

# 2023-24 Events East Business Plan Overview

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June 1, 2023

The following is a summary of Events East's 2023-24 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 and Scotiabank Centre. 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.
  - 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.
- With historical event volume and mix restored post-pandemic, our sales and marketing efforts will be focused on ensuring we maintain and grow our presence in key national and international event markets to drive business for future years.
- Continued partnership with our community and local suppliers remains critical in creating authentic Nova Scotian event experiences that differentiate us as an event destination and drive community impact, pride and vibrancy. This includes continued partnership with Craft Nova Scotia and Taste of Nova Scotia along with 70+ local suppliers who support the delivery of our Local Program and menu offerings.
- The 2023-24 budget assumes that event level and event mix will continue at historical levels. Based on current event bookings and client intentions at the time of writing, we do not expect economic uncertainty to have an impact on our business in the coming year.
- 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. For 2023-24, the budgeted shareholder investment for HRM is \$3.25M (total \$6.5M).

## Key Activities for 2023-24

- Meet long-term national and international event targets, which includes:
  - Hosting approximately 150 events with 80,000 delegates, including 35 national and international events (consistent with historical, pre-pandemic event volume and mix).
  - Securing a cumulative total of 100 national and international events with approximately 75,000 delegates for 2024-25 and beyond.
- Develop new sales and marketing strategy focused on national and international event attraction, rooted in insights from client research program and aligned with long-term targets.
- Continue to enhance and deliver Local Program with a focus on client marketing strategies as well as expanded partnerships and reach.
- Implement year 1 of our organizational Equity, Diversity and Inclusion strategy including establishing key measures of success and ongoing community engagement.
- Conduct organization-wide employee satisfaction survey to assess engagement among our workforce and identify opportunities for enhancement.
- Develop multi-year accessibility plan for the Halifax Convention Centre in conjunction with Nova Scotia’s Accessibility Act.
- Identify focus areas for long-term venue sustainability program including audit of current and best practices.

## Key Measures for 2023-24

	Halifax Convention Centre	Scotiabank Centre	Combined Total
Events	150	100+	250+
Attendees	80,000	500,000	580,000
Direct Expenditures*	\$60M	\$40M	\$100M

*\*Direct expenditures measure the estimated impact of the events we host, using a methodology and calculation developed through analysis of historical and average attendee, exhibitor, and event planner spending.*

*The calculation used to estimate direct expenditures was updated in January 2023 to reflect inflationary factors following an analysis conducted by [HLT Advisory](#), which included a review of regional market data and Statistics Canada Consumer Price Index data. As such, this updated calculation has been applied to the economic impact target and performance analyses.*