

A YEAR IN REVIEW

April 1, 2014 - March 31, 2015



WE MANAGE THE VENUES WHERE BC WELCOMES THE WORLD

PavCo owns and operates two world-class public facilities with a single goal: to generate economic and community benefit for the people of British Columbia through the prudent management of public facilities. Both venues – BC Place Stadium and the Vancouver Convention Centre – are located in downtown Vancouver and welcome the world, from global summit meetings to marquee sporting and entertainment events.

MORE THAN 1.6 MILLION PEOPLE CAME AND CONTRIBUTED HUNDREDS OF MILLIONS OF DOLLARS

More than 1.6 million people from around the globe came through the doors of BC Place and the Vancouver Convention Centre in Fiscal 2014/2015. Those strong numbers enabled PavCo to generate more than \$400 million in economic benefit for the Province. Strong sales and marketing efforts, plus cost-savings strategies, helped the Convention Centre achieve a profit for the first time. PavCo improved its performance by \$4.9 million compared to budget, thanks to a sharp focus on raising revenues, improving event margins and continuing strong cost control at both facilities.

Fiscal 2014/2015

\$424 MILLION
IN ECONOMIC BENEFIT

OVER **1.6** 
MILLION PEOPLE ATTENDED EVENTS
AT ITS FACILITIES

\$4.9 MILLION
IMPROVEMENT COMPARED TO BUDGET



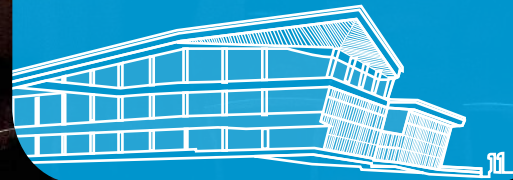
RECORD ATTENDANCE IN AN EVENT-FULL YEAR

The award-winning Convention Centre celebrated the fifth anniversary of the opening of its expanded facility in the past year. The facility also hosted many high-profile global events, such as the return of the Association for Computing Machinery's SIGGRAPH conference with over 14,000 computer graphics professionals attending, and the TED Conference with 1,800 attendees. There must have been growth in the air because two major annual events, the Pacific Dental Conference and Vancouver International Auto Show, achieved record attendance of nearly 13,000 and 98,694 respectively.

“ The staff and the team of people that work for and represent the Vancouver Convention Centre are top notch – certainly some of the best in the business. They provide excellent customer service and their ‘can do’ attitude is much appreciated. ”

Cindy Stark
ACM SIGGRAPH
Conference

In the first five years since opening the Vancouver Convention Centre's West building on **April 3, 2009**, the facility has hosted nearly **2,750 events**, welcomed over **2.6 million guests** from around the world and generated over **\$1 billion** in direct spending for the province.



“ Conventions bring our target market in; exactly who we want coming through our doors. It affects us every day when we have a busy convention. It's immediate impact. ”

Ben Hunter
General Manager
Miku Restaurant

COMMUNITY BUILDINGS THAT BUILD COMMUNITY



The Vancouver Convention Centre continues to partner with several local charities supporting communities in Vancouver's inner city as part of its Corporate Social Responsibility program. It is the largest single contributor to United We Can's recycling depot, a local organization that creates self-sustaining social

enterprises with a focus on environmental sustainability. The depot also generates income and job training opportunities for people with multiple barriers to traditional employment.

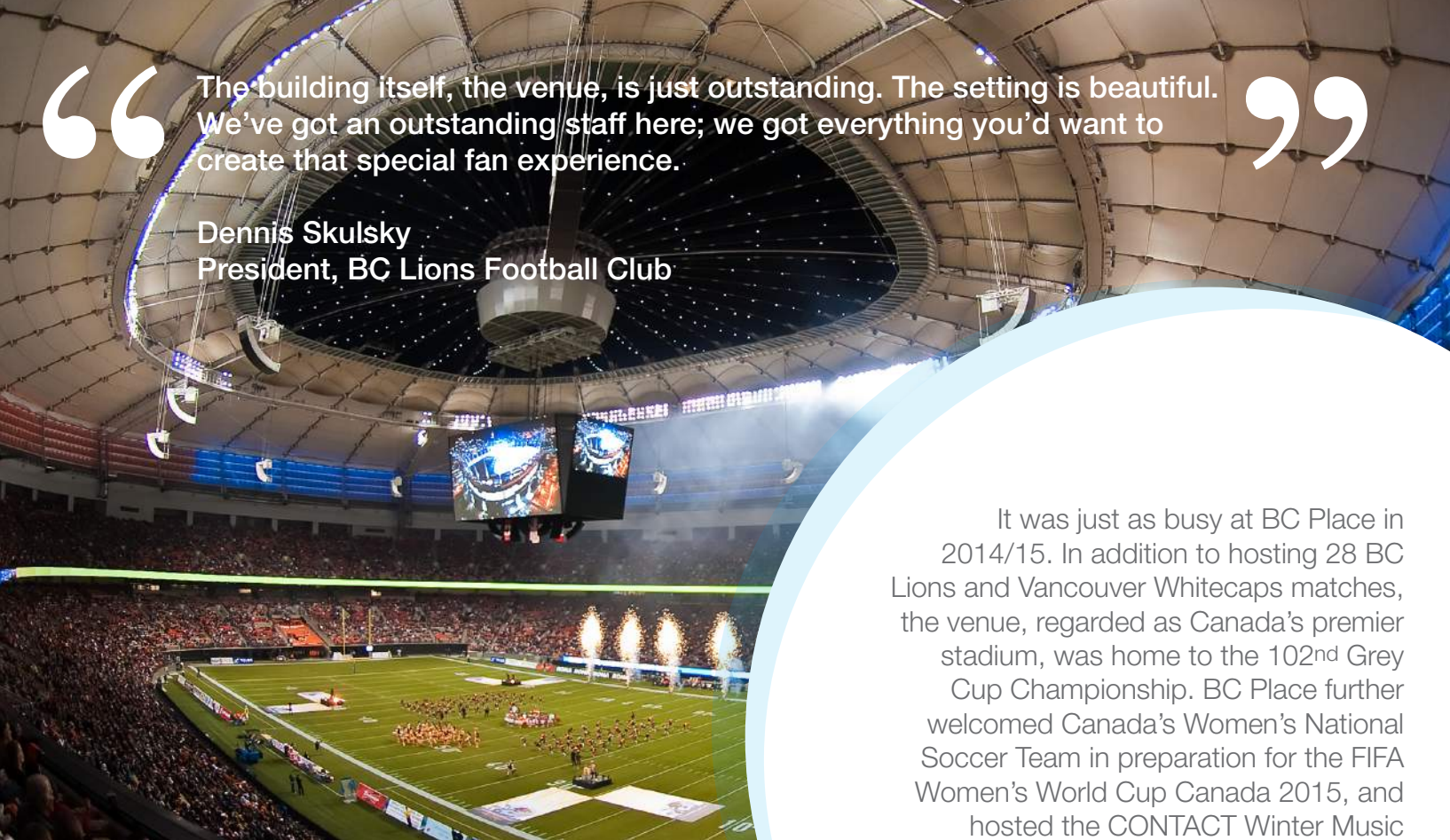
The Convention Centre, through its official food and beverage partner

“

The building itself, the venue, is just outstanding. The setting is beautiful. We've got an outstanding staff here; we got everything you'd want to create that special fan experience.

”

Dennis Skulsky
President, BC Lions Football Club



It was just as busy at BC Place in 2014/15. In addition to hosting 28 BC Lions and Vancouver Whitecaps matches, the venue, regarded as Canada's premier stadium, was home to the 102nd Grey Cup Championship. BC Place further welcomed Canada's Women's National Soccer Team in preparation for the FIFA Women's World Cup Canada 2015, and hosted the CONTACT Winter Music Festival. It also hosted some of British Columbia's largest consumer shows, including the BC Home & Garden Show, the Vancouver International Boat Show and EAT! Vancouver Food and Cooking Festival.



“

We've seen a tremendous impact on our business. The city has benefitted with the revitalization of BC Place Stadium. It has really elevated the city to attract bigger, better events.

”

Raffaele Aiello
Frankie's Italian Kitchen & Bar

supplier Centerplate, donates 100 percent of its beverage recyclables to the depot. The Convention Centre also continues to support the Greater Vancouver Food Bank Society, CANstruction Vancouver and the Union Gospel Mission's meal program.

BC Place supported more than 30 local and international non-profit causes with the Northern Lights display, and hosted a wide range of community events including the Canucks Autism Sports Day, VPD Police Athletic League Sports Day and the BC High School Football Championships.



MORE BIG NAMES AND GOOD TIMES TO COME IN 2015/16

The Vancouver Convention Centre and BC Place are both looking forward to a banner year in Fiscal 2015/16. It's promising to be one of Vancouver's strongest years ever for international conventions as well as major international sporting events and concerts by global superstars.

Medical conventions to lead the way in 2015/16

More than 165,000 visiting out-of-town delegates – 40,000 of them from outside North America – are expected at the Vancouver Convention Centre. Some of the world's leading medical association conventions are driving the surge in numbers. Major medical conventions include:

- World Congress of Dermatology, June 2015 (10,000 attendees);
- International AIDS Society Conference on HIV Pathogenesis, Treatment & Prevention, July 2015 (6,200 attendees);
- XXI FIGO World Congress of Gynecology and Obstetrics, October 2015 (7,000 attendees); and
- World Diabetes Congress, November 2015 (12,500 attendees).

BC Place kicks off 2015/16 with FIFA Women's World Cup

BC Place's equally impressive line-up is also already underway. The FIFA Women's World Cup Canada 2015 kicked off June 8 at BC Place and concluded with the prestigious, sold-out final on July 5. In early 2016, BC Place welcomes a brand new sport to the stadium, as the World Rugby Sevens Series comes to Canada in March 2016.

The Vancouver Whitecaps FC will play at least 15 matches at BC Place in 2015, and the BC Lions returned in July to kick off the regular season games of their 2015 CFL season. This versatile venue also welcomed three blockbuster concert tours to Vancouver this summer including:

- One Direction's 'On the Road Again Tour' (July 17, 2015);
- Taylor Swift's '1989 World Tour' (August 1, 2015); and
- AC/DC's 'Rock or Bust World Tour' (September 22, 2015).



\$302 MILLION
ECONOMIC IMPACT

\$122 MILLION
ECONOMIC IMPACT



#1 NORTH AMERICAN CITY
FOR INTERNATIONAL MEETINGS

93%
CUSTOMER
LOYALTY INDEX

421,000
NON-RESIDENT
DELEGATE DAYS

556
EVENTS
IN TOTAL

61
CONVENTIONS

55
TRADE AND
CONSUMER SHOWS

80
POUNDS OF
HONEY
HARVESTED
FROM
RESIDENT
BEEHIVES

45,000
BOTTLES OF
BC WINE
SERVED IN
2014

3,200
CANS OF FOOD USED
FOR CONSTRUCTION
VANCOUVER SCULPTURE
all of which were donated to the
Greater Vancouver Food
Bank Society

TED

HOME OF TED2015, WHICH WAS ATTENDED BY
1,800 OF THE WORLD'S THOUGHT LEADERS



CELEBRATED 5TH ANNIVERSARY
OF OPENING OF WEST BUILDING
AND HAS SINCE GENERATED
OVER \$1 BILLION IN DIRECT
SPENDING FOR THE PROVINCE IN
THE FIRST FIVE YEARS



\$25 MILLION
IN SPENDING BY VISITORS
FROM OUT OF PROVINCE

28

BC LIONS
GAMES AND
WHITECAPS FC
MATCHES

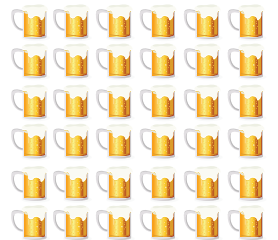


OVER
1 MILLION



GUESTS AT EVENTS AT BC PLACE

3,502,022 oz



BEER SERVED
enough to make **182** ice rinks



30+
COMMUNITY AND CHARITABLE
ORGANIZATIONS SUPPORTED BY
USING THE NORTHERN LIGHTS DISPLAY

72,994

HOTDOGS SERVED
Laid end-to-end, they would stretch
from Vancouver to Burnaby



286,178
MEALS SERVED



HOME OF THE 102ND
GREY CUP IN 2014

