

# 2024-25 Scotiabank Centre Business Plan Overview

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July 2024

The following is a summary of Scotiabank Centre's 2024-25 business plan, which has been approved by our Board of Directors and the Halifax Regional Municipality pursuant to the operating agreement.

## 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. It follows a separate business plan and approval process consistent with the operating agreement.
- 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.
- With a strong event calendar secured for the year, we will focus on the experience our fans have when they come to Scotiabank Centre. That means understanding what fans value most about their experience in our venue and where we can improve or have a bigger impact.
- We recognize the critical role Scotiabank Centre plays in driving economic impact, vibrancy, and community pride through the events we host. We're focused on the opportunities and partnerships that allow us to continue attracting great events and creating memories with fans.
- Scotiabank Centre has been the destination for sports and entertainment in Atlantic Canada and a point of community pride for 45+ years. Building on that legacy and a commitment to serve our community for decades to come, this year we will focus on defining the future vision for the venue.

## Key Activities for 2024-25

- Continue to implement our long-term event attraction strategy with key stakeholders, including major event bids for 2025 and beyond, and deliver our strong calendar of events, including:
  - 15+ concerts, the Royal Nova Scotia International Tattoo, the Halifax Mooseheads and the Halifax Thunderbirds regular seasons, Skate Canada International in the fall, and continue preparations for the 2025 Canadian Olympic Curling Trials in November 2025.

- Generate approximately \$35M in direct expenditures by hosting 85 events with 450,000 total attendees.
- Implement a formal fan feedback program to validate key drivers of experience and opportunities for advancement, and design and implement key service delivery standards to support the fan experience vision, including the development of a customer service training program and updated service priorities for the year.
- Increase access to our events through new programs with our tenants and community partners, with a focus on creating more inclusive experiences in our venue.
- Work in collaboration with HRM to deliver key capital projects to plan, including replacement of HVAC, the ice plant and the public address system.
- In collaboration with HRM and our partners, we will shape the future vision for the venue including the infrastructure, services, and experiences we aspire to create for our community.

## 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.*