



Presentation to the Halifax Regional Municipality  
Special Events Advisory Committee

November 14, 2018

# What is SEDMHA

- SEDMHA is the largest hockey event in the Atlantic provinces with 300 plus teams competing in multilevel tournaments for children aged 6 to 18
- SEDMHA is a free event which draws in excess of 35,000 attendees and over 5000 participants
- SEDMHA is an economic driver worth approximately \$42.2m Provincially and \$28.3m in Halifax Regional Municipality
- SEDMHA is an extension of the tourist season in the early spring and fall impacting accommodations, food services and retail trade

# What Makes Up SEDMHA



Apr.  
200 + Teams  
40 + Years



Mar.  
70 + Teams  
9 Years



Nov.  
55 Teams  
6 Years



Dec.  
14 Teams  
Year One



Mar. - 8 Teams  
2 Years

# SEDMHA Finances

- SEDMHA is debt free
- Over the past 40 + years SEDMHA has generated \$8.5 million in revenues and incurred \$8.1 million in expenses
- In 2017/18 SEDMHA had revenue of \$495,000 with expenses of \$455,000 for a profit of \$40,000

# SEDMHA Planning - Focus Areas

- Structure
- Financial
- Committee

# SEDMHA Structural Plans

- Introduce and Integrate the new SEDMHA Peewee AAA Tournament
- Expand the SEDMHA Female Tournament by adding more venues
- Investigate adding “Hockey Academy” (Newbridge etc.) divisions to the SEDMHA Minor Tournament
- Adapting the new Novice Half Ice format to the SEDMHA Novice Jamboree

# SEDMHA Financial Plans

- Investigate opportunities with our new charity partner “KidSport”
- Establish a Funding Protocol / SEDMHA Dividend program to disburse funds to Halifax Regional Municipality Hockey Associations and Programs

# SEDMHA Committee Plans

- Focus more resources on recruitment of teams across all platforms
- Succession planning and introduction of new (younger) members to the committee through collaboration with the Dartmouth Whalers which is resulting in different opportunities to recruit new members

# SEDMHA Long Term Goal

To provide as much hockey to  
as many teams as possible

For the benefit of players, teams,  
hockey associations and the Halifax  
Regional Municipality

# Questions

