

Scotiabank Centre 2026-27 Business Plan Overview

The following is a summary of Scotiabank Centre's 2026-27 business plan, which has been approved by our Board of Directors and by the Halifax Regional Municipality pursuant to the operating agreement.

Background

- Events East is a special purpose government agency that manages and operates Scotiabank Centre and the Halifax Convention Centre. 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. We were created as part of a partnership between the Province of Nova Scotia and Halifax Regional Municipality (HRM), and we work in collaboration with them to manage our business in a transparent and responsible manner.
- This business plan is for the management and operations of Scotiabank Centre, which is the region's premier venue for major sporting and entertainment events. 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.
 - 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.
- For 2026-27, Scotiabank Centre will deliver a diverse and exciting mix of year-round tenant and concert activity, and match the vibrancy, entertainment and community pride achieved in recent years. We anticipate hosting 105 events for approximately 500,000 fans, resulting in **\$49 million** in economic impact this year.

Scotiabank Centre

- As we manage, operate and steward Scotiabank Centre on behalf of HRM, we are committed to maintaining high standards of public accountability and continuing to work in collaborative and integrated ways with community and industry partners. 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.

Key Priorities for 2026-27

- Attract and deliver a diverse, year-round mix of events that create community vibrancy and economic impact. This includes:
 - Successfully host events worthy of national and international attention, including the QMJHL 2026 Draft and U Sports Men's and Women's Basketball Championships.
 - Maintain focus on our multi-year event attraction strategy, including pursuing major events and exploring new tenant opportunities.
 - Continue to nurture strong partnerships with our tenants, the Halifax Mooseheads and Halifax Thunderbirds, to ensure continued success.
- Continue to deliver an exceptional in-venue event experience and monitor fan feedback trends to inform specific areas of focus.
- Continue working with HRM to assess the long-term approach to revitalization of Scotiabank Centre.
- Enrich community vibrancy and meaningfully connect fans and community members to event activity at Scotiabank Centre.
- Implement a food sustainability approach with our food and beverage partner.

Key Measures for 2026-27

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