

# 2023-24 Scotiabank Centre Business Plan Overview

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June 1, 2023

The following is a summary of Scotiabank Centre's 2023-24 business plan, which has been approved by our Board of Directors, the Province of Nova Scotia, and 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).
  - Scotiabank Centre is managed and operated by Events East with oversight governed by a long-term operating agreement with HRM, which was approved in January 2020.
- Scotiabank Centre is 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 Nova Scotia, connecting us to the world.
- Our people are critical to delivering on our fan experience vision. We recognize the importance of continuing to invest time and resources to attract, build and nurture an engaged team.
- This year, we will design a long-term vision for Scotiabank Centre focused on opportunities that support efficient event delivery and an enhanced in-venue experience.
- The 2023-24 budget reflects a shareholder investment of \$595K from HRM, a return to historical funding levels compared to the 2022-23 budget of \$991K and 2021-22 actuals of \$2.4M.

## Key Activities for 2023-24

- Continue to implement our long-term event attraction strategy in partnership with key stakeholders, including major event bids for 2024 and beyond.
- Generate approximately \$40M in direct expenditures by hosting 100+ events with 500,000 total attendees.
- Implement a formal fan feedback program to validate key drivers of experience and opportunities for enhancement, and design and implement key service delivery standards to support the fan experience vision, including implementing a long-term ticketing strategy.
- Implement year 2 of enhanced Community Relations Program to broaden reach and impact and celebrate and leverage the events we host to maximize community pride and fan engagement.
- Complete employee engagement survey and maintain an average employee engagement score of approximately 80% for core employees.

- Develop a long-term vision for key venue infrastructure and experience enhancements, including multi-year capital program, in collaboration with HRM.
- Develop multi-year venue accessibility plan.