



Presentation to Regional Council
September 18, 2018



HALIFAX CONVENTION CENTRE

1650





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Dispose of Your Waste Responsibly & Contribute to a Cleaner, Greener Tomorrow

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DIAMOND

ECONOMY SHOE SHOP

THE 2018
ECMAS
MAY 2-6
FOR GREAT
MUSIC
ECMA.CAN
FOR TICKETS

THE TOOTHY MOOSE



Cabaret

Biscuit
General Store

Biscuit
General Store

HALIFAX
General Store

Events East Overview



Mission:

We connect the world to Nova Scotia by creating memorable event experiences.

Vision:

Our people and our community make us the favoured event destination for our guests.

Mandate

- We are 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.

**HALIFAX
CONVENTION
CENTRE**

 **Scotiabank
CENTRE**

 **TICKET
ATLANTIC**

Corporate & Governance Structure

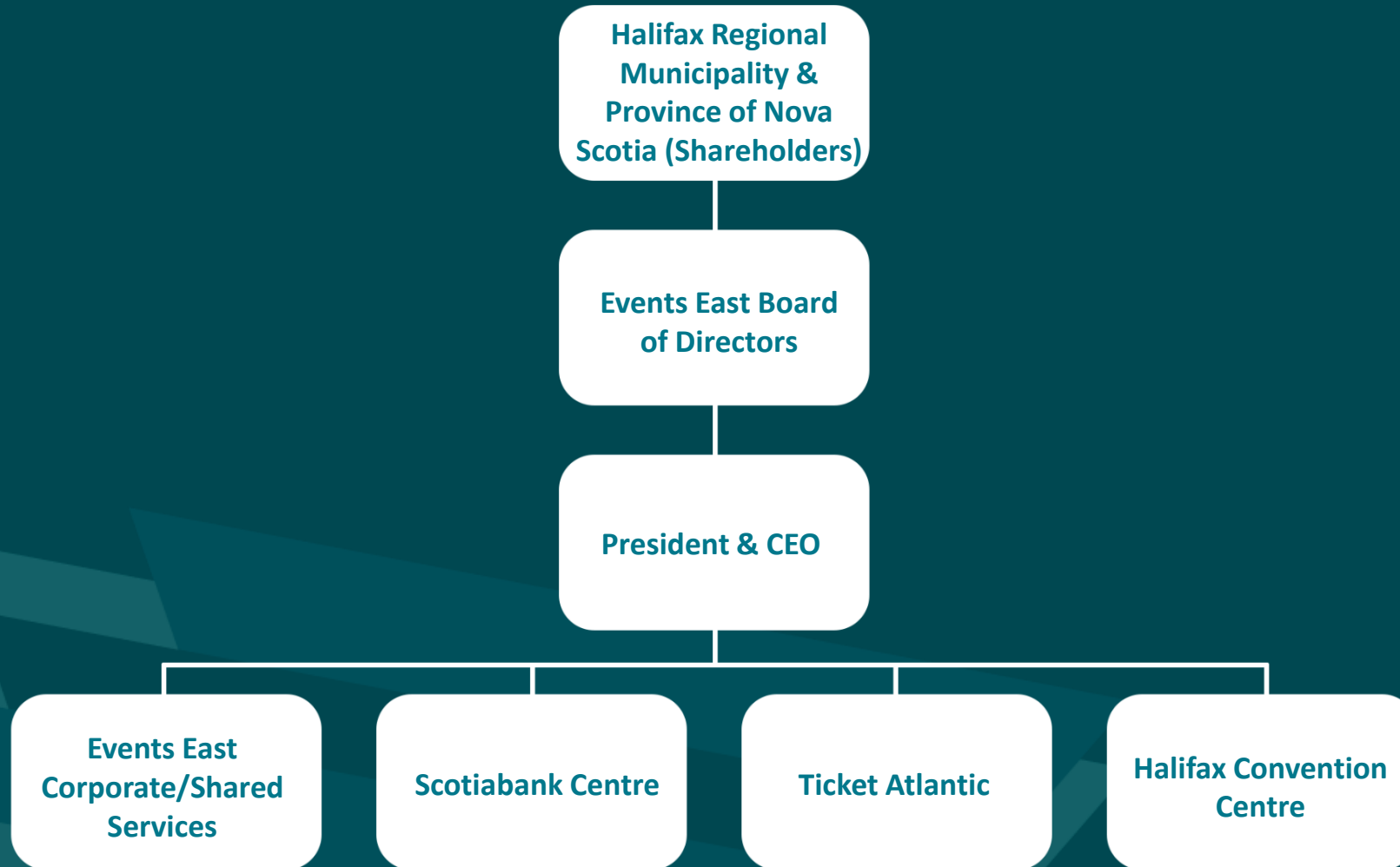
Governance & Oversight

- Governance and corporate transition led through joint Steering Committee comprised of senior representatives of HRM and Province
- By-laws and protocols of the Board were created through the work of HRM Legal and Department of Justice
- Full governance review took place to ensure best practices public sector governance model
- Joint Shareholder Framework governs our relationship, accountability and decision making

Governance & Oversight

- The *Halifax Convention Centre Act*, proclaimed April 2016, provides both the Province of Nova Scotia and Halifax Regional Municipality with full, joint oversight of Events East and its operations
- *The Act* outlines distinct approval authorities for both partners as it relates to annual business plans, audited financial statements and accountability reporting
- Management of the affairs of the organization is vested in an independent Board of Directors, jointly appointed by the Province and HRM
- Events East management meets regularly with staff liaisons from HRM and the Province to facilitate collaboration and alignment

Organizational Chart



TCL Transition to Events East

- During 2017-18, TCL (Province) was responsible for financial accountability
 - Approved audited financial statements were for TCL and are published in its 2017-18 annual accountability report
- The transition to Events East was triggered by substantial completion on March 1, 2018
 - 2018-19 is first full year of financial accountability for Events East under the shared partnership
 - Operating assets of convention centre and corporate/shared services were transferred to Events East
 - No liabilities of TCL transferred to Events East

TCL Transition to Events East

- Full wind up of TCL under the direction of the Province is expected in 2018-19
 - Financial transfer of Ticket Atlantic under review and discussion in consultation with both shareholders
- Scotiabank Centre remains owned by HRM with its own operating agreement
 - It has a separate approved business plan, budget and accountability report

Goals & Strategy

Where it all comes together.

2018-19 Business Plan



**Guest
Experience**



**Community
Connection**



**Business
Growth**



**Talent and
Culture**



**Accountability
and Sustained
Performance**

Operations Budget Summary

for year ended March 31, 2019

	Estimate 2018-19
	(\$)
Revenues	11,127,100
Expenses	
Event Operations	6,573,300
Salaries and Benefits	2,953,000
General Operations	1,445,000
Rent – Corporate Offices	<u>222,300</u>
Total Expenses	11,193,600
Operating Income Before Building Costs	(\$66,500)
Building Operating Costs	2,973,000
Property Taxes	<u>1,071,500</u>
Total Building Operating Costs	4,044,500
Investment required from Shareholders	\$4,111,000

Note: Halifax Convention Centre operations budget does not reflect the lease, which is the responsibility of the Province and HRM.

Budget Detail

- Expenses of \$11.1M include \$9.2M direct and \$2M allocated
 - Allocated costs include shared services delivered by Events East to Halifax Convention Centre
 - Total salary and wages - \$8M; direct salary and wages - \$6.4M
 - Cost of sales - \$1.6M
 - Other direct event expenditures - \$1.2M
- 70 salaried employees, 300 hourly employees

Budget Detail

- Halifax Convention Centre building costs of \$4.1M
 - Shared Nova Centre operating costs paid to the developer - \$1M+
 - Utilities - ~\$1M
 - Maintenance, salaries, insurance - ~\$1M
 - Property tax - \$1.1M paid to HRM

Budget Summary & Context

- Budget for operating Halifax Convention Centre before building costs is break-even
- Investment of \$4.1M is driven by building costs and property taxes
- First year of operations in new building will result in key learnings
 - Close monitoring of expenses in year 1

Halifax Convention Centre



TOTAL EVENTS

FROM JAN. 2018-MAR. 2019



160+
Events



102,000+
Attendees

OF WHICH

45 events are national/international with **29,000** delegates

HOSTED TO DATE

SINCE JANUARY 2018



85

Events



55,000+

Delegates



30,000+

Contracted Room Nights*

Rendez-vous Canada

May 13-16, 2018

- 1,900+ delegates
- \$4+ million in new money to NS
- 6,200 hotel rooms were occupied over three days
- 30,000 appointments were held during the conference





“With beautiful, flexible space in the heart of the city, Halifax Convention Centre was the perfect space to host Rendez-Vous Canada.”

– *Ken Ross, Vice President, event and industry services
Tourism Industry Association of Canada*

Federation of Canadian Municipalities Annual Conference and Trade Show

May 31-June 3, 2018

- 2,200 delegates over 4 days
- \$3 million in new money to NS
- Hosted Prime Minister Justin Trudeau
- 150+ exhibitors from across Canada



Conservative Party of Canada National Policy Convention

August 23-25, 2018

- 2,200 delegates over 3 days
- Sampled local flavours through our Pop-Up Program
- 5,000 meals over 3 days



Business Growth

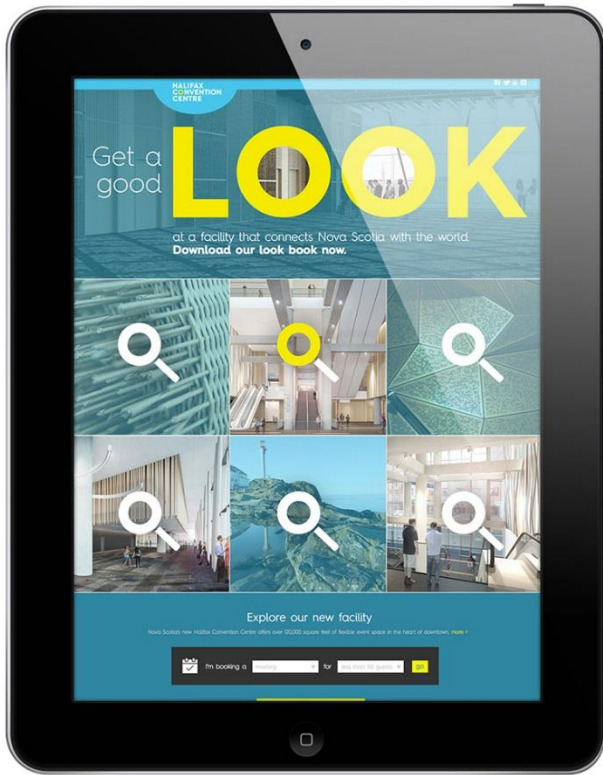






#MeetEast

 @hfxconventions



Meet East.

The new Halifax Convention Centre is on the edge of North America, and in the centre of it all. From here, explore everything the East Coast has to offer.

Our floor plans are ready for you to explore:

Our spectacular new facility is taking shape in the heart of downtown Halifax. With over 120,000 square feet of flexible event space, we can help you discover the perfect space for your next event.

- Just 100 steps from the ocean, find natural light, expansive cityscapes and beautiful ocean views throughout our certified LEED Gold building.
- Our bright and iconic Argyle Level & Atrium welcomes every guest to over 120,000 square feet of event space.
- Spacious and flexible, our facility can divide into two independent convention levels, allowing for privacy and optimal traffic flow during multiple events.



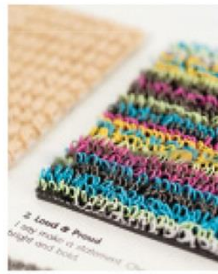
[EXPLOR OUR FLOOR PLANS](#)

Get the inside scoop!

There's lots to come in 2015. Join our mailing list and be the first to see our interior design and vision, get the latest news and updates, and maybe receive some fun surprises.



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HALIFAX CONVENTION CENTRE

Where it all comes together.



Pierre Guadet
Executive Sous Chef

*Digby Scallops
Flambeed*



ALTO-SHAAM

CAUTION
HOT SURFACES
CAUTION CHAUFFÉS
ATTENTION SURFACES CHAUDES



ECONOMIC CLUB OF CANADA

ECONOMIC CLUB
OF CANADA



“This is the first time the Airports Council International will bring their Customer Excellence Global Summit to North America. I’m incredibly proud to host this event in our new centre and showcase our city to the best airports in world.”

*– Joyce Carter, President & CEO,
Halifax International Airport Authority*

Community Connection





“Business is already up 10% over last year. We have heard from hundreds of convention delegates that they love the proximity of such a variety of hospitality establishments!”

– *Joe McGuiness, Co-Owner, Legendary Hospitality (Durty Nelly’s, The Stubborn Goat, Antojo)*

Savour Food & Wine Festival

February 22, 2018

- Up to 1,000 guests
- Largest show to date
- Over 80 local food, wine, craft breweries



Halifax Business Awards

Jan 25, 2018

- Almost 700 guests, highest attendance to date
- First gala dinner in new Centre
- Strategic partnership



One Night Only: The Top 15

July 26, 2018

- 1,300 guests
- Largest gala to date
- Featured top Nova Scotia athletes of all time





A new Triple Treat every month \$6.49

#EastCoastHosts
HALIFAX CONVENTION CENTRE

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HALIFAX CONVENTION CENTRE
Where it all comes together.

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Where it all comes together.

LOCAL PROGRAM



LOCAL
flavours



POP-UP
program



NOVA SCOTIA
experiences

Local Flavours



Pop-up Program



Nova Scotia Experiences



Our Team



Where it all comes together.

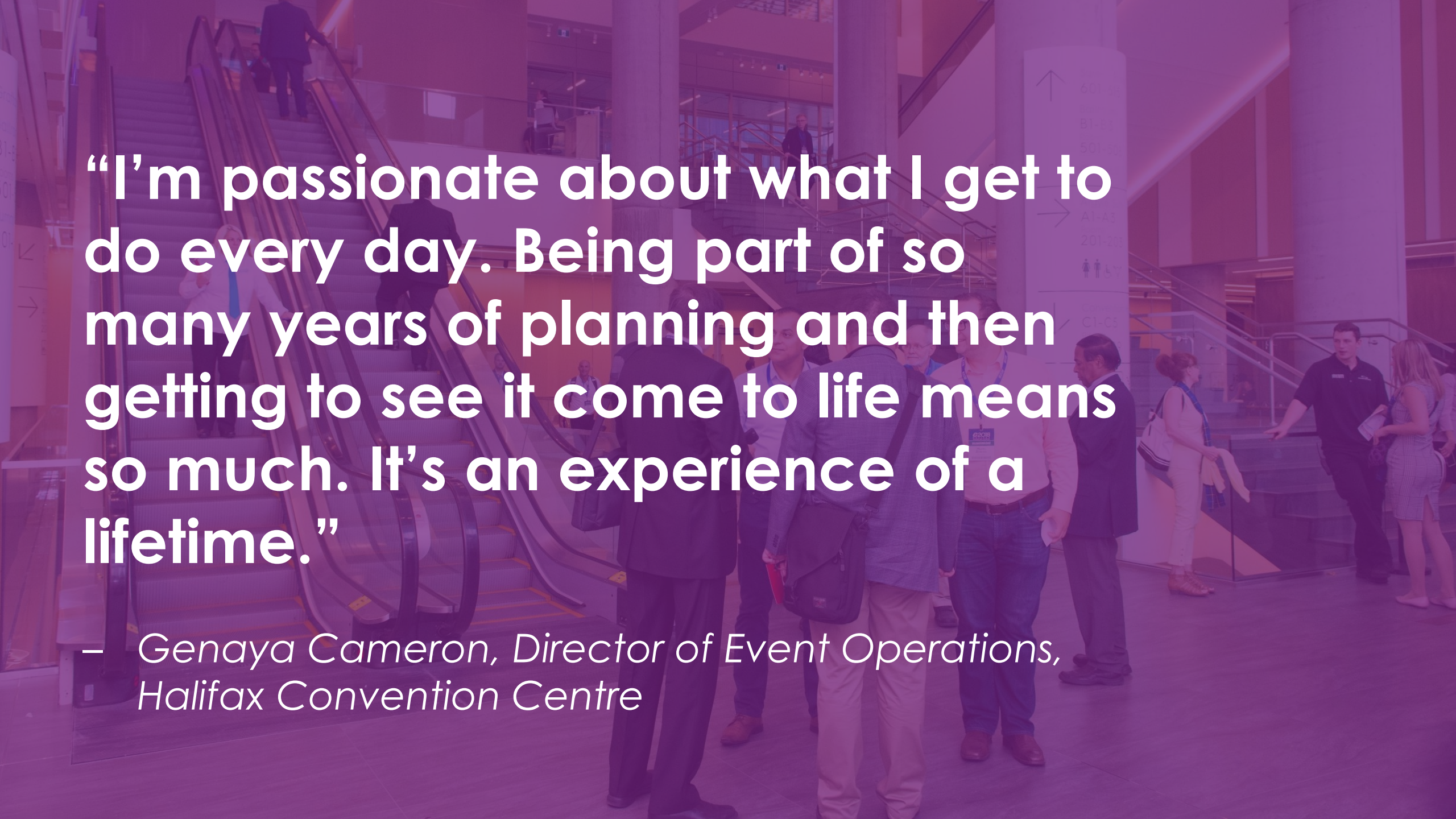


The background image shows a modern convention center with multiple levels. People are seen walking on stairs and standing in a common area. A signpost on the right indicates directions to various levels: 601-602 (up), B1-201 (right), 501-502 (down), A1-43 (right), 201-202 (right), CI-C5 (down), and a restroom icon. The scene is overlaid with a semi-transparent purple filter.

“There is a lot of excitement involved in being part of so many world-class events. No two days are ever the same!”

– *Litsa Koutroulakis, Food & Beverage Server, Halifax Convention Centre*





“I’m passionate about what I get to do every day. Being part of so many years of planning and then getting to see it come to life means so much. It’s an experience of a lifetime.”

– *Genaya Cameron, Director of Event Operations,
Halifax Convention Centre*



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BREAK
SHRINK WRAP

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AUGUST

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Welcome





HALIFAX CONVENTION CENTRE

1650

StarTram