

Re: Item No. 11.1.1

HALIFAX

Halifax Convention Centre

2020-2021 Reconstitution Business Plan

2020-12-01

Halifax Convention Centre

- Established under the *Halifax Convention Centre Act* operates as Events East Group
- Purpose is to maintain and manage the Halifax Convention Centre to promote economic development, tourism and industry
- Province and Halifax Regional Municipality are 50/50 shareholders

Business Plan

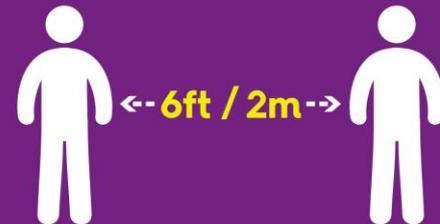
- The *Act* requires Events East to submit annual business plan and budgetary estimates
- 2020-2021 Business plan submission deferred to reflect uncertainty and impact related to COVID-19
- Recent changes to public health restrictions underscore difficulty of business planning for events-related businesses

Business Plan

Business plan has 5 focus areas to position Halifax Convention Centre to recover business when safe

1. Returning to Safe Operations
2. Business Retention
3. Industry & Community Alignment
4. Safe Return to Work
5. Responsible Management

Please maintain physical distancing.



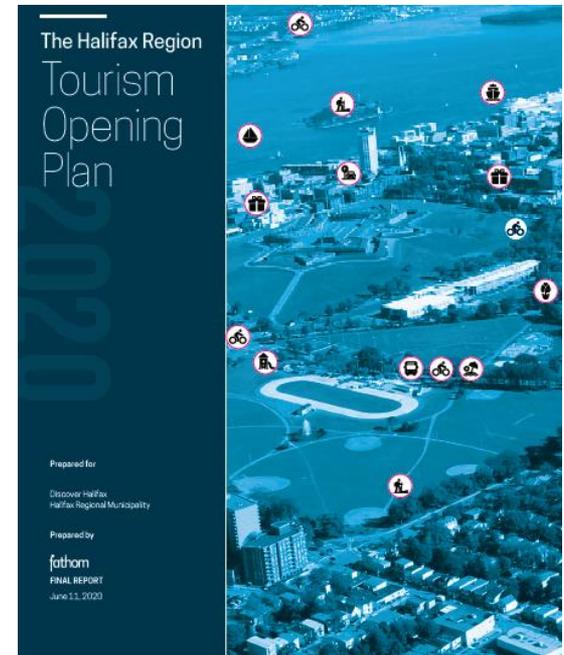
Business Plan

Plan focus areas support recovery plans including:

- Halifax COVID-19 Economic Response and Recovery Plan
- Discover Halifax - Halifax Regional Tourism Opening Plan

Halifax
COVID-19 Economic Response
and Recovery Plan

May 12, 2020



Financial Implications

- Estimated 2020 funding requirement from HRM - \$5.4m, approximately double typical year
- Funding drawn from Halifax Convention Centre reserve
- Budget assumptions include restrictions on gathering limits and travel

Recommendation

It is recommended that, in accordance with section 29 of the *Halifax Convention Centre Act*, Halifax Regional Council approve the 2020-2021 Events East Business Plan for the Halifax Convention Centre Corporation, submitted October 8, 2020, as set out in Attachment 2 to this staff report.