

Halifax Regional Municipality



Peter Kelly Mayor

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Dear Business Leader:

I am writing to you to talk about one of the most exciting projects Halifax has seen in recent years. I am referring to the multi-use stadium that HRM has proposed be built to accommodate the needs of our growing city. I am inviting you to “Get in the Game” and participate in an Expression of Interest HRM will be issuing today, January 23, asking all private interests to get involved in whichever way they feel they can contribute.

Halifax has talked about a stadium for many years; however it is only within the last few months that a serious look has been taken at the business case, economics and level of support in the community. The results have been extremely positive. The economic impact analysis shows the benefits a stadium would bring to all of Nova Scotia:

- The construction phase is expected to generate \$94 million of economic activity in Nova Scotia and create more than 550 jobs;
- The FIFA U-20 Women’s World Cup Canada 2014 is expected to generate \$21 million of economic activity and create 180 jobs;
- The FIFA Women’s World Cup Canada 2015 would be even higher at over \$38 million in economic activity and 326 jobs.

While FIFA is an opportunity and accelerant, it is not a determinant. The guiding principle of the stadium process has been establishing whether there is a viable business case and public support for a stadium in HRM, regardless of the FIFA opportunity in 2014 and 2015. Public support has been equally strong. From the very beginning residents have been enthusiastic about this opportunity. Several public consultation sessions, two separate phone and online surveys, and feedback gathered via Facebook and Twitter accounts set up for the stadium have demonstrated a 70% level of support throughout HRM.

The public has also been clear about what they want: a community-oriented facility with the ability to host national and international events through temporary expansion. The facility will enable over 300 days of community access per year, with the proposed design including an air-supported bubble over the field of play in order to ensure year-round usage. A stadium would provide a world-class regional hub available to minor sport, school and university and other community based sport groups across the Province for training and competition. The multi-use facility will also provide a better venue for large festivals, performances and community gatherings for the entire region.

Halifax Regional Council has committed \$20 million in capital funding towards the estimated \$60 million total, as well as ongoing operating costs. We are looking for partners who will join us in making this opportunity a reality. Today we have issued an Expression of Interest (EOI) asking all parties who want to be part of this game-chang-

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ing venture to send us their proposals outlining how they might like to take part. The EOI asks for potential scenarios related to the stadium project, which would position the project for broad long term benefit to the community. These scenarios will then be reviewed and considered as part of future decisions with respect to the project.

There are other ways you can help also. While Halifax Regional Council has committed \$20 million, that represents about one-third of the estimated construction total. We have put funding proposals before the Provincial and Federal governments outlining the economic benefits and community support. You can help us by contacting your elected officials and explaining the benefits a stadium would bring to you and your business. You can access more detailed information on the project at <http://www.halifax.ca/Stadium/index.html>

Halifax Regional Municipality is set for a bright future. Decades of growth are expected, due in part to the shipbuilding contract announced last fall. A modern, multi-use facility will distinguish Halifax as a progressive, dynamic and desirable community, attracting diverse events and increased tourism. HRM is ready and eager to move forward with this exciting project. We need you to "Get in the Game" and participate – we encourage you to get involved.

Respectfully, I remain

A handwritten signature in black ink, appearing to read "Peter Kelly". The signature is written in a cursive style with a large, sweeping flourish at the end.

Peter Kelly
Mayor