

# EVENTS EAST BACKGROUND

JULY 2019

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## MANDATE

We were created in 2014 through the *Halifax Convention Centre Act*<sup>1</sup> as part of a partnership between the Province of Nova Scotia and Halifax Regional Municipality (HRM) who, as the shareholders, jointly share oversight of the corporation and its operations. We work in collaboration with them to manage our businesses in a responsible and transparent manner.

In April 2017, our mandate expanded to include the continued management and operations of Scotiabank Centre and Ticket Atlantic.

## MISSION

We connect the world to Nova Scotia by creating memorable event experiences.

## VISION

Our people and our community make us the favoured event destination for our guests.

## ORGANIZATIONAL OVERVIEW

Events East manages and operates the Halifax Convention Centre, Scotiabank Centre and Ticket Atlantic. We are known for attracting and hosting the best events in the region through our commitment to event excellence. Our facilities allow us to attract new visitors and opportunities to Halifax and Nova Scotia, connecting us to the world.

### **HALIFAX CONVENTION CENTRE**

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Offering 120,000 square feet of modern event space in the heart of Halifax, the Halifax Convention Centre, jointly owned by the Province of Nova Scotia and HRM, opened in December 2017. We pride ourselves on being an economic and community driver for Halifax and Nova Scotia through attracting and hosting meetings, conferences and conventions, with an emphasis on national and international event activity. Blending the most experienced team with the largest, most flexible event space in Atlantic Canada, we help to create unique events that showcase Nova Scotia to the world.

With a customer-centric culture, our focus is on ensuring that our team delivers great event experiences that respond to evolving industry trends and delegate expectations. At the same time, we look to create opportunities for partnerships and community engagement to ensure we leverage the Halifax Convention Centre and our events to showcase Nova Scotia to visiting planners and delegates.

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<sup>1</sup> Halifax Convention Centre Act

<https://nslegislature.ca/sites/default/files/legc/statutes/halifax%20convention%20centre.pdf>

We work closely with key industry and community partners, including those in tourism and economic development, to ensure the impact of the Halifax Convention Centre instills community confidence and pride.

Our event attraction strategy concentrates on our long-term targets, with a focus on key national and international markets and events that create opportunities to showcase Nova Scotia as a centre for excellence in sectors of strength. Continuing to identify and activate on new markets is a critical component of our growth strategy. For more information, visit [www.halifaxconventioncentre.com](http://www.halifaxconventioncentre.com).



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With a rich 40-year history of hosting the best events in sports and entertainment, Scotiabank Centre is the largest multipurpose facility in Atlantic Canada. It serves as the region's premier venue for major entertainment and sporting events and the nucleus of major event activity in Nova Scotia. Operated under the ownership and oversight of HRM, Scotiabank Centre is known as a community icon that serves as a platform for event excitement and community vibrancy.

With a seating capacity of more than 10,000 and the versatility to accommodate a range of events, Scotiabank Centre creates a variety of event experiences that attract 400,000 fans each year. Our anchor tenants include the Halifax Mooseheads, the Halifax Hurricanes, the Royal Nova Scotia International Tattoo and beginning in December 2019, a new professional lacrosse team, the Halifax Thunderbirds.

As we continue to invest in enhancements and programs that will improve the overall in-venue fan experience, we aspire to create an energy that makes our fans feel alive with excitement through the events we host. We balance this focus on the overall fan experience with a continued emphasis on attracting a diverse mix of events, including marquee events that have broad impact on our province and community. For more information, visit [www.scotiabank-centre.com](http://www.scotiabank-centre.com).



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Through the services of Ticket Atlantic, we provide Atlantic Canadians access to a wide variety of events, from world-renowned concerts to outdoor festivals to international sporting events. Ticket Atlantic's primary customer is Scotiabank Centre and its tenants. Selling tickets for up to 400 events annually, Ticket Atlantic is our region's primary ticket provider. For more information, visit [www.ticketatlantic.com](http://www.ticketatlantic.com).

# FIVE-YEAR STRATEGIC PLAN (2019-2023)

Our five-year strategic plan (2019-2023) was developed in accordance with the requirements of the *Act* and is our guide to evolving our organization and businesses for the future. It is the foundation for our annual business plans and the framework for the strategies and activities we undertake for the Halifax Convention Centre and Scotiabank Centre.

The plan was developed in consultation with Deloitte, leveraging their proven methodology to engage multiple stakeholders, validate research and understand trends impacting our industry. We engaged in extensive consultation with our Board of Directors, our two shareholders, as well as our leadership team, employees, community partners, local business leaders and customers. Informed by primary research, an organizational review and a jurisdictional review, our plan is influenced by industry insights, best practices and relevant trends in technology and talent. The information gathered throughout this process allowed for a full assessment of our current environment and the focuses needed to move us forward.

Our plan is rooted in five strategic pillars:

## **GUEST EXPERIENCE**

We will treat everyone who visits our facilities or interacts with us as our guest. Focusing on our clients and their guests, we will create unique experiences.

## **COMMUNITY CONNECTION**

Our success relies on our community. In partnership with our industry and business communities, we will co-create memorable experiences for all of the guests we host.

## **BUSINESS GROWTH**

We will grow our business and our impact by leveraging our local and global relationships as well as our premier facilities – the Halifax Convention Centre and Scotiabank Centre.

## **TALENT AND CULTURE**

Achievement of our vision will only be possible with the engagement and commitment of our talented team. A shared commitment to our values will ensure we are aligned.

## **ACCOUNTABILITY AND SUSTAINED PERFORMANCE**

We are trusted stewards of public facilities. We know that Nova Scotians are relying on us to maximize the impact of our business. We will demonstrate a commitment to our accountability in the way we run and govern our organization.

## **MEASUREMENT & REPORTING**

Each year, our business plans, subject to annual approval from the Province and HRM, will establish our annual targets, measures and budgets. We will report our progress on an annual basis through our annual accountability reports for the Halifax Convention Centre and Scotiabank Centre, which will outline performance against our core measures including financial performance, number of events and attendees, total direct spending and economic benefit.

As required by the *Act*, our five-year strategic plan will be subject to a third-party evaluation of our activities against the plan, as well as regular updates and assessment in collaboration with our Board of Directors and shareholders. The third-party evaluation, comparing activities against the five-year plan, will also include recommendations on the organization's strategic focuses moving forward.