

## Overview of Events East 2020/21 Reconstitution Business Plan

The following is an overview of the 2020-21 Events East Reconstitution Business Plan for the Halifax Convention Centre and Ticket Atlantic.

### Background

- Events East Group is a special purpose government agency that manages and operates the Halifax Convention Centre, Scotiabank Centre, and Ticket Atlantic.
  - We were created in 2014 through the *Halifax Convention Centre Act* to operate, maintain and manage the activities of the Halifax Convention Centre in a manner that will promote and develop economic development, tourism and industry in the province generally, and the municipality.
  - In April 2017, our mandate expanded to include the continued management and operations of Scotiabank Centre and Ticket Atlantic.
- Events East Group has oversight from our Board of Directors and joint shareholders, the Province of Nova Scotia, and Halifax Regional Municipality (HRM).
  - The convention centre acts as an economic and community driver for Halifax and Nova Scotia by attracting and hosting meetings, conferences, and conventions, with an emphasis on attracting national and international event activity.
  - Ticket Atlantic provides access to a wide variety of events and venues including its primary customer, Scotiabank Centre and its tenants.
- Prior to the impact of COVID-19 on fiscal 2020-21, the Halifax Convention Centre was projecting to host 150 events, consistent with our overall performance since opening in 2018 (summarized below).

### YEAR TO DATE EVENTS & IMPACT SUMMARY

	Original Target 2020-21	Actual 2019-20	Actual 2018-19
Total Events	150	151	163
Total Attendees	90,000	89,740	102,203
Total Direct Expenditures	\$55 million	\$50.4 million	\$65.6 million



## Context & Current Situation

- The *2020-21 Reconstitution Business Plan* provides an overview of our strategic focus areas for this year and the activities required to adapt to the COVID-19 operating environment, including the impacts on our industry.
- COVID-19 and the resulting public health measures put in place to protect Nova Scotians have had a significant impact on the events and conventions industry as well as the ongoing operations of the Halifax Convention Centre and Ticket Atlantic since March 2020.
- Following the temporary closure of the Halifax Convention Centre in March, we re-opened in September for local and regional events within the public gathering limit. We are targeting to host 50+ events by the end of 2020-21.
- While the impact of the pandemic is ongoing and there are still many unknowns, we are confident in our ability to safely host events and support the recovery of the broader meetings and conventions industry in Nova Scotia.

## Key Activities & Measures

As we reconstitute our business, our strategic focus areas are: Business Retention; Returning to Safe Operations; Safe Return to Work; Industry & Community Alignment; and Responsible Management.

In 2020-21, we will monitor and measure our performance in the following areas, aligned with the reconstitution of our business and organization.

CORE ACCOUNTABILITY MEASURES		
Reconstitution Priority	Measure	2020-21 Target
<b>Business Retention</b>	National and international event retention	Rebook 75% of impacted national and international events for a future year.
<b>Returning to Safe Operations</b>	Safe hosting protocols	Implement protocols and operational standards to re-open and successfully host local/regional events in 2020-21.
<b>Safe Return to Work</b>	Return to work program	Implement a phased return to work program based on event volumes.
<b>Responsible Management</b>	Financial mitigation and overall performance	Work within \$11.1M joint shareholder investment.

## **Funding Context**

- Before the impact of COVID-19, the budgeted shareholder investment was \$5.6M, related to building costs and property taxes. The revised shareholder investment is estimated at \$11.1M for 2020-21 (including \$2.0M for property taxes) after cost mitigation strategies have been accounted for.
- As joint shareholders of Events East, HRM and the Province of Nova Scotia jointly fund the required investment for the Halifax Convention Centre.
- Budgeted revenues for 2020-21 utilize assumptions such as the probability of hosting certain events, food and beverage spend, and a reduced number of delegates. For budgeting purposes, it has been assumed that current gathering limits and border restrictions remain in place until the end of the fiscal year (March 31, 2021).
- As uncertainty continues throughout the year, our budget reflects the loss of planned events and associated revenue, and a limited volume of event activity that does not reflect our typical event mix.