

## 7.5 Major Events Hosting/Support Policy

### Introduction

The hosting/support of major events offers the potential to bring economic, social, health, and community benefits to Nova Scotia through business, sport, and cultural events. The events can act as a catalyst for the achievement of government priorities for a healthier, more prosperous, and self-sufficient Nova Scotia.

Hosting/supporting major events has the potential to generate new investment, business opportunities particularly in the small and medium- sized business sectors, new jobs, regional development, increased tourism, enhanced infrastructure, international/national profile for the province, and increased tax revenue.

Social benefits range from community, volunteer, and leadership development as well as increased emphasis on fitness and health. Hosting/supporting also offers a forum to celebrate athletic, artistic, and cultural excellence and provide Nova Scotians with the opportunity to contribute to the expression of Nova Scotia's identity.

Nova Scotia favours a community development approach that builds on co-operation, coordination, collaboration, and engagement among the necessary partners (community and private sector, as well as public sector).

Hosting/supporting major events provides the potential for community development, capacity building, confidence, and pride of place.

The Government of Nova Scotia values, respects, nurtures, and encourages volunteerism. Hosting/supporting can build social capital, leaving communities with a living legacy of skilled volunteers and community leaders who have a desire, willingness, and comfort level to volunteer again for other community projects.

Hosting/supporting can serve as the impetus to enrich facility infrastructure around the province so that future generations can benefit from world-class facilities.

### Policy Statement

The Government of Nova Scotia will consider opportunities to host or support major events that have the potential to bring significant direct and/or indirect economic, social, health, and community development benefits to Nova Scotia; therefore, the Government of Nova Scotia will support only those events that advance government

priorities; accrue significant economic, social, health, and community benefits; and/or ensure needed legacies.

## Definitions

### **MAJOR EVENTS**

Major events include major international events, smaller international events, and national events as well as international/national conferences/conventions. Such events might be in the arts, culture, or entertainment sectors; business, technology, or science sectors, or sport events. Examples of major events include Tall Ships, Commonwealth Games, G7, etc .

### **MINOR EVENTS**

Examples of minor events include local community or provincial initiatives such as community suppers, provincial sport championships, tournaments, etc. Minor events are not covered by this policy, as there are existing programs that provide support for local community development, tourism, culture and heritage, and sport and recreation initiatives.

Major events are often, but not always, hosted by non-profit, community-based organizations. The bid/host organization will often approach both the private and the public sector for financial or in-kind support. Support can also be in the form of advertising. The purchase of advertising does not imply support of the event.

### **EVENT “HOST”**

Event “host” is the primary group or organization responsible for organizing and operating an event. An event “supporter” is defined as an organization that supports the event by providing a portion of funding and/or in-kind services such as promotional support.

### **RECOGNITION OF SUPPORT**

Recognition of Support is defined as the use of the corporate symbol and limited text that identifies the Government of Nova Scotia as a supporter. Recognition of the provincial support may be included in a broad range of material including publications, forms, news releases, advertisements, audio-visuals, exhibits, signs, and other recognition opportunities.

### **IDENTIFICATION**

Identification refers to applying the corporate identifiers of the organizations contributing support when informing the public about a major event that the Government of Nova Scotia is supporting.

## Policy Objectives

To provide government with a planned and coordinated approach as well as rationale for decision making on opportunities to bid, host and support major international and national events.

To bring a systemic order to the process for bidding, hosting and supporting major international and national events in Nova Scotia.

To ensure that a fair, open, efficient, effective, equitable, and timely process is in place for evaluating requests made to the Government of Nova Scotia for bidding and hosting support.

To provide government with a hosting/supporting process that recognizes and supports the potential benefits to all regions of the province and optimizes year-round incremental benefits to the provincial economy.

## Principles

### **GOOD GOVERNANCE AND ACCOUNTABILITY**

The Government of Nova Scotia believes that bid/host organizations must operate according to the principles of good governance and accountability.

### **FISCAL RESPONSIBILITY**

The Government of Nova Scotia is not obligated to provide funding for an event. Support is dependent upon the degree of social and economic benefits accrued by the province balanced against other competing priorities, available funding, and Cabinet approval.

### **PARTNERSHIP**

A partnership approach is critical to success. Generally, the Government of Nova Scotia would not be the sole supporter of an event.

## Application

The policy applies both to events that the Government of Nova Scotia is hosting and to events hosted by other parties to which the Government of Nova Scotia is providing support.

This policy applies to support for hosting of large-scale major events such as national or international tourism, cultural, economic, recreational, or sporting events. This policy does not apply to individual requests for support of minor events or for support to attend conferences or events.

The policy and principles also apply to those major events that may not be conventionally bid for.

The policy applies as follows:

**CATEGORY I**

Direct application of the policies and procedures to departments, offices of government, and all public service entities, as well as any additional entities as indicated in a specific policy or procedure.

**CATEGORY II**

Direct application to Crown corporations, which are to abide by the policies and procedures to the extent that there is no conflict with existing legislation, regulations, or contracts. Where possible and as appropriate, Crown corporations are to make their bylaws reflective the policy's objectives.

**CATEGORY III**

Entities that receive government funding, primarily other government service organizations, are asked to embrace the intent of the policies/procedures, where to do so is determined reasonable for the efficient and effective operation of their organization (e.g., school boards, district health authorities, municipalities).

**Policy Directives**

If the bid/host organization plans to request financial support from the Government of Nova Scotia, the host organization must seek support- in-principle from the government before any bid is made.

Host organizations must demonstrate that the event will result in economic, social, health, and/or infrastructure legacies.

At no time will the Government of Nova Scotia undertake to guarantee deficit funding of an event.

Prior support from the Government of Nova Scotia does not guarantee future support for the same or a similar event.

Groups seeking provincial government financial support will be required to make a formal submission or business case demonstrating the economic, social, health, and community benefits to Nova Scotia as well as the management, financial, and technical capability of the organization to secure and manage the event.

The Government of Nova Scotia will be a part of the decision mechanism to reinvest dollars from events that earn a profit.

Proposals must demonstrate the level of community support for the event, for example, public opinion, community interest, local government, expert groups.

Government of Nova Scotia support is to be recognized when promoting the event to the public. When two or more supporters have to be identified, it follows that the true order of precedence needs to be resolved. For example, the agreement may establish the order in accordance with the share of the financial contribution or the lead role of the participant who hosts the event.

Contributions made by the Government of Nova Scotia will create an association between the Government of Nova Scotia and the event, organization, or activity being supported. Therefore, the Government of Nova Scotia's, protocol policies, goodwill, and sound image must not be compromised. Partners and their products and services need to be consistent with the event's targeted community outcomes, its participants, and the primary audiences it will affect.

Host organizations must comply with all applicable legislation (e.g. labour and environmental laws). Directors' liability for a hosting organization as well as event-specific insurance are required.

In the case of sporting events, written confirmation from the appropriate national sport organization indicating the event has been sanctioned is required.

Audited financial statements must be submitted to the Government of Nova Scotia within six months of the conclusion of the event.

### **Policy Guidelines**

The Government of Nova Scotia may enter into agreements with third-party entities to operationalize the policy and/or to deliver various components.

### **Decision Criteria**

The decision of the Government of Nova Scotia to support an event will be made based on the merits of the business case. See Business Case requirements in the Submission Guide.

Support is dependent upon the degree of benefits accrued by the province balanced against other competing priorities, available funding, and Cabinet approval.

The Government of Nova Scotia's support may include contributions in the form of direct or indirect funding, essential services, as well as any contribution towards legacy.

If existing facilities are not adequate and there is no ability to meet the facility needs, the Government of Nova Scotia would not support the event.

## **Appendices**

Appendix 7-A Economic Analysis Data Requirements

Appendix 7-B Summary of Review Factors

Appendix 7-C Major Events Hosting/Support Review Committee Terms of Reference

## **Enquiries**

Assistant Deputy Minister, Office of Health Promotion (902) 424-7724

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*Most recent review:*

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# Submission Guide

## Phase I – Securing Support-in-Principle

The bid/host organization must seek support-in-principle before any bid is made. The Major Events Hosting/Support Committee's (Committee's) support-in-principle should be secured at least one year in advance of the event. This way, the government will be in a position to anticipate budget and in-kind requirements and will be able to engage in the partnership collaboration early in the planning process.

A brief submission will be reviewed by the Committee which consists of government representatives from Economic Development; Health Promotion; Tourism, Culture, and Heritage; Service Nova Scotia and Municipal Relations; Treasury and Policy Board; and Finance. The Committee's role is an advisory one, decision-making authority rests with Executive Council (cabinet).

One objective of that review will be to identify possible links to provincial priorities. It will also enable long-term financial planning. When an event aligns with a Government's goals and the Government chooses to fund the event, the event will be transferred to and funded by the applicable department(s).

## Submission

At a minimum, the submission should include the following components:

- the letter of submission signed by the chair of the board or organizing group
- brief description of the event and the benefits that will be accrued
- identification of the relevant partners and their respective roles and responsibilities
- identification of the infrastructure needs (if existing facilities are inadequate)
- clearly stated "ask" of the Government of Nova Scotia including any infrastructure requests
- timeframes: target event date and key milestones leading up to the date
- budget estimates: to the extent possible, this should include a breakdown
- participant, attendee, and viewing estimates noting dignitaries expected
- venue requirements: including any required facility investments
- event organization: identify key personnel and organizations

**NOTE:** A collaborative process is a key policy objective. Preliminary information received early in the process is preferable to exact information received late in the process.

The submission must be sent to [majorevents@gov.ns.ca](mailto:majorevents@gov.ns.ca). Proponents can expect a maximum of a three-month turnaround time for initial submissions. The initial response will not constitute a project approval. The response may include such things as

- links to provincial priorities
- expression of concern
- support-in-principle and endorsement from the Committee to proceed to Phase II
- identification of a key provincial contact person

The Committee will provide guidance to host organizations on this policy and submission requirements.

### **Phase II – Formal Submission**

Once Government of Nova Scotia support-in-principle has been obtained and the bid accepted, a formal submission is required. This Submission Guide and attached Appendices provide direction on information requirements as well as review factors. These review factors are based on the Policy's principles and directives and should be addressed in all submissions. The Phase II submission should be sent to the contact person identified through Phase I.

The Committee and/or the designated lead department(s) will assess each Phase II submission and make recommendations to Cabinet. The extent of support will range according to the quality of the submission; type, scope, cost, and benefits associated with the event under consideration; and available resources.

### **Review Factors**

The decision of the Government of Nova Scotia to support an event will be made based on the merits of the business case and on the availability of provincial funding and Cabinet approval.

The Government of Nova Scotia's financial support may include direct funding, indirect funding, and essential services, as well as any contribution towards legacy.

If existing facilities are not adequate and there is no ability to meet the facility needs, the Government of Nova Scotia would not support the event.

### **Business Case**

Prepare a solid business case.



- Define measurable goals/objectives the economic, social, healthy living, and community benefits derived from the investment.
- Quantify the inputs
  - financial (provide a detailed budget outlining anticipated expenditures—operating as well as capital and revenues from all sources)
  - human (paid and volunteer, youth participation, participation from designated groups; e.g. diversity)
  - in-kind resources needed to secure and stage the event
  - facilities, accommodations, transportation, media, security, etc. (availability/needs)
- Clarify roles and responsibilities of the host organization.
- Identify potential partners as well as their level of anticipated involvement, financial and/or otherwise.
- Identify infrastructure, current capacity, and future needs as well as anticipated legacies. If existing facilities are not adequate, indicate the plan of action to either upgrade existing facilities or build new facilities. If the proposal is to build a new facility, identify the impact a new facility would have on the existing infrastructure. Include a sustainability plan for the legacy infrastructure.
- Describe the outputs of the event, including the potential audience reach (e.g., numbers of countries and provinces participating) and the number of participants (e.g., performers, delegates, or athletes), officials, volunteers, spectators, etc.
- Provide information for an economic impact analysis (see Appendix 7-A).
- Demonstrate the financial and management capacity to secure and hold the proposed event as well as appropriate insurance coverage including director's liability for a hosting organization as well as event-specific insurance.

### **Alignment with Government of Nova Scotia Priorities**

The hosting of major events offers the potential to bring economic, social, cultural, sport, and community benefits to Nova Scotia. Submissions must demonstrate how the event would act as a catalyst for the achievement of government priorities for a healthier, more prosperous, and self-sufficient Nova Scotia.

- Explain how the proposed event will contribute to increased emphasis on fitness and health, growing the economy, building community and volunteer capacity, promoting athletic, artistic and cultural excellence, and increasing tax revenue, as well as enhancing Nova Scotia's identity.

## **Partnerships and Community Support**

Nova Scotia favours a community development approach that builds on co-operation, coordination and collaboration among the necessary partners (community, private sector, and public sector). Therefore, the involvement of other partners in the funding and programming of the event is also a key consideration for the province.

- Identify partners, their respective roles and responsibilities, as well as the degree of support they have/or are likely to pledge.
- Demonstrate the level of community support for the event, for example, public opinion, community interest, local government, expert groups.
- In the case of sporting events, include written confirmation from the appropriate national sport organization indicating that the event has been sanctioned. This confirmation is required.

## **Volunteerism**

The importance of volunteers to our quality of life cannot be overstated. Volunteers are active in our museums, coaching our children in sports and the arts, helping out at major events like the G-7, as well as sitting on boards of voluntary organizations. Hosting can build social capital, leaving communities with a living legacy of skilled volunteers and community leaders who have a desire, willingness, and comfort level to volunteer again for other community projects.

- Outline plans, budget, and funding sources for the recruitment and training of the required number of volunteers to host the event and participate in a post-event legacy program.

## **Youth Participation and Leadership Development**

The involvement of our young people provides opportunities to promote healthy living, develop leadership skills, and prepare them for the workforce. Youth development and youth leadership opportunities provide many of the personal and social development pieces needed for our young people to succeed in becoming the leaders of tomorrow and employees that employers want. Engaging our young people is an investment in the future social, economic, sport, and cultural success of our province.

- Explain if and how young people will be involved, noting opportunities for young people to develop the attributes they need to be successful in society and in the workplace such as responsibility, integrity, critical thinking, and problem solving.

## **Diversity**

Staging world class events will require us to make effective use of the diverse backgrounds and cultures, talents, and abilities of all our citizens. Volunteers and workers who possess linguistic and cultural skills, international contacts, and experiences in different cultural and business environments bring assets that can be used to help host organizations prepare for international event performers, delegates, athletes, volunteers, participants, and visitors.

- The applicants must outline how they intend to encourage participation of Aboriginal peoples, racially visible persons, persons with disabilities, women, and immigrants.

## **Logistics**

- Demonstrate the capacity of the community to host such an event (facilities/venue, technical, accommodations, transportation, media, security, etc.)

## **Good Governance of the Host Organization**

Bid/host organizations should operate according to the principles of good governance and must have the management, financial, and technical capability to secure and stage a successful event.

- Describe the organizational and governance structures, policies, and decision-making processes.
- Demonstrate that the organization is currently incorporated under the Companies Act or the Societies Act.
- Provide a list of your Board of Directors/committee members, and staff and identify their relationships to the community, as well as the experience that qualifies them to carry out the event.
- Provide a copy of the audited financial statements for your previous fiscal year as well as a copy of your last annual report.
- Outline your policy on public disclosure of relevant program and financial information.
- Indicate if a conflict of interest policy is in place.

## **Legacy**

Hosting can serve as the impetus to enrich facility infrastructure around the province so that future generations can benefit from world class facilities.

- If existing facilities are not adequate, identify a strategy, including partners, to either upgrade existing facilities, or build new facilities. If the proposal is to build a new facility, identify the impact a new facility would have on the existing infrastructure and identify a strategy, including partners, to ensure reasonable access to facilities beyond the event.
- Identify a strategy, including partners, to ensure programming (sport, cultural, etc.) and service benefits beyond the event.
- Identify a strategy, and partners, so that the expertise and programming experience accrued from hosting the event continue beyond the event.
- Identify how the social benefits detailed in the business case will be maximized over the long term.

### **Social/Economic Benefits and Impacts**

Provide data for an Economic Analysis (See Appendix 7-A).

### **Monitoring, Follow-up, and Accountability**

For the purposes of accountability to taxpayers for the investment of public dollars, it is important that the host organization as well as all partners know whether the event was successful and are able to demonstrate the actual return on investment.

- The Government of Nova Scotia reserves the right to place a representative on the project steering committee.
- Updated financial statements and any other key measures (e.g., number of registered teams/participants) must be provided according to a schedule determined by the Government of Nova Scotia.

Follow-up documentation must be submitted to the Government of Nova Scotia no more than six months after the event has occurred. This documentation must include

- a post-event evaluation demonstrating actual results against intended return of investment outcomes as well as a complete financial statement
- a post-event evaluation form must be submitted and include economic inputs, “softer” inputs, and the Government of Nova Scotia’s ongoing expenditure needs for maintenance operation
- closing financial statements (budget and actual)
- audited financial statements
- actual participant numbers
- actual attendee numbers and/or actual viewing audience numbers (where applicable)
- dignitaries who visited Nova Scotia as a result of the event
- other metrics as determined by the Government of Nova Scotia

Where sufficient information has been provided, proponents should expect the maximum of a three-month turnaround. Incomplete information may result in a longer turnaround time.

Each submission will be judged both on its own merit and weighed against other financial demands. Because of this, an approved funding amount may differ from the amount requested.

**Appendix 7-A**

# **Economic Analysis Data Requirements**

Economic Analysis  
Capital Construction  
Data Requirements

An economic analysis will be conducted by the Government of Nova Scotia using the Nova Scotia Input-Output System. The applicant must provide information suitable to conduct this analysis. The analysis is conducted on three different aspects of hosting the event, if applicable: Capital (infrastructure) Construction; Event Expenditures (organization and staging); and Visitors' Expenditures.

There is a choice of two data forms for the capital construction analysis depending upon the level of detail of the available data.

**LIMITED DATA - METHOD 1**

Information only available on the total cost of construction

**DETAILED DATA - METHOD 2**

Detailed data available, e.g. for contractors (concrete, carpentry, etc.), materials (asphalt, concrete, wood, steel, etc.), site preparation and equipment costs.

## Capital (Infrastructure) Construction

### Limited Data - Method I

- I. Describe construction-related activity of the project. If the project has more than one construction component (e.g., stadium, arena, road access) describe each, on a separate sheet, with associated capital costs and time frames. Use the following template for each component of the project, if applicable.

Construction Activity (describe):

Date started \_\_\_\_\_, date finished \_\_\_\_\_

Land purchase \$\_\_\_\_\_

Site preparation (describe) and cost:

\$\_\_\_\_\_

Equipment purchases cost:

Bought from outside Nova Scotia \$\_\_\_\_\_

Bought from Nova Scotia retailer (made elsewhere) \$\_\_\_\_\_

Bought from Nova Scotia wholesaler (made elsewhere) \$\_\_\_\_\_

Bought from Nova Scotia manufacturing company (describe):

\$\_\_\_\_\_

\$\_\_\_\_\_

Total equipment cost \$\_\_\_\_\_

Construction costs (materials, contractors, labour, profit) \$\_\_\_\_\_

Total construction and equipment costs \$\_\_\_\_\_

**Capital (Infrastructure) Construction**  
**Detailed Data - Method 2**

I. Describe construction-related activity of the project. If the project has more than one construction component (e.g. stadium, arena, road access) describe each, on a separate sheet, with associated capital costs and time frames. Use the following template for each component of the project, if applicable.

Construction activity (describe):

Date started \_\_\_\_\_, date finished \_\_\_\_\_

Land purchase \$\_\_\_\_\_

Site preparation (describe) and cost:

\$\_\_\_\_\_

Equipment purchases cost:

Bought from outside Nova Scotia \$\_\_\_\_\_

Bought from Nova Scotia retailer (made elsewhere) \$\_\_\_\_\_

Bought from Nova Scotia wholesaler (made elsewhere) \$\_\_\_\_\_

Bought from Nova Scotia manufacturing company (describe):  
\$\_\_\_\_\_

\$\_\_\_\_\_

Total equipment cost \$\_\_\_\_\_



Construction costs (materials, contractors, labour, profit):

Materials (list under the following headings):

Materials	Nova Scotia content	Non-Nova Scotia content	Total materials cost
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Contractors:

Contracting Service	Cost
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Labour:

Describe labour in terms of hours worked per week over the project activity duration. Also include the fringe benefit rate on labour income. For example, fringe benefits are what the employer pays for things such as: medical, dental, EI, pensions, WCB, and vacation pay and are usually expressed as a percentage. In Nova Scotia, for example, the average annual wage and salary for 2004 is determined as: \$611.93/wk \* 50wks/yr \* 1.1484 (fringe benefit rate of 14.84%) = \$35,137/yr. Construction wages tends to be higher than the average.

**Note:** we have to know if the fringe benefit rate is already included with the hourly wage rate or if we have to add it on top of the wage rate given: Therefore, is it included with the hourly rate given below? : yes\_\_\_ no\_\_\_

No. of employees	Hrs/wk	No. of weeks	Hourly rate	Fringe benefit rate
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

**Profit**

Estimate the profit component that will be added to total project cost     \$\_\_\_\_\_

## Event Expenditures (Organization and Staging)

### LABOUR

These are the people directly hired to organize the event. Report only Nova Scotia-based personnel.

#### **Longer term**

Person-years (2,000 hours per year) \_\_\_\_\_

Wages and salaries (include benefits and indicate what percentage it is) \_\_\_\_\_

Number of people \_\_\_\_\_

#### **Short term** (during time frame of the event)

Person-hours \_\_\_\_\_

Wages and salaries (include benefits and indicate what percentage it is) \_\_\_\_\_

Number of people \_\_\_\_\_

### ONLY INCLUDE NOVA SCOTIA EXPENDITURES

**Rental of Facilities** \_\_\_\_\_

**Insurance** (if Nova Scotia broker) \_\_\_\_\_

**Security** \_\_\_\_\_

**Transportation**

Car rental/lease \_\_\_\_\_

Air fares (in and out of Nova Scotia) \_\_\_\_\_

Fuel \_\_\_\_\_

Mileage payment \_\_\_\_\_

Other \_\_\_\_\_

**Accommodation**

Hotels/motels \_\_\_\_\_

University residences \_\_\_\_\_

**Food and Beverages** \_\_\_\_\_

**Entertainment**

Guest speakers \_\_\_\_\_

Cultural performers (musicians, actors) \_\_\_\_\_

Tours of Nova Scotia Facilities (admission fees) \_\_\_\_\_

Other \_\_\_\_\_

**Advertising** (Nova Scotia) \_\_\_\_\_

**Communications**

Telephone \_\_\_\_\_

Postal/Courier \_\_\_\_\_

Other \_\_\_\_\_

**Printed Materials**, if done in Nova Scotia \_\_\_\_\_

**Office Supplies** \_\_\_\_\_

**Professional Services**, if Nova Scotia-based

Lawyer/accounting \_\_\_\_\_

Public relations/advertising \_\_\_\_\_

**Gifts/Mementoes**, if purchased in Nova Scotia

Handicrafts, visual arts \_\_\_\_\_

Clothing \_\_\_\_\_

Textiles (bags) \_\_\_\_\_

Other \_\_\_\_\_

**Utilities** (if applicable)

Water \_\_\_\_\_

Electricity \_\_\_\_\_

Expenses over \$5,000 if not covered in above and spent in Nova Scotia

_____	_____
_____	_____
_____	_____
_____	_____

If you are covering delegates/participants' expenses, please include in event expenditures and indicate if this is so.

## Visitors' Expenditures

### DELEGATES/PARTICIPANTS

	Number	Number of Days at Event
Nova Scotia	_____	_____
Atlantic Canada	_____	_____
Rest of Canada	_____	_____
American	_____	_____
Other international	_____	_____

Are there any delegate/participants expenses (e.g., food, accommodation) being paid by the Organizing committee? If so, which type of expenditures (please ensure they are included in Event Expenditures form)?

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Do you wish to project that there will be additional people travelling with delegates/participants (e.g., the event delegate is accompanied by a spouse and two children in 50% of the international cases)? If so, please specify which categories and what information you have to support this assumption.

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Do you wish to project that the delegate/participant will stay additional days in Nova Scotia beyond the event (e.g., 20% of the international delegates will spend two more days in Nova Scotia)? If so, please specify which categories and what information you have to support this assumption.

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**ATTENDEES (IF NOT INCLUDED ABOVE)**

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**SPECTATORS (MEDIA, ETC.)**

	Number	Number of Days at Event
Nova Scotia	_____	_____
Atlantic Canada	_____	_____
Rest of Canada	_____	_____
American	_____	_____
Other international	_____	_____

Do you have any information or assumptions on expected expenditures by participants/delegates and attendees while they are in Nova Scotia?

What dignitaries (Nova Scotian, Canadian, or foreign) are expected to attend the event?

## Appendix 7-B

# Summary of Analysis Factors

### Economic Analysis

- Provincial Government Revenue: How does this match the request for support?
- Employment: Paid employment, long-term versus short-term
- Household Income

### Social Impact Analysis

- Community Involvement: How much community involvement? Is there widespread support?
- Volunteering: Is the organization developing volunteering and training? Is there too heavy a reliance (risk factor)?
- Youth Involvement: Are there any stated plans?
- Diversity: Are there any stated plans?
- Physical Activity/Health: Will this improve health status? Will there be legacy issues? Measurables?
- Nova Scotia Exposure: What is the expected publicity from attendees and media? Is this event consistent with the image the Government of Nova Scotia wishes to portray?
- Infrastructure: Does any new infrastructure need to be built? If so, who will pay for it? Is there a reasonable plan for future use? Will it put a strain on current infrastructure (e.g., roads, parking)?

### Environmental Impact Analysis

- Possible Considerations: Waste management, climate change, impact on natural environment. Will this put pressure on natural sites?
- Department of Environment and Labour will be consulted where applicable.

## **Risk**

- Security: Is there any increased risk of terrorist activity or need for increased security on the part of police as a result of this event?
- Good Governance: Does the host committee exhibit good governance practices?
- Attendance Targets: How would not meeting the attendance targets affect analysis?
- Financial Performance? The continuation of the event?
- Support Targets: May not meet support targets?

## **Incrementality**

How much of this will be a net gain for the Province of Nova Scotia? Is there a redistribution of expenditures? Will infrastructure remaining put pressure on the current infrastructure?



## Appendix 7-C

# Major Events Hosting/Support Review Committee Terms of Reference

## Introduction

The Government of Nova Scotia recognizes that the hosting/supporting of major events offers the potential to bring social, health, and community benefits to Nova Scotia through business, sport, and cultural events. Supporting these events can act as a catalyst for the achievement of government priorities for a healthier, more prosperous, and self-sufficient Nova Scotia.

Hosting/supporting major events provides the potential for community development, capacity building, confidence, and pride of place. Hosting/supporting events also offers a forum to celebrate athletic, artistic, and cultural excellence and to provide Nova Scotians with the opportunity to contribute to the expression of Nova Scotia's identity.

## Context

Nova Scotia has acquired a reputation for hosting successful events based on our renowned hospitality, unique culture, and hard-working volunteers. However, this success has been based on committed individuals and hard work rather than a strategic plan. Communities hosting major events expect that the Government of Nova Scotia will contribute significant support to assist with the success of an event. The Government of Nova Scotia has lacked a strategic major events hosting/support policy to provide a planned and coordinated approach; to bring systematic order to the process for bidding and hosting; to ensure that a fair, open, efficient, effective, equitable, and timely process is in place for evaluating requests made to the government for hosting; and to provide government with a hosting process that recognizes, supports and benefits all regions of the province.

The Government of Nova Scotia will consider opportunities to host or support major events that have the potential to bring significant direct and/or indirect economic, social, health, and community development benefits to Nova Scotia. Therefore the Government of Nova Scotia will support only those events that advance government priorities; accrue significant economic, social, health, community benefits; and/or ensure needed legacies.

## **Composition**

The Committee will be chaired by a rotating chair and be comprised of representatives from each of the following government departments, offices, and agencies

- Economic Development
- Health Promotion
- Tourism, Culture, and Heritage
- Service Nova Scotia and Municipal Relations
- Treasury and Policy Board
- Finance

## **Deliverables**

To provide guidance to host organizations on the Major Events Hosting/Support Policy and submission requirements.

To review proposals and identify possible links to provincial priorities.

To develop provincial funding parameters for the hosting of major events.

To assess hosting submissions and make recommendations to Cabinet.

## **Function**

The Committee will meet quarterly to

- review proposals
  - meet with potential host organizations
  - assess hosting submissions
  - develop funding parameters for the hosting of major events within the province
- Key provincial contacts will be identified to provide support to the Committee and will work to support potential host organizations.

Updates for Cabinet will be prepared quarterly.