is between the three League Champions (QMJHL, OHL, WHL) and the host team, the Mooseheads, to determine the winner of the Mastercard Memorial Cup. There is one game per day and the Fan Fest/Concert Series will occur each of the 10 days. There is also a welcome banquet (500+ guests) at the Convention Centre, a Golf Tournament (120+), CHL Awards, and the Fan Fest and Concert Series, which will include local vendors and musicians that celebrate Halifax and the Province. Funding the 9 Mastercard Memorial Cup hockey games allows for the tickets to be sold at affordable junior hockey prices, and traditionally much lower than in this event's recent history. The event estimates a total of 100 volunteers delivering 4,000 hours.

**Media Impact:** All 9 games (including tiebreaker game) will be broadcast live, in prime time, coast to coast on Rogers Sportsnet as well as throughout the United States on the NHL Network. Games will also be streamed online via Sportsnet. The social media following for this event across the continent with hockey fans will keep Halifax and the Mastercard Memorial Cup trending throughout the week.

**Attachment 2  
2017/18 Post Event Report Information**

The following information is based on a review of all 2017 reports that are submitted to staff post event. All events reported successful economic and tourism outcomes, with one event showing a budget deficit.

This review notes that several events have significant discrepancies in proposed versus actuals for budget, attendance and room night numbers. Staff are working to assist these events with recording more accurate data.

**EMERGING EVENTS**

**1. Groundswell Music Festival**

**Date of event:** March 16–18, 2017

**Summary:** The event took place on March 16 at the Spatz Theatre, and on March 17 & 18 at the Olympic Community Centre. The event focus was on Nova Scotian music, food and beverage. The event featured performers Rawlins Cross, Heather Rankin, The Stanfields, Like a Motorcycle, Ria Mae, and In-Flight Safety. The event included 90 volunteer shifts that were distributed amongst 40 volunteers in total

**Goals/ Changes:** The event plans to build the profile of the festival and significantly build on ticket sales and overall revenues. The event will be marketed more widely outside of the Nova Scotia region in 2018.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	2,000	1,900
<b>Room Nights</b>	60	60
<b>Budget</b>	\$87,000	\$82,750

**2. Maritime Race Weekend**

**Date of event:** September 15–16, 2017

**Summary:** The event took place at Fisherman’s Cove, Eastern Passage, and attracted runners from Canada, United States, Europe, South America, India and Australia. The event cross promoted with Discover Halifax and was featured on Canadian Running Magazine’s website as Nova Scotia’s ‘Destination Race’.

**Goals/ Changes:** The event will continue to build their social media platform and cross promote with other events across Canada. Organizers deemed the 2017 event successful and have no major changes planned.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	5,400	5,100
<b>Room Nights</b>	1,210	1,000
<b>Budget</b>	\$315,000	\$310,000

**3. Spur Festival**

**Date of event:** October 26–28, 2017

**Summary:** The event took place at the Halifax Central Library in downtown Halifax. The 2017 theme was Risk. Spur 2017 explored topics from what impact the distrust of experts is having on public and political engagement, to how to improve race relations, to what lessons history can teach us about geopolitical risk, human rights, and more.

**Goals/ Changes:** This was the first time this event occurred in Halifax and organizers plan to continue to grow on this success for 2018.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	4,000	3,200
<b>Room Nights</b>	130	100
<b>Budget</b>	\$145,000	\$98,000

#### 4. Halifax Urban Folk Festival

**Date of event:** August 27–September 3, 2017

**Summary:** The Halifax Urban Folk Festival 2017 expanded their footprint by adding new venues to their program. The Carleton Music Bar & Grill, The Seahorse Tavern, The Marquee Ballroom and The Timber Lounge showcased performances, as well as several free performances at The Stubborn Goat, The Loose Canon, The Anchor, and The Wooden Monkey.

**Goals/ Changes:** HUFF Weekend falls at the time when university students are arriving in Halifax. For the 2018 festival, the plan is to reach out to universities and foster partnerships.

	Proposed	Actual
Attendance	1,500	1,600
Room Nights		None received
Budget	\$116,500	\$116,000

### TOURISM EVENTS

#### 5. CIS Final 8 Men's Basketball Championship 2017

**Date of event:** March 8–11, 2017

**Summary:** The event took place at the Scotiabank Centre. The event partnered with Colour (a creative digital agency) and moved away from traditional media to focus on digital media marketing. The event also worked with designated local restaurants and bars to be official 'Hoop Houses' and all games were broadcast live. The semifinals and finals were broadcast nationally on Sportsnet, and the remaining games were broadcast regionally on TV1 and webcasted internationally through USPORT.

**Goals/ Changes:** Event organizers have secured three more years of USPORTS National Championships for Halifax with the Final 8 in 2019, the University Cup in 2020 and the Final 8 again in 2021.

	Proposed	Actual
Attendance	30,000	22,555
Room Nights	850	850
Budget	\$614,000	\$426,350

#### 6. 2017 FIBA World Cup Qualifier

**Date of event:** November 24, 2017

**Summary:** Team Canada trained for a full week at the Canada Games Centre which allowed exposure to Halifax athletes. There were 112 minor basketball teams from across Nova Scotia participating in the minor basketball program by bringing their entire team to the event. The event was broadcasted live internationally through DAZN, reaching hundreds of thousands of viewers.

**Goals/ Changes:** None provided by organizer.

	Proposed	Actual
Attendance	5,000	6,284
Room Nights	200	275
Budget	\$310,000	\$161,000

#### 7. 2018 Karate Canada National Championships

**Update:** The event took place March 7–11, 2018, and had record attendance for the national championships. The final report is not due at this time and data on this event will be included in the next MLSE Report. However, the feedback from participants, friends and families was overwhelmingly positive from the four host hotels, ground transportation, competition venue and the City of Halifax itself.

## 8. 2017 Female Box Lacrosse National Championships & U19 Women's Field Lacrosse International

**Date of event:** July 16–24, 2017

**Summary:** The event took place at the Dalhousie Wickwire Field (for Women's Field) and Halifax Forum (for box event). During the week, two National Championships for the sports of Women's Box Lacrosse, and Women's Field Lacrosse were held showcasing the best female athletes in Canada, in their respective disciplines.

**Goals/ Changes:** Lacrosse NS will be hosting this event again next season and plan on setting goals for increased exposure of the event through marketing.

	Proposed	Actual
Attendance	10,000	8,300
Room Nights	1,500	1,150
Budget	\$96,596	\$61,800

## 9. Play On! Halifax

**Date of event:** June 17–18, 2017

**Summary:** The 2017 event took place on Cogswell Street next to the Halifax Commons, as well as on the Emera Oval. The event created 51 rink playing areas and had 525 teams that participated.

**Goals/ Changes:** The 2018 event that was scheduled has been cancelled until further notice.

	Proposed	Actual
Attendance	4,035	3,821
Room Nights	388	375
Budget	\$301,000	\$303,000

## 10. Sole Sisters Women's 5K

**Date of event:** June 2017

**Summary:** The June 2017 event was the sixth year of the untimed 5K event which encourages girls and women of all ages to walk or run 5K. The course route to stay mostly on Wilkinson Avenue was well received and the event utilized approximately 250-300 volunteers.

**Goals/ Changes:** Goal for 2018 is to bring the focus back to the June event, the first Sole Sisters event of the season and to engage the women and girls that have moved to October's event to encourage them to return to June so that they attend both June and October. As well, in 2018 the event will promote its official Sole Sisters tartan.

	Proposed	Actual
Attendance	3,250	2,250
Room Nights	904	450
Budget	\$320,000	\$126,000

## 11. Epic Dartmouth

**Date of event:** June 30 – July 3, 2017

**Summary:** The event was centered at Lake Banook, Dartmouth and included the EPIC Canadian (5k, 10k, quarter & half marathons), Epic Swim, Epic Kids (triathlon), Epic Tri-A-Tri (beginner distance triathlon targeted at adults). The event expanded to include a new Friday night 6.1k run & walk, and EPIC@Night; a two-day post - race celebration at Grahams Grove Park. The 2017 event more than doubled its participants but due to inclement weather, the public festival was cancelled as well as decreased numbers in spectators.

**Goals/ Changes:** The 2018 event will expand to a ten-day period, spanning two weekends. EPIC Kids Triathlon will be moved to the first weekend, allowing for space in the schedule to add a kids run. Event organizers are planning on hosting the EPIC@Night public festival in 2018.

	Proposed	Actual
Attendance	13,000	4,000
Room Nights	721	800
Budget	\$361,000	\$193,000

## 12. Hal-Con

**Date of event:** September 28–30, 2017

**Summary:** The event took place at Grand Parade Square, the World Trade and Convention Centre, and the Scotiabank Centre. The event hosted over 350 activities in 3 days, including guest speakers, live theatre, comedians, panels, dance, and a cultural food tasting. The event had over 300 volunteers delivering 3,000 volunteer hours.

**Goals/ Changes:** Organizers deemed the 2017 event successful and plans to move the event to the new Halifax Convention Centre for 2018 which will provide significant opportunities for growth. The 2017 event date was moved to the end of September due to scheduling conflicts with the World Trade and Convention Centre.

	Proposed	Actual
Attendance	8,000	8,900
Room Nights	750	771
Budget	\$433,000	\$425,000

## 13. SEDMHA

**Date of event:** March 23 – April 2, 2017

**Summary:** SEDMA celebrated its 40<sup>th</sup> year in 2017 with its most successful year. The event was held in 20 arenas located within HRM. The four-day weekend event attracted teams from Atlantic Canada, Quebec, Ontario and the United States. A total of 278 teams, 170 referees and 100 volunteers participated in the Minor hockey tournament.

**Goals/ Changes:** The 2017 event offered free admission to all games. SEDMA also partnered with Hockey Nova Scotia to host provincial championships for High School hockey as part of the 2017 event.

	Proposed	Actual
Attendance	50,000	50,000
Room Nights	2,444	4,568
Budget	\$508,000	\$504,046

#### 14. Cheer Expo

**Date of event:** March 24 – 26, 2017

**Summary:** The event took place at the Halifax Forum and had 120 teams in total compete. Of the 120 teams, 25 were local (within an hour of Halifax) and 64 were from out of province. Away teams were from Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland, Quebec, Ontario and British Columbia. Although the number of teams and the numbers of spectators both increased 5% from 2016, the total number of participants decreased by 2%. Cheer Expo 2017 did not have any junior high or high school teams from Nova Scotia competing due to the work to rule action by the Nova Scotia Teachers Union.

**Goals/ Changes:** Organizers deemed the 2017 event successful and plan to continue to deliver a highly competitive volunteer competition for 2018. The 2018 event will be similar to 2017 with the exception of a several division changes, and rule changes that were implemented by the USASF/ISAF and through judges' votes.

	Proposed	Actual
Attendance	5,800	5,300
Room Nights	2,188	2,050
Budget	\$335,000	\$329,000

#### 15. Aboriginal Day Live

**Date of event:** June 21, 2017

**Summary:** The event took place in the Salter Street event space on the Halifax Waterfront. The free evening concert was well attended and received by the public. The event included cultural demonstrations. The live broadcast was seen by thousands of viewers across North America.

**Goals/ Changes:** None provided by the organizers.

	Proposed	Actual
Attendance	15,000	8,500
Room Nights	355	325
Budget	\$598,000	\$550,000

#### 16. Soccer Canada Festival

**Update:** This event did not occur in 2017 and has been moved to 2018. It is scheduled to occur in July 2018.

### MAJOR HOSTING

#### 17. Rendez-Vous 2017 – Tall Ships Nova Scotia

**Date of event:** July 29 – August 1, 2017

**Summary:** More than 40 Tall Ships visited Canadian waters to honour the 150th anniversary of the Canadian Confederation. The ships attracted thousands of locals and visitors who came to take part in festivals organized by the local communities, thereby generating a significant economic impact for the host communities and the province of Nova Scotia as a whole. Halifax was the start of the official final leg of this race and was the largest gathering of tall ships to dock in the Port of Halifax in years. The Halifax-Dartmouth events featured a number of events, much of them free to the public.

**Goals/ Changes:** Organizers are conducting a report to analyze future Tall Ships.

	Proposed	Actual
Attendance	250,000	282,664
Room Nights	4,500	4,500
Budget	\$4,700,000	\$3,556,061

## **SIGNATURE EVENTS**

### **18. Atlantic Film Festival**

**Date of event:** September 14 – 21, 2017

**Summary:** The event took place at numerous venues throughout the urban core, including the Lord Nelson Hotel, VIA Rail Canada, Rebecca Cohn Auditorium, Cineplex Park Lane Theatres, and Casino Nova Scotia. The Outdoor Film Experience also had screenings at Tall Ships Quay, Dartmouth Crossing, and at Halifax Public Gardens. The festival had 127 total screenings, 192 films and 45 events, panels and 2 receptions. The 2017 festival saw a box office increase of 36% compared to 2016.

**Goals/ Changes:** 2017 was a milestone year for the organization, celebrating 40 years. It rebranded to FIN: Atlantic International Film Festival to be more assessible, to expand the audience and to tie all FIN programs and events together. Organizers deemed the 2017 event successful and will offer a similar program in 2018.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	30,000	29,229
<b>Room Nights</b>	2,950	None received
<b>Budget</b>	\$1,143,570	\$1,124,387

### **19. Blue Nose Marathon**

**Date of event:** May 19– 20, 2017

**Summary:** The event was centered at the Scotiabank Centre with running courses throughout peninsula Halifax. The event weekend consisted walking/running events (half/ full marathon, team relay, 10KM, 5KM and two youth runs – 2KM and 4KM), the Active Living Expo (a two-day lifestyle event at the World Trade & Convention Centre, and the Scotiabank Charity Challenge, a fundraising initiative for Blue Nose participants to raise money for a charity of their choice.

Highlights included:

- An expanded partnership with Lifemark, who became the title sponsor of the 5KM race, as well as the presenting sponsor of Team Myles
- An expansion of the Team Myles program to a second site in Truro
- The Scotiabank Blue Nose Marathon App
- Bottle free event in 2017
- A record breaking year for the Scotiabank Blue Nose Marathon Charity Challenge, over \$600,000
- A record year for the Killam Marathon Team Relay

**Goals/ Changes:** Plans to include a new 15k km route.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	11,500	10,591
<b>Room Nights</b>	1,924	1,750
<b>Budget</b>	\$1,106,000	\$1,115,000

## 20. Halifax International Busker Festival

**Date of event:** August 1–7, 2017

**Summary:** The festival featured performance venues with stage management and technical production at Historic Properties, Nathan Green Square, Sackville Landing, Rotary Stage at Bishop Landing and at Bishops Landing Boardwalk. The 2017 festival had 23 groups/performers from Canada, United States, Brazil, Australia, New Zealand and Spain.

**Goals/ Changes:** With the ongoing construction on the Halifax Waterfront, the festival is finding it difficult to identify enough real estate that is viable for vendors (a main source of the festival revenue). The festival produced a new, Nova Scotia Marquee Stage located at the Rotary Stage at Bishop's Landing. The 2018 festival will expand the Nova Scotia Marquee Stage to provide Halifax and Nova Scotia artist's increased visibility and exposure.

	Proposed	Actual
<b>Attendance</b>	250,000	250,000
<b>Room Nights</b>	7,280	7,280
<b>Budget</b>	\$568,000	\$515,000

## 21. Halifax Comedy Fest

**Date of event:** April 26–29, 2017

**Summary:** The festival produced 15 shows over 4 days that were taped for CBC TV and will be aired over 6 half-hour episodes in 2018. The festival occurred at several venues, including Casino Nova Scotia, Seahorse Tavern, Yuk Yuks, Lower Deck, Lake Banook Club, Spatz Theatre, and the Halifax Central Library. The 2017 festival included Laugh for Lungs (fundraiser for NS Lung Association), and Laugh @ Lunch (free lunch time series at the Halifax Central Library).

**Goals/ Changes:** This year, the festival changed how the local "HomeGrown" show was produced. To increase attendance and exposure to the local comedians, the festival invited a local comedian to host and perform at one of the regular scheduled "Not Made for TV" shows held at Yuk Yuks. Organizers are looking at producing a show in 2018, outside of the downtown core in either Clayton Park or Dartmouth.

	Proposed	Actual
<b>Attendance</b>	3,500	3,300
<b>Room Nights</b>	295	110
<b>Budget</b>	\$576,000	\$392,000

## 22. Halifax Jazz Festival

**Date of event:** July 12–16, 2017

**Summary:** The event took place at 10 sites with the Festival Main Stage located at the Salter Street event space with additional festival shows that took place at the at Saint Matthew's Church, Hydrostone Park, Theodore Tugboat, Halifax Central Library, NSCC (Creative Music Workshop), Alderney Gate Public Library and the Dartmouth World Peace Pavilion. The event sites had a mix of free and paid programming, and the festival engaged over 400 volunteers which delivered 7,000 plus volunteer hours. The 2017 artists included Anderson Paak & The Free Nationals, Blue Rodeo, Jo Mersa Marley, Jesse Royal, the Mellotones and Gypsophilia. New in 2018 to the festival was The Carleton Groove Stage and more Creative Music Workshop Series Shows, curated by Jerry Granelli.

**Goals/ Changes:** The Festival will focus on presenting a high-profile line-up of artists, to give audiences new and diverse opportunities. The 2018 festival will bring the work of professional local artists directly into different neighborhoods of the city by presenting expanding programming on the community stages that offer free daytime programming (in addition to main stage).

	Proposed	Actual
<b>Attendance</b>	45,000	42,000
<b>Room Nights</b>	2,168	2,250
<b>Budget</b>	\$1,104,000	\$1,110,000

### 23. Halifax Pop Explosion

**Date of event:** October 19 – 21, 2017

**Summary:** The festival took place over 4 days in venues ranging in size from 100 seat capacity to 2,000 seat capacity including Gus' Pub, the Forum Multi-Purpose Room, the Rebecca Cohn Auditorium, Reflections Cabaret, St. Matthews United Church, the Carleton, the Seahorse Tavern, and Government House. In 2017, over 700 volunteers submitted applications for the 300+ volunteer roles available and 20% of those 300+ volunteers selected were under 19 years of age.

**Goals/ Changes:** The festival aims to deliver a unique, high quality experience for the community, as well as to follow the goals as outlined in their 10-year strategic plan.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	31,000	20,000
<b>Room Nights</b>	700	750
<b>Budget</b>	\$631,000	\$600,000

### 24. Royal Nova Scotia International Tattoo

**Date of event:** June 29–July 6, 2017

**Summary:** The event took place at the Scotiabank Centre with 5 matinees and 3 evening shows. The 2017 event changed its start times to accommodate the cruise ships in port. The Tattoo had record box office sales with an increase of 10.7% while celebrating Canada 150. The 2017 Tattoo featured artists from six other countries, along with Canadian performers. 3D and projection mapping was used for the first time to augment the historical and thematic content of the show. The Tattoo used a new method of unveiling the cast this year by unveiling cast members on CTV Morning Live throughout the week of May 8-12. The Tattoo increased its programming with the addition of 24 daytime and evening events held over seven days at various locations. The Tattoo had a 30.5% increase in volunteerism this year, with 1,643 volunteers. The Tattoo reached 23.3 million viewers on PBS stations and an additional 340,000 viewers with Eastlink TV.

**Goals/ Changes:** The Tattoo began the year with a new Managing Director. The Tattoo made significant changes to the audience survey to better align with the STEAM report criteria and added an online survey. 2018 marks the 40<sup>th</sup> anniversary and has been themed "Heroes and Legends". It will take place earlier due to scheduled construction at the Scotiabank Centre.

	<b>Proposed</b>	<b>Actual</b>
<b>Attendance</b>	53,000	None received
<b>Room Nights</b>	17,741	None received
<b>Budget</b>	\$2,467,000	\$2,641,133

**Attachment 3  
Event Evaluation**

<b>Event Name</b>	<b>Score</b>	<b>Past</b>	<b>Request</b>	<b>Recommendation</b>
<b>Tourism</b>				
2019 Nations Volleyball League	<b>44</b>	N/A	\$50,000	\$50,000
CheerExpo	<b>42</b>	\$35,000	\$50,000	\$35,000
Epic Dartmouth	<b>25</b>	\$30,000	\$50,000	\$27,000
Hal-Con	<b>34</b>	\$39,000	\$90,000	\$45,000
International Senior Men's Rugby Canada vs USA	<b>34</b>	N/A	\$50,000	\$50,000
International U20 Women's Rugby Canada vs England	<b>30</b>	N/A	\$50,000	\$50,000
SEDMHA	<b>58</b>	\$35,000	\$50,000	\$50,000
Sole Sisters Women's 5K	<b>25</b>	\$10,000	\$30,000	\$7,500
The Great Race	<b>20</b>	N/A	\$5,000	\$5,000
USports Final Men's National Basketball Championship	<b>45</b>	\$39,000	\$50,000	\$45,000
<b>Major Hosting Events</b>				
2018 Pan American Canoe Sprint Championships	<b>64</b>	N/A	\$85,000	\$85,000
2019 Mastercard Memorial Cup	<b>94</b>	N/A	\$300,000	\$300,000
<b>Ineligible Events</b>				
2018 Eastern Canadian Ringette Championships	<b>39</b>	N/A	\$10,000	\$10,000
2018 Female Box Lacrosse Nationals	<b>38</b>	N/A	\$10,000	\$10,000
		<b>TOTAL</b>	<b>\$880,000</b>	<b>\$769,500</b>