

2024-25 Events East Business Plan Overview

July 2024

The following is a summary of Events East's 2024-25 business plan, which has been approved by our Board of Directors and the Province of Nova Scotia, and is pending approval by Halifax 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.
- As we enter the final year of our five-year strategic plan, the future of our business and industry has never been more optimistic. Having successfully delivered on the priorities and outcome measures we set out to achieve, this year we will identify strategies to build on our success and enhance our impact, based on our key learnings and insights from the past five years. A new five-year strategy will be developed with our shareholders.
- 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.
- Having exceeded event, attendance and direct expenditure targets for the past two years, we are well-positioned for continued success in event attraction, with a specific focus this year on growing the number of national and international events that showcase our province's strengths and drive economic impact.
- Continued partnership with our industry, 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 the continuation of our Local Program and working with tourism partners to showcase Nova Scotia's diverse culture and tourism experiences.
- Our commitment to Equity, Diversity, Inclusion, and Accessibility is reflected in our corporate and operational priorities this year, with a focus on guest experience, accessibility improvements, corporate policies and engagement with key partners. This year, we will also develop a roadmap and phased approach to support our commitment to venue sustainability practices.

Key Activities for 2024-25

- Implement new sales and marketing strategy and meet long-term national and international event targets, which includes:
 - Hosting approximately 165 events with 85,000 delegates, including 35 national and international events generating an estimate \$60M of economic impact.
 - Securing a cumulative total of 85 national and international events with approximately 50,000 delegates for 2025-26 and beyond.
- Identify strategies to build on our successes in the final year of five-year plan and develop a new five-year strategic plan with stakeholders and industry, including a measurement framework.
- Showcase Nova Scotia’s diverse tourism and culture experiences by broadening our Local Program, with a focus on client marketing strategies, and expanded partnerships and reach.
- Maintain an average employee engagement score of at least 80% through ongoing employee recognition programs and employee engagement strategies.
- Achieve Rick Hansen Foundation Accessibility Certification™ for the Halifax Convention Centre.

Key Measures for 2024-25

	Halifax Convention Centre	Scotiabank Centre	Combined Total
Events	165	85	250+
Attendees	85,000	450,000	535,000
Direct Expenditures*	\$60M	\$35M	\$95M

**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.