

Events East 2026-27 Business Plan Overview

The following is a summary of Events East's 2026-27 business plan, which has been approved by our Board of Directors and by Halifax Regional Council and the Province of Nova Scotia, pursuant to Legislation.

Background

- Events East is a special purpose government agency that manages and operates the Halifax Convention Centre and Scotiabank Centre. We were created as part of a partnership between the Province of Nova Scotia and Halifax Regional Municipality, and we work in collaboration with them to manage our business in a transparent and responsible manner.
- Our purpose and mandate is to promote economic, tourism, and strategic industry growth for Halifax and Nova Scotia, through the facilities we manage and events we host.
 - Events East business plan is for the management and operations of the Halifax Convention Centre, which is the largest, most flexible event space in Atlantic Canada.
 - 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.

Context

- The 2026-27 fiscal year marks the first year of our organization's new five-year strategic plan. A roadmap to 2030, the strategic plan centres around Events East's core purpose of promoting economic, tourism, and strategic industry growth for Halifax and Nova Scotia, through the facilities we manage and events we host.
- Having successfully delivered on the commitments in our last strategic plan, our outlook is confident and optimistic. We aim to leverage the power of live events to create impact and vibrancy worth celebrating, and set a standard of possibility for our province and industry.
 - Our strategy for getting there will be to stay focused on *nurturing* the strong foundation of trust, collaboration and excellence we've established, and *maximizing* the impact we can have as an event host, community champion, and industry leader.
 - As operators of Halifax Convention Centre and Scotiabank Centre, we are mandated to attract and host events that create economic and community benefits for Nova Scotia. We anticipate our continued efforts to perform at the highest level will lead to a new milestone of \$730 million in cumulative economic impact being achieved by the end of year five.
- Over the past two years, we have steadily increased the number of national and international conventions hosted at the Halifax Convention Centre, in alignment with our sales and marketing strategy and Nova Scotia's sectors of competitive advantage, which remains an ongoing focus.
 - This year we will host 175 events, including over 50 national and international events, with approximately 95,000 delegates, resulting in approximately **\$90M in economic impact**.

- We are accountable to our Shareholders (the Province of Nova Scotia and Halifax Regional Municipality) first and foremost. This accountability informs the 2026-27 business plan and budget, and we will remain diligent in our approach to fiscal responsibility and decision making throughout the year.
- Ongoing collaboration with our partners and industry remains critical in the upcoming year. This includes being trusted advisors to our Shareholders, prioritizing local food and beverage suppliers, and working with our industry to ensure ongoing alignment and leadership.

Key Priorities for 2026-27

- Continue to grow our national and international convention market share, including refreshing our multi-year sales and marketing strategy and staying aligned with Nova Scotia’s sectors of strength and competitive advantage.
- Maintain high standards of service excellence and continue to deliver unique food and beverage experiences that showcase local flavours and support a province-wide network of local producers and suppliers.
- Continue the expansion of the Local Program to ensure we drive ongoing impact and connection to local communities, with emphasis on culture and tourism.
- Roll-out our five-year strategy with internal and external stakeholders, and advance conversations with tourism and industry partners on strategic alignment and shared long-term goals.
- Work collaboratively with Shareholders to develop a long-term capital reinvestment plan and approach that enables high standards of success, accessibility and service excellence to be maintained at Halifax Convention Centre.
- Continue nurturing workplace safety by building upon areas of strength and maintaining our high standard of emergency, crisis and risk preparedness and mitigation.
- Continue implementing our employee engagement strategy, including maintaining the success of our recognition and training programs, and reinforcing the strength of our service culture.

Key Measures for 2026-27

	Halifax Convention Centre	Scotiabank Centre	Combined Total
Events	175	105	280
Attendees	95,000	500,000	595,000
Direct Expenditures*	\$90M	\$49M	\$139M

**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 March 2026 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.*