

# REVIVING THE WANDERERS GROUNDS



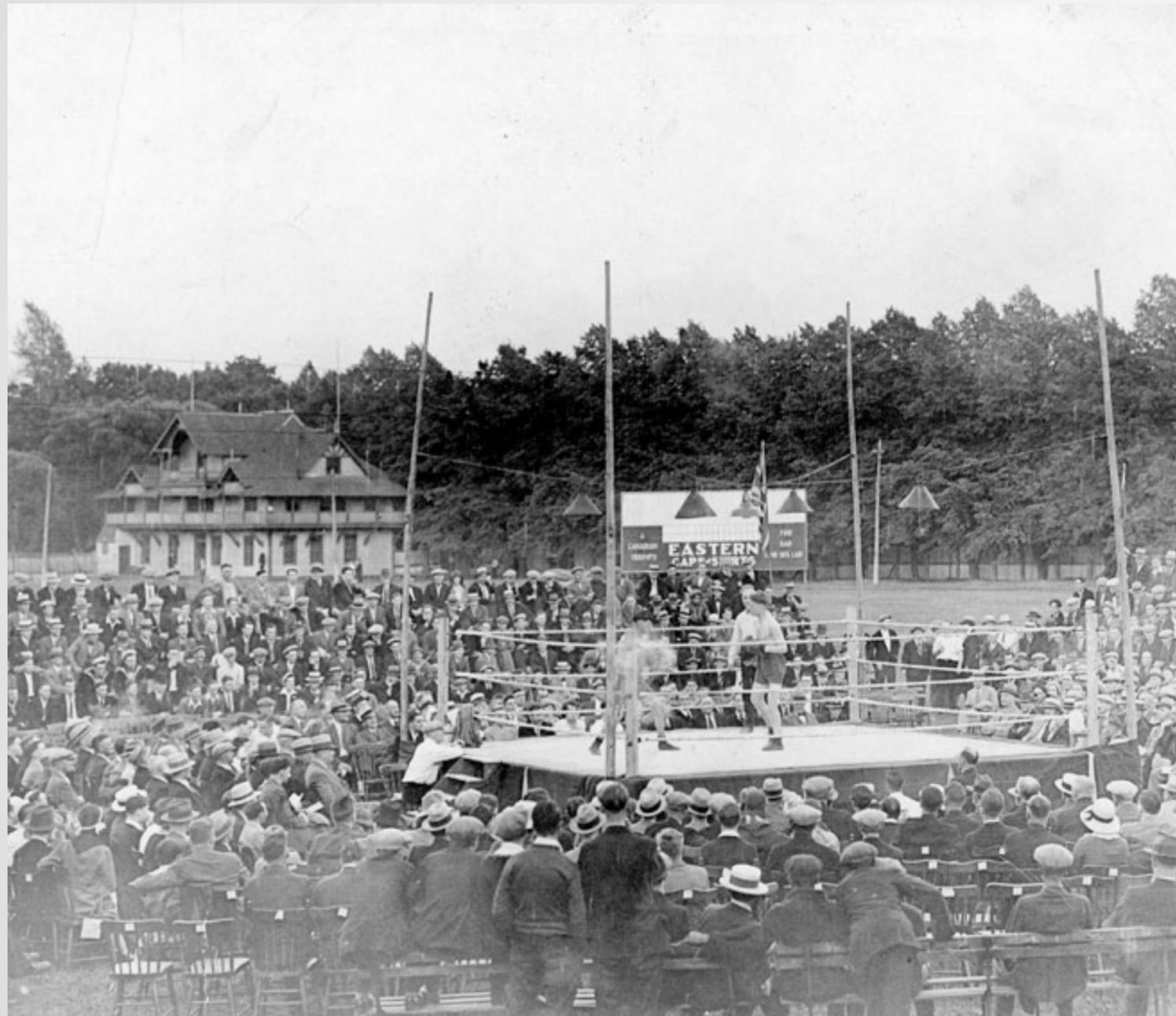
# An Opportunity to Add Another Community Asset



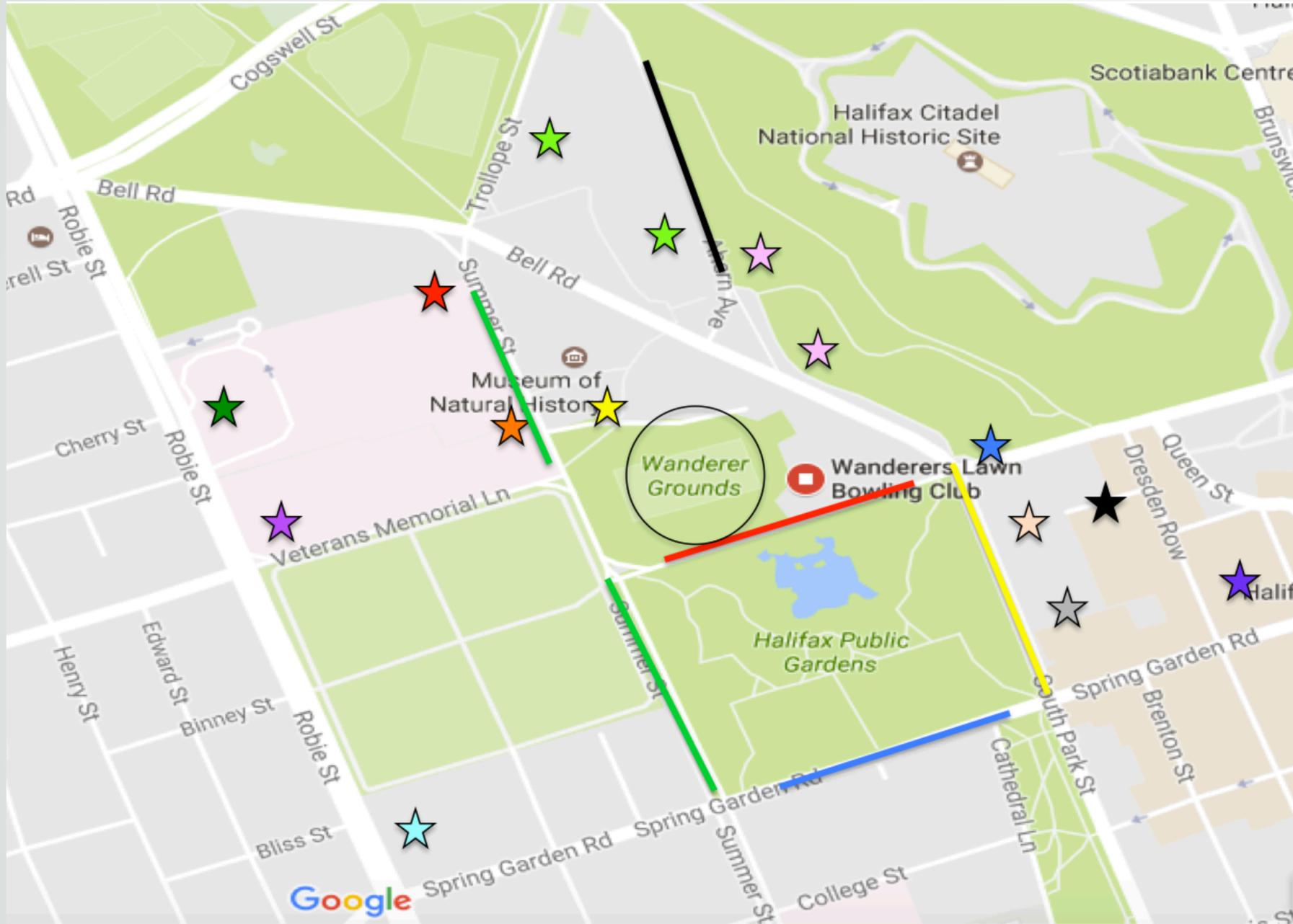
# The Wanderers Grounds – An Ideal Location



# The History of the Wanderers Grounds



# The Wanderers Grounds Parking – 2,639 spaces within 500 meters



Star	Place	Location	# of Spaces	Type of Parking
★	NS Museum of Natural History	Summer St.	48 + 2 wheelchair accessible	Not covered
★	QEII Lot 3	Summer St.	30 spaces	Not covered
★	QEII Lot 2	Summer St.	10 spaces	Not covered
★	Veteran's Memorial Building	Veterans Memorial Lane	292	Underground
★	QEII Health Sciences Centre	1901 Robie St.	671	Parkade
★	Sackville St. Parkade	5565 Sackville St.	45	Not covered
★	Parkade	Ahern Ave./ Bell Rd.	130	Not covered
★	Citadel High School	Bell Rd./ Ahern Ave.	104 + 9 wheelchair accessible	Not covered
★	Park Lane Mall	Annandale St.	440 spaces	Parkade
★	City Centre Atlantic	1535 Dresden Row	200 spaces	Parkade
★	Universal Properties	1551 South Park St.	300 spaces	Parkade
★	Impark	5991 Spring Garden	215	Underground
★	Pavilion	South Park St.	Unknown	Unknown
Line	Location	Spots		
—	Sackville St.	27	Metered	
—	Summer St.	59	Metered	
—	Spring Garden Rd.	34	Metered	
—	South Park St.	21	Metered	
—	Ahern Ave.	Unknown	Free	
	<b>Total:</b>	<b>2,639</b> + Pavillion & Ahern Free Parking		



# Scotiabank Centre Parking – 1,807 spaces within 500 meters



Star	Place	Location
	Scotia Square	2000 Barrington St.

Line	Location	Spots
	Brunswick Street	32
	Carmichael Street	10
	Argyle Street	16
	Albemarle Street	30
	Market Street	6
	<b>Total:</b>	<b>1,807</b>



# Outdoor Sports & Entertainment Opportunities

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## Soccer

- Soccer is the global game, the global language.
- More countries in FIFA than there are in the UN.
- Over 400,000 youth registered in the Canadian Soccer Association - 25,000 registered in Nova Scotia, 2/3 in HRM
- 100,000 fans attend the games and the MLS finals were watched by over 1.5 million in Canada.
- Lack of summer competition in the sport and entertainment landscape.
- 3,000 season ticket target. 15 regular season games from May-October
- Single game ticket prices from \$10 - \$35

## Rugby + Other Field Sports + Concerts

Rugby has a strong and vibrant core fan base, proven by the sell-out crowd for our “Battle for New Scotland” test event featuring Rugby Canada vs the Glasgow Warriors. We see tremendous opportunities to host national and international events in Halifax such as the Women’s World Rugby Seven Series. Additional field sport event opportunities would be Field Lacrosse, Ultimate Frisbee. Through our research we also believe there is a gap in the marketplace for a 2,500 – 5,000 seat music venue and we believe our stadium infrastructure would provide Halifax with an outdoor, seated concert venue.



# SIEIA PROPOSAL

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- SIEIA will assume all costs associated with the installation of a temporary 6,000 capacity stadium for a 3 year term with option to renew for an additional 3 years.
- SIEIA will assume all liability for the temporary infrastructure and provide engineer approval for all temporary structures.
- SIEIA will assume all costs associated with the management of the facility and control all marketing/ sponsorship assets.
- SIEIA will continue to provide access to the field for the community through field rentals, when available.
- SIEIA will secure a professional soccer team and pursue additional events for the City of Halifax to be hosted at the venue.



# The Pop-Up Stadium Concept



# The Stadium at the Wanderers Grounds



# The Stadium at the Wanderers Grounds



# The Stadium at the Wanderers Grounds



# Community Support

**NOVA SCOTIA**  
Communities, Culture and Heritage  
Office of the Deputy Minister

1741 Brunswick Street - 3rd Floor  
PO Box 456, 12th Central  
Halifax, Nova Scotia  
Canada B3J 7R5

902 434-4355  
902 424-4372  
novascotia.ca

MAR 15 2017

Mr. Derek Martin  
President  
Sports & Entertainment Atlantic  
[derek@seatlantic.ca](mailto:derek@seatlantic.ca)

Dear Mr. Martin:

I would like to thank you for sharing with me your vision for revitalizing the Halifax Wanderers sports grounds and bringing a professional soccer team to Nova Scotia. The potential economic, sport, and culture benefits that a premier venue for hosting events in the heart of Halifax could have for the city and province are exciting.

A new venue will add to Halifax's capacity to host regional, national and international field sport events. Hosting major events brings a positive economic impact from sport tourism and provides opportunities to showcase the city and the province to national and international audiences. A professional team has the potential to inspire young soccer players and creates new opportunity for Nova Scotians to pursue high performance sport.

The Province of Nova Scotia is supportive of Sports & Entertainment Atlantic's efforts to partner with the City of Halifax to revitalize the Halifax Wanderers sports grounds. I wish you the best of luck with this initiative.

Sincerely,

  
Tracey Taweel  
Deputy Minister



**SOCCER**  
NOVA SCOTIA

Executive Director  
210 Thomas Road/DL Dr.  
Halifax, NS, B3S 1K3  
F: 902 445 0259 P: 902 445 0372  
[executive.director@soccer-nsc.ca](mailto:executive.director@soccer-nsc.ca)

March 15<sup>th</sup>, 2017

Dear Mr. Martin:

We are very excited and supportive of your efforts to revitalize the Halifax Wanderers sports grounds. The revitalization of Wanderers grounds will provide a quality grass field that would open the door to a professional soccer team to Halifax.

A new venue will allow for National and international soccer events to be brought to Halifax which will greatly assist Soccer Nova Scotia in promoting and growing our game. Currently, we don't have an opportunity to bring such events to Halifax as the missing piece is a quality grass field that also has 5000+ spectator capacity. A professional soccer team in Halifax will create excitement for the citizens of Halifax while inspiring our youth to chase their dreams.

Soccer Nova Scotia is supportive of Sports & Entertainment Atlantic's efforts to revitalize the Halifax Wanderers sports grounds. Thank you for leading the way and best of luck in your efforts.

Sincerely,

  
Brad Lister  
Executive Director  
Soccer Nova Scotia

**RUGBY**   
**NOVA SCOTIA**  
5516 Spring Garden Rd.  
Halifax, Nova Scotia  
B3J 1G6

To Whom It May Concern:

Rugby Nova Scotia would like to formally voice our support for the redevelopment of the Wanderers Grounds in Halifax, as a multi-use (Rugby included) stadium facility as proposed by Sports & Entertainment Atlantic. The Wanderers Grounds was originally a rugby facility and we would fully support the construction/conversion of the site into a modern facility, capable of hosting multisport events in the heart of the city.

The Glasgow Warriors match vs Canada in 2015 drew more than 4,000 fans and was a success despite the field issues at the time. A facility such as this proposed development would allow for similar events to be hosted in Halifax in the future.

We support this development for the above reasons.

Jack Hanratty  
Rugby Nova Scotia  
Provincial Coach  
+1-902-292-6778

Gene Carew  
Rugby Nova Scotia  
President  
+1-902-456-8115



# Community Support



TWEETS **120** FOLLOWING **113** FOLLOWERS **297** LIKES **107**

## Halifax Wanderers SG

@Wanderers\_SG FOLLOWS YOU

Chan eil a h-uile fheadhainn a tha a 'dol air seachran air chall #CanPL first East Coast supporters group.

Haliwood, Halifornia

Joined September 2016

Tweets Tweets & replies Media

Pinned Tweet

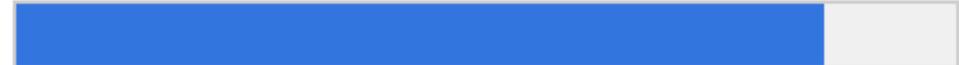


**Halifax Wanderers SG** @Wanderers\_SG · Mar 11

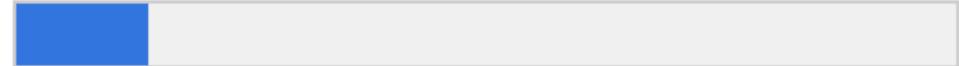
2nd mtg of Halifax Wanderers soccer supporters group—another success. No scarves! #CanPL

Do you think a pro soccer team in Halifax is viable?

Yes **86%** (436 votes)



No **14%** (71 votes)



Total Votes: **507**

Like Share **361**

Tweet

[Comments \(0\)](#) [Return To Poll](#)

[Create Your Own Poll](#)



# Proposal Summary

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1. SIEIA wants to return the Wanderers Grounds to its historical position as THE outdoor sports & entertainment hub for Halifax and leverage the investment the city is already making in the field surface.
2. SIEIA will assume all costs associated with the installation and management of a temporary 6,000 capacity stadium structure for a 3 year term, with an option to renew for an additional 3 years.
3. SIEIA will secure a professional soccer team and pursue additional events for the city of Halifax to be hosted at the venue.
4. SIEIA will provide community access to the Wanderers Grounds field in a manner consistent with the current rental policy



# Thank You

