

2022-23 Events East Business Plan Overview

July 8, 2022

The following is a summary of Events East's 2022-23 business plan, which has been approved by our Board of Directors and the Province of Nova Scotia and pending approval by Regional Council.

Context

- 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 as part of a government partnership between the Province of Nova Scotia and Halifax Regional Municipality (HRM).
 - Events East's business plan is for the management and operations of the Halifax Convention Centre and Ticket Atlantic.
 - Scotiabank Centre is managed and operated by Events East with oversight governed by a long-term operating agreement with HRM. It follows a separate business plan and approval process consistent with the operating agreement.
- The Halifax Convention Centre is focused on attracting and hosting strategic local, national and international events that drive economic and community benefits for Nova Scotia, creating the backdrop for important conversations and community celebrations.
- While the pandemic had a prolonged impact on the meetings and conventions industry, there is a strong demand for in-person events with national and international activity returning to historical volumes.
- The 2022-23 budget assumes a return to a larger volume of national and international events which generate higher revenue, as well local and regional events and community celebrations. Budgeted revenues in the early part of the year reflect some uncertainty around national event activity and attendance at the time of writing the business plan.
- As joint shareholders of Events East, the Province and HRM jointly fund an annual shareholder investment primarily related to building costs and property taxes for the convention centre. As we continue to rebuild our event mix and transition into recovery, the joint shareholder investment is estimated at \$7.5M for 2022-23 (approximately \$3.7M for HRM's portion), compared to a pre-pandemic average of approximately \$6.0M.

Key Activities for 2022-23

- Continue to sell and market Halifax and our convention centre, in collaboration with our partners, to attract national and international event activity for 2023 and beyond.
- Successful delivery of event activity in partnership with our clients to create memorable, engaging event experiences for their delegates.
- Launch expanded Local Program to showcase authentic Nova Scotia culture, flavours, and experiences for all of our guests, supporting Nova Scotia producers, businesses and arts and culture.



- Finalize organizational equity, diversity and inclusion strategy including ongoing engagement with our community and key stakeholders.
- Implement recruitment, resourcing and training strategy to support event volumes and deliver on our service vision.
- Develop organizational accessibility framework in collaboration with Crown’s Accessibility Committee and in alignment with the Nova Scotia Accessibility Act.

Key Measures for 2022-23*

	Halifax Convention Centre	Scotiabank Centre	Combined Total
Events	120	100+	220
Attendees	80,000	500,000	580,000
Direct Expenditures	\$40M	\$35M	\$75M

**Assumes all COVID-19 restrictions have eased by early 2022-23 and that there are no further restrictions introduced throughout the year. Targets were set to reflect some uncertainty around event activity in the early part of the year, at the time of writing the business plan.*