



2009 Canadian Senior Baseball Championship

Dartmouth/Halifax, Nova Scotia

August 20 to 23, 2009

ISSUE: Level of Funding Awarded to Championship from the Market Levy Special Events Reserve Fund

RECOMMENDATION:

- Regional Council increases the funding for the championship to \$15,000 from \$8,000.

RATIONAL:

- Since the time of the application, the budget for the event has grown by \$37,000 to \$170,000. Over half of this amount is to meet HRM requirements for items such as policing and the storage and collection of refuse.
- The Committee was not aware that the ceiling for an 'ask' for a national event was \$50,000. Had we known this, we certainly would have asked for the maximum. It is our understanding the grant is awarded based on the percent of the ask (Reference: Halifax Regional Council Agenda Item 11.6.1 May 13, 2008)
- The Committee was not made aware of the Advisory Committee appeal review until the previous day. This prevented the presentation of additional information such as the budget increase which may have influenced the Advisory Committee's decision. We do thank Councilor Adams for speaking on our behalf. We subsequently were not informed by staff that we could speak to council once the appeal ruling was presented.
- While we understand and support the need to score the event, we believe the scoring system has issues. For example, the ceiling for a national event 'ask' is \$50,000 while an international event ceiling is \$200,000. One of the evaluation criteria also scores the scope of the event and an international event scores higher than a national event. Five points out of fifteen are lost as a national event. This in effect provides a double weighting in favour of the international event.
- Outdoor facilities in general do not have the amenities that are found in arenas and other large venues such as the Metro Centre. Consequently, we are faced with providing washrooms and other services which would be in-place in the indoor venues.
- The Committee wants all participants and fans to truly enjoy the baseball experience and our incredibly diverse municipality.

BACKGROUND:

- Dartmouth Moosehead Dry will be hosting the Canadian Senior Baseball Championships for the first time from August 20th to 23rd at Beazley Field, Dartmouth and Mainland Commons, Halifax.
- The Dry have been Nova Scotia's perennial representative at the national championships and have 3 Gold medals to their credit in addition to several Silver and Bronze medals. Few Nova Scotia sports teams can match their accomplishments. They have won an unprecedented fourteen Nova Scotia Championships.
- The Championships are the premier level of amateur baseball in Canada and feature many ex-pros and US college players.

- The Organizing Committee has been working since the December 2007 award of the tournament to showcase Halifax Regional Municipality as a sports and vacation destination.
- The Committee has set a number of objectives:
 - Expose Nova Scotians to the highest level of amateur baseball in Canada
 - Provide a family experience in attending a sporting event
 - Showcase the development of minor baseball within HRM and our province
- The Committee anticipates attendance in excess of 30,000 with many visitors coming to HRM from outside its boundaries.
- The Committee submitted an application for Marketing Levy Special Events Reserve (MLSER) funding of \$30,000 in January 2009 and made a presentation to the Special Events Advisory Committee in February 2009.
- The Championship budget at the time of application was \$133,000 now has risen to \$170,000. For example, cost of g HRM Police in off hours has gone up from \$45 to \$55 which is an increase of over 20%.
- We have recently landed an agreement for the broadcasting the games within the Maritimes. NS Tourism suggests that 61% of all visitors come to HRM from within the Maritimes. We are clearly targeting HRM's visitor market.
- HRM staff subsequently scored the application at 51% and recommended \$8,000 in funding which was endorsed by the Advisory Committee and sent to Regional Council. Our policing costs are \$7500.
- Regional Council asked for a review of the application and the Advisory Council did not change the amount of the grant.
- The committee relies exclusively on volunteers with no paid staff and all of the expenditures will spent within the region.

PREPARE AND SUBMITTED BY:

Paul Arsenault
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