



94 Days to Games Time

November 9, 2010



A photograph of a snowboarder in a red jacket and white pants, performing a jump in front of a white clock tower with a green dome. The clock face is visible on the tower.

Halifax 2011 Vision

To inspire a new generation of Canadians to embrace the spirit of the Canada Games.

- The 'cool' Games
- Touch every community
- Leave a legacy

What will you bring?
Qu'apporterez-vous aux Jeux?

Milestones

- Medal design unveiled
- Oval construction
- Legacy plan unveiled
- Torch relay launched
- Tickets and ticket packages on sale
- 100 days and counting party
- 68% unaided awareness in HRM
- 89% support in HRM



The Legacy

- Economic Impact
- Canada Games *Support4Sport* Sport Equipment Fund
- Human Legacy – 5000 trained volunteers – Events Nova Scotia Database
- Sustainability & Accessibility
- Infrastructure
- Arts & Culture



Canada Games Oval – as of October 28



Canada Games Centre

- 95% Complete
- Occupancy permit – mid November
- Canadian Sport Centre Atlantic
- Canadian Paralympic National Training Center



Budget

	Forecast	Budget
Revenue	\$45M	\$46M
Capital and Operating Exp	\$45M	\$46M



Revenue Targets

Overall

<i>Committed or in Progress</i>	<i>Target</i>	<i>Variance</i>
\$6,998,000	\$8,400,000	\$(1,402,000)

Achieved 83% of target to date

Value of 'asks' currently in market: \$4,100,000

Volunteer Update

- Recruited more than 5000 volunteers
- Registration database is now full
- Orientation and training sessions underway



Canada Games Media Reach

- Broadcast Partner = **TSN | RDS**
 - 100 hours of coverage
 - High Definition
 - Streaming from Web
- Halifax 2011 Canada Games media partners



Broadcast – Anchor Desk

- NSCC Campus
- Personalities on-site
- Engaging Campus
- “Live from Halifax...”



Risk Management

- 468 risks identified
- 26 risks requiring corporate attention
 - 243 risks accepted
 - 199 risks closed
- Updated continuously



Current Priorities – Capital Construction

- Canada Games Centre 95% complete
 - Wet Area almost completed
 - Field House floors – lines being painted
 - Test Event - End of November (Gymnastics)
- Long Track Oval construction
 - Chillers on site
 - Piping install almost complete
 - Ice Making starts – end of November



Current Priorities

- Sponsorship targets
 - \$7m confirmed to date (\$8.4m target)
 - Long Term Sponsors
- Ticket sales
 - Ticket Packages – Oct. 7
 - Individual Tickets – Nov. 3
- Venue team planning
 - Volunteer Scheduling
 - Final CAD drawings



It's here...

- Holiday Parade of Lights (Nov 20)
- Gymnastics Test Event/Media Tour of CG Centre (Nov 25)
- Pre-Christmas ticket hiding (early December)
- Mascot Birthday Celebration (mid-December)
- Canada Games Oval Opening (mid-December)
- BT New Year's Eve (December 31)
- Long Track Test Event (Jan 15-16)
- Torch School Visits (Oct 12 – end January)



Tickets – Ticket Atlantic

Ticket Info:

- Price ranges - \$8/ticket and up
- Passes on Sale as of September 28th
- Individual tickets on sale as of November 3rd
- Student and Senior Pricing

Free Events:

- Long Track Speed Skating – Canada Games Oval
- Snowboard, Cross Country, Biathlon – Ski Martock
- Alpine and Freestyle Skiing – Ski Wentworth

*25% of our events are free admission



What will you bring?
Qu'apporterez-vous aux Jeux?

