

**CENTRAL
NOVA SCOTIA**
SPORTS & ENTERTAINMENT



ANNUAL GENERAL MEETING

NOVEMBER 20, 2024

RECC
RATH EASTLINK COMMUNITY CENTRE

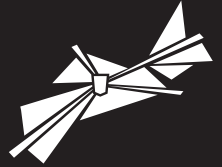


**NOVA SCOTIA
STAMPEDE**





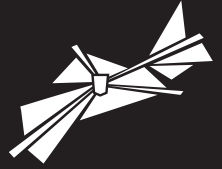
In the spirit of truth and reconciliation, the Central NS Civic Centre Society respectfully acknowledges that we are in Mi'kma'ki, the traditional land of the Mi'kmaq people. We also acknowledge the Peace & Friendship Treaties signed in this Territory and recognize that we are all Treaty People.



Welcome to the
49th Provincial
Volunteer Awards

NOVA SCOTIA

**A MESSAGE FROM
THE BOARD CHAIR & THE CEO**
OUR STORY OF OPERATIONAL RECOVERY!



Our organization was established in July 2008 through an MOU with the Town of Truro and Municipality of Colchester County to operate, maintain and manage the activities of the Rath Eastlink Community Centre in a manner that will promote health, recreation and develop tourism and economic impacts within Central Nova Scotia. Our independent non-profit organization was founded through partnership and collaboration and this has fostered exciting new growth for our region over the past 12 years.

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Effective fall 2018 our operational mandate and processes evolved to enhance community leadership and independence as a new operating agreement was developed by the Board and signed by our municipal partners to better define the accuracy of our operational processes as an independent operating society - one that no longer depends on municipal deficit financing, but yet a fixed operating grant to provide quality asset management to a municipal owned building and the ability to retain a significant capital reserve for society owned projects.

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Before our organization had the opportunity to formally reflect these operational changes within the most recent MOU (amended July 2011) the world was faced with an unprecedented health pandemic from Jan 2020 until summer 2022. This 2 ½ year period reflected significant health and financial challenges to our organization, our industry, and community. The impacts of this hardship still exists today as our financial reserves were depleted and our operations were paused as we learned to navigate the restrictions.

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Thankfully, with support and direction from the Board, our non-profit society applied and was approved under the Federal Covid Emergency Wage Subsidy (CEWS) and the Tourism, Hospitality Recovery Program (THRP) along with many other businesses and organizations. These recovery funds amounted to a \$1.2m wage contribution over approximately a 3-year eligibility period and were vital to our organizations recovery strategy as it enabled the society to begin re-hiring staff – who are the backbone of our services. Without them – we would have nothing.

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Under the CEWS/THRP programs our team was slowly re-hired and our organization was able to re-open the facility to support, first, our major tenant (Colchester East Hants Health Authority) for the purpose of providing covid-19 testing and vaccination clinics, mental health/addiction services, seniors care, palliative care and potential planning for extended emergency care services.



Under this federal program our organization was able to help restore the local tourism and hospitality sector by delivering events such as Nova Scotia Music Week and the Professional Women's Hockey Showcase (marking the first women's professional hockey game ever played in Nova Scotia).



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In addition to the federal wage subsidy program our organization was also approved through the federal Commemorate Canada's Covid-19 Resiliency Fund to further restore our economy and build consumer confidence for live in person events. These federal funds all contributed to the development of the "Re-Ignite the Spirit" project in 2022-23 which featured a variety of free concerts and events for the community while recognizing our organizations 10th anniversary. These events represented our first unrestricted - large community gatherings since the tragic and darkest days of April 2020 and the historic disaster caused by Hurricane Fiona in fall 2022



A commercial generator was secured by the society to support future comfort centres during power outages

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These free community events allowed our residents to come together in a large capacity and without pandemic restrictions - to mourn, to celebrate our pride, to demonstrate our resiliency and to be safe!

Through the universal languages of sport and music our community celebrated togetherness!

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OUR STORY OF OPERATIONAL RECOVERY!**

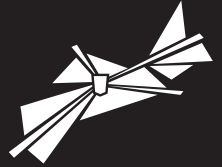
As we move into present day and share the challenges and opportunities on the horizon it is important that we all **recognize just how critical the federal emergency wage subsidy program was for the restart of our organizations heart.**

The CEWS program was truly our “defibrillator”. Our organization was flat lined and without the ability to re-employ staff none of this would be possible. Today, our eligibility for the received wage subsidy during the pandemic has come into question and our team is deeply committed to defending our rightful position against this shortsighted claim.

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SPORTS & ENTERTAINMENT





Effective Spring, 2023, our Board broadened our mandate to “pilot” extended leadership services of Rath Eastlink Community Centre towards the newly refurbished Nova Scotia Provincial Exhibition Complex

Over this year long trial period our society developed and delivered important events such as the Annual Provincial Exhibition. In the Spring of 2024 our Board formally approved the extension of this new trial partnership at the NS Provincial Exhibition Complex to a broadened 10-year term that is supported by an initial funding agreement with the Provincial Department of Economic Development’s “Community Economic Development Fund (CEDF)”.

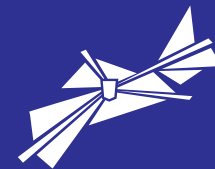
**A MESSAGE FROM THE BOARD CHAIR & THE CEO
OUR STORY OF OPERATIONAL RECOVERY!**

This provincial fund is enabling our society to have an important on ramp to future growth, development and sustainability to advance plans for sport, recreation, and agri-tourism initiatives for NS Provincial Exhibition Complex, the RECC and our community.

To better communicate the broadened scope of services of our society we have recently introduced a new parent brand “Central NS Sports & Entertainment” to more clearly represent the variety projects and services now beneath our society’s banner. Development’s “Community Economic Development Fund (CEDF)”. This provincial fund is enabling our society to have an important on ramp to future growth, development and sustainability to advance plans for sport, recreation, and agri-tourism initiatives for NS Provincial Exhibition Complex, the RECC and our community. To better communicate the broadened scope of services of our society we have recently introduced a new parent brand “Central NS Sports & Entertainment” to more clearly represent the variety projects and services now beneath our society’s banner.

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The Nova Scotia Stampede was announced as the Maritimes newest and hottest, homegrown major event initiative developed by our society in December 2023. A press conference was held during the delivery of the World Junior A Hockey Challenge hosted at the Rath Eastlink Community Centre to further amplify our regions national and international exposure and reach.

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Our facilities, the recreational programs we offer and the events we attract and deliver are platforms for prosperity. Whether we're providing vital health/wellness services, attracting large delegations or hosting an elite group of athletes for an international competition, we are a catalyst for new opportunities and connections between Central Nova Scotia and the world.

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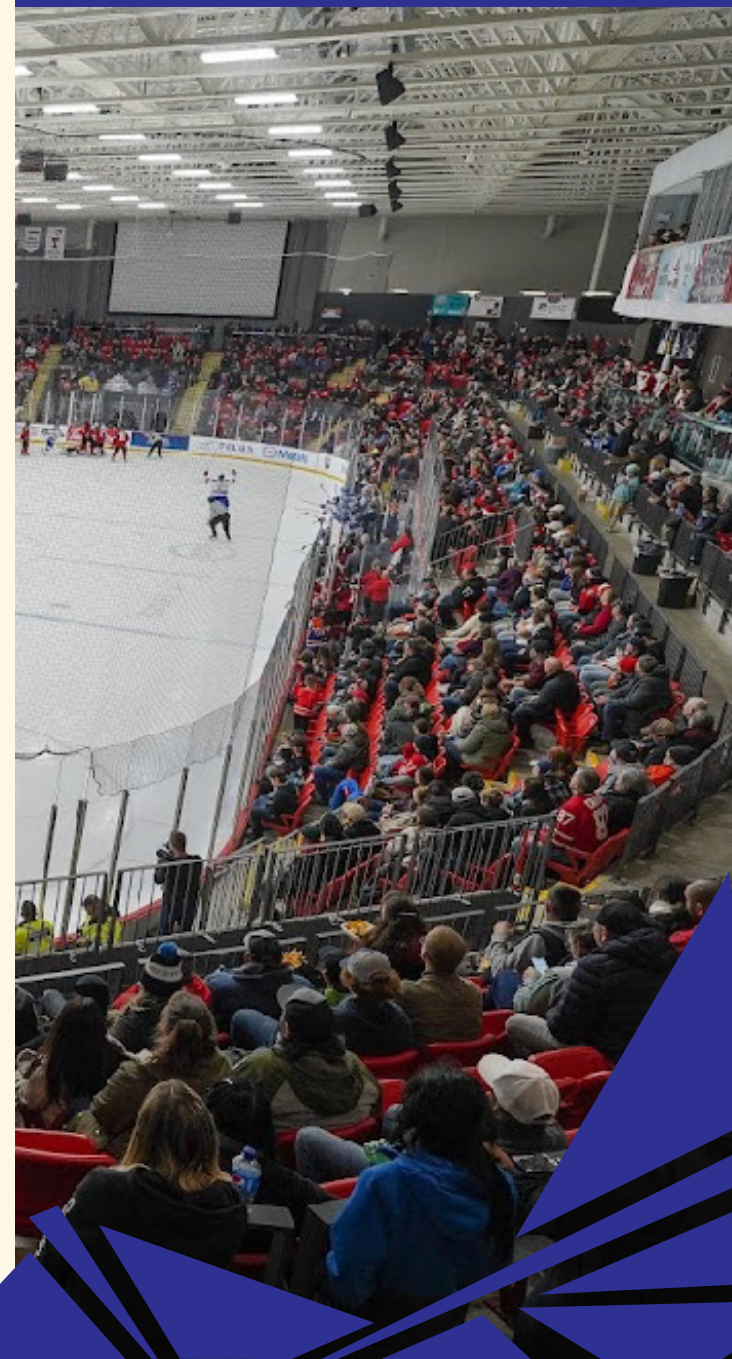
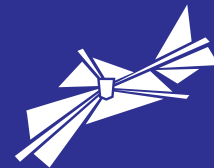


This year, we have a lot to celebrate. Together, we are making tremendous progress and impact despite the financial challenges, rising inflationary expenses and aging infrastructure. But we are proud to share that through the process of lifecycle planning with the Municipal and Provincial property owners that future government investments are expected to be made to improve the heating/cooling issues at the RECC and that continued renovations will occur at the NSPEC to further enhance user experience while fostering sustainable operations.

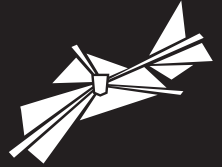
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Despite our challenges caused by the pandemic and the depletion of our capital reserve fund the society once again achieved the annual performance targets assigned within the Board developed **2024-2027 Strategic Plan** (see handout). Together, our venues, events, programs and services drove active living and provided a major economic impact for businesses in our central region and province. We brought the world to Truro and Colchester with local, national and international events, and we welcomed in our community.

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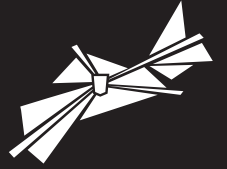


Sanctioned by the International Pro Rodeo Association, the Nova Scotia Stampede was the largest outdoor event to occur in the Truro/Colchester area in recent decades and featured crowd-favorite events such as professional bull riding, bareback riding, saddle bronc and barrel racing.

This was the first time in history that the sport of professional rodeo was hosted at the NS Provincial Exhibition Complex. In the years ahead, the society expects the event to inspire and expose future generations of youth in Atlantic Canada to participate in the sport of rodeo. Over 100 professional rodeo contestants competed in the event, some traveling to Nova Scotia from as far as Tennessee, Texas, Oklahoma, Alabama, New York, Quebec and of course Alberta! The hosts were proud to have one Nova Scotian born rider compete for the first time ever in front of his home town crowd

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With over 19,000 tickets issued across the rodeo and concerts, the Stampede offered a rich experience, complemented by a successful drone show showcasing local Indigenous culture and captivating audiences with a visual tribute to the region. Nearby on the property, the 4-H Pro Show drew an **additional 11,000 attendees**, many of whom explored the Stampede vendor village and watched the Stampede live on big screens.

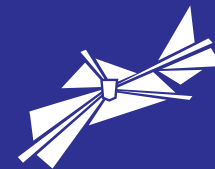
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The NS Stampede contributed a total economic impact of nearly \$4.3 million for Nova Scotia, with \$3.7 million directly benefiting Truro and surrounding areas **(see Sport Tourism Canada Report handout)**. Visitor spending, totaling \$1.27 million, fueled local businesses with increased revenue across accommodations, dining, and shopping. Employment in Truro saw a boost, with approximately 25 jobs supported and \$1.1 million in wages, while the Stampede's contribution to GDP was substantial, with \$3.1 million nationally, \$2.2 million for Nova Scotia, and \$1.6 million specifically for Truro. Tax revenue of \$1.4 million further highlighted the Stampede's fiscal contribution to local and provincial public services. Located in Central NS, a rural setting with deep agricultural roots allowed the event to align with the rich farming traditions and agricultural history of rural Nova Scotia. Thank you to the hard working staff and over 180 registered volunteers who helped bring this project from concept to reality!

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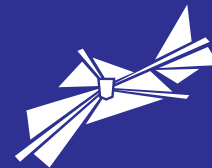
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By meeting our operational objectives, the society created vibrancy downtown and generated impacts across the region and province. We were thrilled to see local businesses, hotels, tourism operators, suppliers, and producers thriving. We were so proud to bring over 100,000 unique visitors and patrons to our venues in Colchester County to experience the best in Maritime hospitality, and we encouraged visitors to stay longer, explore further, and return to Nova Scotia again and again. With the excellence of our teams, we continue to build on our reputation as an amazing central hosting destination, an exciting place to do business, and a wonderful place to grow. Our society was proud to have been involved with the development of a regional destination marketing strategy – and we remain hopeful that when approved, our society will be empowered and adequately resourced through the visitor accommodation tax fund to continue supporting destination marketing operations through major event leadership.

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It's quite simple, as Colchester County grows, our society must grow with it. This includes continuing to attract national and international events year-round, supporting our strong industry sectors like sport tourism, agriculture, clean technology and more, and creating more opportunities for our local community to experience our venues. As our infrastructure ages we must continue to prioritize the commitments to the proposed capital lifecycle plan and trust that the government owners of the assets and buildings will continue to collaborate amongst each other, our Board and community.

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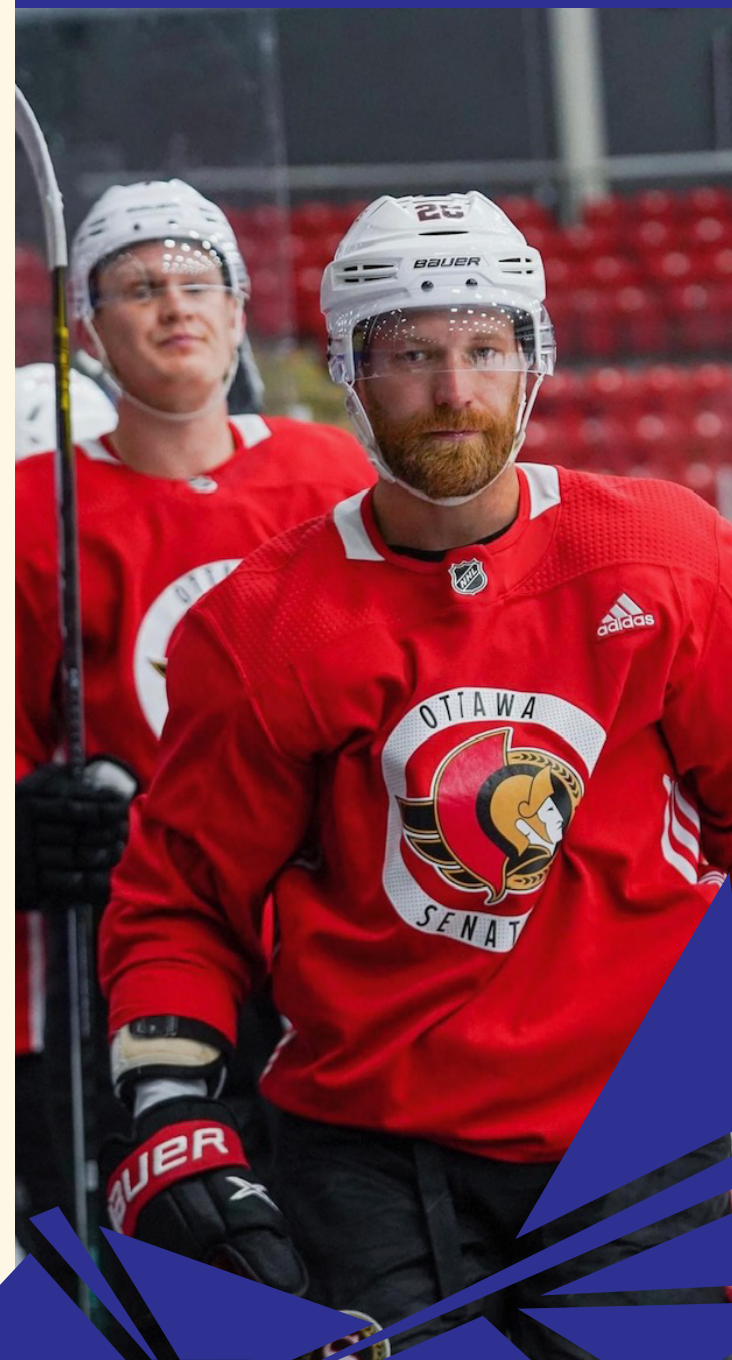
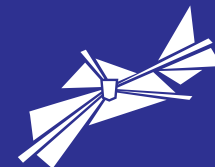
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We are also so proud of our team who deliver our services with professionalism, passion, and a commitment to service excellence; these teams help us create accessible, inclusive, and welcoming venues. Together, and with your continued support we are confident that we will create even more impact across our region and province in years to come.

By engaging our local businesses and communities – our friends, family, and neighbors – the society supports employment, growth, health, and new opportunities across our region. We should all feel proud about that.

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PROUDLY SUBMITTED BY

**CENTRAL
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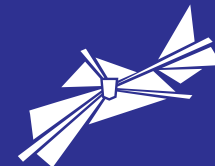


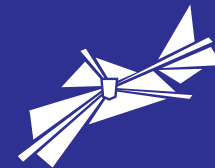
Matt Moore
Chief Executive Officer



Melani Lane
Board Chair



**\$6M****ECONOMIC IMPACT GENERATED FROM
THE NS STAMPEDE IN CANADA****\$4.5M****ECONOMIC IMPACT GENERATED FROM
THE NS STAMPEDE IN NOVA SCOTIA****\$3.7M****ECONOMIC IMPACT FOR TRURO &
COLCHESTER****\$1.27M****IN NS STAMPEDE
VISITOR SPENDING****25 JOBS****SUPPORTED BY NS
STAMPEDE (\$1.1M WAGES)****\$3.1M****GDP
IN CANADA****\$2.2M****GDP
IN NOVA
SCOTIA****\$1.6M****GDP
IN TRURO/
BIBLE HILL/
COLCHESTER****\$1.4M****N TAX REVENUE FURTHER HIGHLIGHTED THE STAMPEDE'S
FISCAL CONTRIBUTION TO LOCAL AND PROVINCIAL
PUBLIC SERVICES.****180+****VOLUNTEERS
REGISTERED TO ASSIST
WITH THE DELIVERY OF
THE NS STAMPEDE****4,320****VOLUNTEER HOURS
SUPPORTED THE NS
STAMPEDE****38****OF LOCAL BUSINESS FROM
ALL REGIONS OF NOVA
SCOTIA ARE NOW VENDORS &
SUPPLIERS FOR OUR SOCIETY
UNDER THE NS LOYAL****19,000****TICKETS SOLD****650K****SOCIAL
MEDIA REACH****HIGHEST YIELDING 92,000
POSTS HAD IMPRESSIONS****11,000
ATTENDEES**



\$250K IN TICKET
SALES

19K TICKETS
SOLD

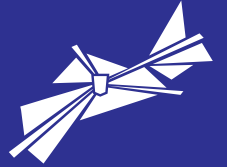
“BETTER THAN ANY OTHER GROUP OVER THE PAST DECADE” - HOCKEY CANADA



CONCERTS & TRURO JR. A BEARCAT GAMES

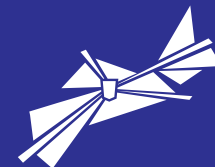
37K+ EVENT TICKETS SOLD

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EVENTS AT THE RECC

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TAPPED 2024



CHEER 2024



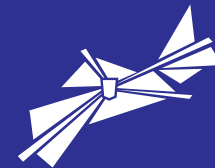
PROVINCIAL VOLUNTEER AWARDS 2024



SWIM MEETS 2024

5 CHEER EVENTS

8 SWIM MEETS



2400+
ACTIVE
MEMBERS

46%
TRURO

54%
OUTSIDE
TRURO

1200+
YOUTH

500+

30,000+

600+

200+

ATTENDED
SWIMMING LESSONS

CLIMBING WALL
USERS PER MONTH

FACILITY USERS
PER MONTH

BIRTHDAY PARTY
ATTENDEES PER MONTH

SUBSIDIZED MEMBERS THROUGH
RECC LIFE

DISCOUNTED ACCESS FOR 25+ GROUPS

PHYSICIAN RECRUITMENT / MILITARY / BIG BROTHERS
BIG SISTERS / TOWN OF TRURO / COUNTY OF
COLCHESTER

**FREE ACCESS FOR 15+ NON-PROFIT
GROUPS**

CMHA / MI'KMAW FAMILY HEALING CENTRE /
WOOD ST / UKRAINIAN FAMILIES



6 MARITIME BASED YOUTH
QUALIFIED FOR THE 1ST TIME EVER
FOR THE NATIONAL YOUTH LEAD
CLIMBING CHAMPIONSHIPS IN
QUEBEC - ALL GRADUATES FROM
OUR "WALL NUTS" PROGRAM

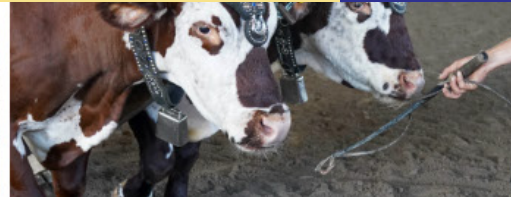
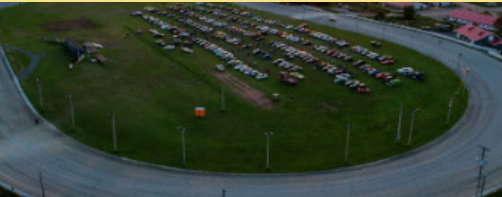
167 LOCAL STAFF
EMPLOYED BY THE
SOCIETY

360+ HOURS
OF ICE PROGRAMMING
RENTALS PER MONTH

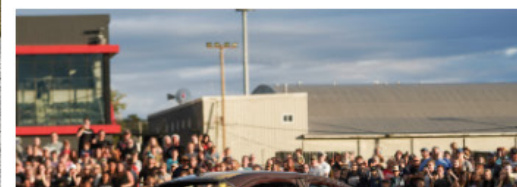
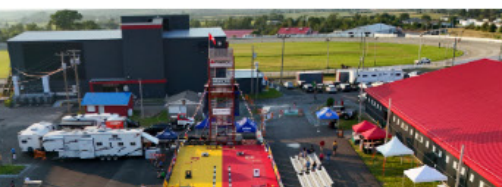


BY THE NUMBERS

CENTRAL
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\$50M+ PROJECTED ANNUAL COMBINED ECONOMIC IMPACT OF THE ACTIVITIES DRIVEN AT THE RECC AND NSPEC



\$0 CURRENT BALANCE OF THE SOCIETY'S RETAINED EARNINGS AND CAPITAL RESERVE AS A RESULT OF THE PANDEMIC. WE NEED OUR PARTNERS AND COMMUNITY SUPPORT NOW MORE THAN EVER TO ADDRESS IMPORTANT PRIORITIES WITHIN OUR PROGRAM AND SERVICE DEPARTMENTS (AQUATIC EQUIPMENT, FITNESS EQUIPMENT, EVENT EQUIPMENT, ETC).

