

## 7.5 Major Events Hosting/Support Policy

### Introduction

In the Fall of 2018, Events Nova Scotia, with the Department of Communities, Culture and Heritage (CCH) launched the Nova Scotia Event Strategy, a government-wide, pro-active, strategic approach to the attraction, hosting and development of events. Event investment, through a strategic government-wide approach, will attract new visitors and deliver significant social and economic benefits for all Nova Scotians.

The Nova Scotia Event Strategy will be administered by Events Nova Scotia and demonstrates how government will work with communities across Nova Scotia, identifying, building and attracting major events, while providing support to build capacity and skill in event hosting.

The full strategy can be found here: <https://events.novascotia.ca/about/events-strategy>.

The Nova Scotia Event Strategy is supported by six key pillars:

1. Funding Themes to prioritize strategic investments in events.
2. Event Environment to create the conditions for Nova Scotia to be an event leader.
3. Education and Capacity Building to ensure our communities and industry have the Expertise and skills to deliver an authentic Nova Scotian, world class event experience.
4. Position Nova Scotia as an event leader with a strategic plan, investment and a unique experience.
5. Measurement, to ensure our investments are delivering social and economic benefits for all Nova Scotians.

### Policy Statement

The Government of Nova Scotia will use the Nova Scotia Event Strategy to guide the development, attraction and funding of events, ensuring each investment aligns with the funding pillars within the strategy. Investments must deliver social and economic benefits for all Nova Scotians, while leaving a legacy of growth for either sport or culture; therefore, the Government of Nova Scotia will support only those events that align with the Nova Scotia Event Strategy.

## **Definitions**

### **MAJOR EVENTS**

Major events include bid-related events or homegrown events that attract a significant number of visitors from outside Nova Scotia.

If seeking provincial funding, these events should align with the themes within the Funding Pillar of the Nova Scotia Event Strategy. Such events might be in the arts, culture, or entertainment sectors; business, technology, or science sectors, or sport events. Examples of major events include the Memorial Cup, Celtic Colours International Festival, the World Canoe Sprint Championships or Juno Awards Week.

### **MINOR EVENTS**

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

### **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.

## **Policy Objectives**

To provide government with a strategic, planned and coordinated approach to bid, host, develop and support major international and national events.

To provide one on-ramp for all major event funding requests/investments and 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, 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.

To target investment to those events that advance the Nova Scotia Event Strategy and contribute to Nova Scotia's Culture Action Plan.

## **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 alignment with the Nova Scotia Event Strategy, and the degree of social and economic benefits accrued by the province balanced against other competing priorities and available funding.

### **PARTNERSHIP**

A partnership approach is critical to success. Generally, the Government of Nova Scotia would not be the sole supporter of an event. Investment will be contingent of certain terms and conditions including an outline of recognition of support for the Government of Nova Scotia.

## **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 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., municipalities).

**Policy Directives**

If an organization plans to request financial support from the Government of Nova Scotia, the organization must seek support- in-principle from the government, through Communities, Culture and Heritage before any bid is made.

Host organizations must demonstrate that the event aligns with the Nova Scotia Event Strategy and will result in economic, social and/or infrastructure legacies.

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 must contact the Department of Communities, Culture and Heritage.

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

## **Appendices**

- Appendix 7-A Submission Guide
- Appendix 7-B Event Advisory Group
- Appendix 7-C Government Working Group

## **Enquiries**

Deputy Minister  
Department of Communities, Culture and Heritage  
(902) 424-7724

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Approved by:	<b>Executive Council</b>	Administrative update:	<b>April 1, 2021</b>

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## Appendix 7-A

# Submission Guide

Under the Nova Scotia Event Strategy, Events Nova Scotia staff at CCH will be working with municipalities, and cultural and sport organizations, and collaboratively identifying event hosting and development opportunities.

Two advisory groups will be formed to ensure collaboration and ease of execution: Event Advisory Group, meeting quarterly will advise CCH on priorities and opportunities for implementation of the Nova Scotia Event Strategy. Whether it is improving the Nova Scotia event environment or addressing gaps in education and capacity building, the Event Advisory Group will be the eyes and ears from regions across Nova Scotia. This group will also ensure a diverse calendar of major events and mitigate any overlap that may saturate volunteer or corporate support. If provincial support is required for a major event, organizations should seek out their Event Advisory Group contact.

### Phase I – Securing Support-in-Principle

The bid/host organization or municipality must seek support-in-principle before any bid for a major event is made. Ideally, the organization or municipality is already working with Events Nova Scotia and its Event Advisory Group representative to identify opportunities and receiving support in the bidding process.

If that is not the case, support-in-principle should be secured at least one year in advance of the event from CCH. This way, the government can 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 Events Nova Scotia staff at Communities, Culture and Heritage. One objective of that review will be to identify links to the Nova Scotia Event Strategy, and provincial priorities.

#### **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
- 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 and expertise/ experience in hosting events.
- Letter of support from the Events Nova Scotia Advisory Group regional representative.
- Submission of an economic impact forecast, like the STEAM 2.0 (Sport Tourism Economic Assessment Model) or an acceptable equivalent.

**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.

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:

- confirmation of alignment with the Nova Scotia Event Strategy.
- links to provincial priorities and the mandate of Communities, Culture and Heritage
- expression of concern/support-in-principle and endorsement from CCH to proceed to Phase II
- identification of a key provincial contact person
- Event Nova Scotia staff at CCH will provide guidance to host organizations on this policy and submission requirements.

## **Phase II – Formal Submission**

Once Events Nova Scotia/Government of Nova Scotia support-in-principle has been obtained and the bid accepted, a formal submission is required. Staff will provide this information directly to the applicant.

Event division staff and a Departmental advisory group will assess each Phase II Application 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.

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-B

# Event Advisory Group

### Overview

The goal of the Nova Scotia Event Strategy is to create a diverse, long term calendar of authentically Nova Scotia events, that benefit all Nova Scotians both economically and socially. To achieve this goal, collaboration and communication from regions across Nova Scotia is essential. The Event Nova Scotia Advisory Group will be responsible for representing their region's interests, helping to avoid competition for events, sponsors and volunteers and allowing for greater collaboration and partnerships.

In the development of the Nova Scotia Event Strategy, research was conducted with three key audiences including Nova Scotians, municipalities and event rights holders (i.e. Hockey Canada). Key findings included the need to be more coordinated within Nova Scotia when it comes to the attraction, development and execution of events. To address that gap, the Nova Scotia Event Strategy has two key pillars focused on education and capacity building. Actions within these pillars will ensure coordination across governments and communities, ensuring alignment and collaboration and investment in programs and initiatives that establish Nova Scotia as an event leader. (see full strategy for details.)

The Events Nova Scotia Advisory Group will advise CCH on priorities and opportunities for implementation of the Nova Scotia Event Strategy. Whether it is improving our event environment or addressing gaps in education and capacity building, the Advisory Group will be the eyes and ears from regions across Nova Scotia.

Meetings will take place quarterly, unless otherwise decided by the group. The Advisory Group will nominate and elect a Vice Chair who will serve for a two-year term. The Vice Chair will assist the Director of Events on ongoing activities, communication and meeting agendas.

## Appendix 7-C

# Government Working Group

## Overview

The goal of the Nova Scotia Event Strategy is to create a diverse, long term calendar of authentically Nova Scotia events, that benefit all Nova Scotians both economically and socially.

A key pillar of the Nova Scotia Event Strategy is creating a friendlier event environment in Nova Scotia. In doing so the province is:

- making it easy for rights holders and event leaders to choose and host an event in our Province.
- coordinated across governments and communities, ensuring alignment and collaboration of funding and activities.
- coordinated and supportive – finding ways to partner to be successful.
- investing in programs and initiatives that establish Nova Scotia as an event leader.
- positioning Nova Scotia as a leader in event hosting.

Department representation includes, but is not limited to:

- Communications Nova Scotia
- Develop Nova Scotia
- Education and Early Childhood Development
- Emergency Management Office
- Environment and Climate Change
- Fisheries and Aquaculture
- Health and Wellness
- Inclusive Economic Growth
- Infrastructure and Housing
- Justice
- Labour and Advanced Education
- Lands and Forestry
- L'nu Affairs
- Municipal Affairs
- Office of Equity and Anti-Racism

- Service Nova Scotia and Internal Services
- Tourism Nova Scotia
- Transportation and Active Transit