

Open House

April 5, 2025

Welcome to the PNE Open House

Agenda

- 10:00 – 10:30am – Tabletop Mix & Mingle
- 10:30 – 11:00am – PNE Presentation
 - New Strategic Plan: Shelley Frost, President and CEO
 - Master Plan Next Steps, Karen Massicotte, Vice President, Sales, Marketing and Business Development
- 11:00 – 11:30am – Table Discussions
- 11:30 – 12:00pm – Tabletop Mix & Mingle



How we communicate with you



Strategic Plan Overview



Looking Back: A quick re-cap

- In 2010, stakeholders, the PNE & the City developed a Master Plan for Hastings Park.
- It was an important piece of work to help shape the improvements and investment priorities for the park, and it set the groundwork for projects like the PNE Amphitheatre and Playland Amusement Park redevelopment –critical components that will serve as the economic engines driving the continued development of Hastings Park.
- Despite the challenges of COVID, the PNE has made significant strides over the past five years. While the pandemic required us to rethink the timeline for the Playland redevelopment, we've made important investments in Playland, the Sanctuary, and the Italian Gardens.



Spring 2025

- This spring, the Agrodome will receive a brand-new ice arena floor and freezing brine lines to ensure continued access to ice time for minor hockey and figure skating.
- In addition, the construction of the Amphitheatre is well underway, and we're on track to open it in May 2026.
- As we prepare to introduce the new Freedom Mobile Arch, it's more important than ever that the PNE stays focused on the future. This focus will ensure that we can deliver on the remaining phases of the master plan.





City Council adopts new Master Plan for Hastings Park-PNE. Requests more detail on the Playland Redevelopment, and initiates Governance Review.

2010


City Council approves in principle the Playland Redevelopment Plan and provides \$1.6M in funding for more detailed design, costing, implementation plan, and funding strategy.

2016





City Council adopts revised governance model for Hastings Park-PNE, under restructured Hastings Park-PNE Board of Directors.

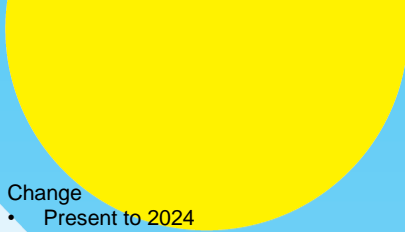
2013

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- Creekway, Temporary Greenways, Livestock phase 1 Roof/Seismic, Garden Auditorium Ph1 Asbestos Abatement, Site Infrastructure Study, Empire Field + Plateau Park, Hastings Park-PNE Park Identity & Signage
 - Playland Business Case and Feasibility
 - Amphitheatre Business Case and Feasibility Study
 - Heart-of-the-Park Renewal including daylighting stream

2017-2020


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- Change
- Hastings Park arborist audit & planting strategy
- To
- Started development of Hastings Park tree planting strategy

2021-2023

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- Change
- Present to 2024
- Add in
- Sanctuary Renewal Projects
 - Italian Gardens Upgrades
 - Confirmed Japanese Canadians Interpretive Centre

2023-Present

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- City Council approval of Amphitheatre Business Case funding
 - Functional programming for Amphitheatre in alignment to daylighted stream
 - Amphitheatre design & build
 - Amphitheatre naming rights open call to select corporate partners
 - Playland ride investments including Skybender, Launch Coaster, and Site Look
 - Hastings Park arborist audit and planting strategy

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- Launched new PNE brand
 - Broke ground on construction of the PNE Amphitheatre
 - Secured naming rights partner for amphitheatre
 - Opened ThunderVolt Launch Coaster
 - Confirmed PNE as the home for the FIFA Fan Festival
 - Finalized new 3 year PNE Strategic Plan

The PNE Brand Philosophy:

Place for Play

Produce Play

Host Play

Play for Good



PNE: Something for Everyone, Every Day!

Place for Play

- PNE Forum
- Pacific Coliseum
- Freedom Mobile Arch
- Rollerland
- PNE Agrodome
- Garden Auditorium
- Hastings Park

Produce Play

- Playland
- PNE Fair
- Summer Night Concerts
- Fright Nights
- Winter Fair

Host Play

- Special Events
- Sporting Events
- Concerts
- Family Shows
- Cultural Events
- Tradeshows
- Festivals
- Film Production

Play for Good

- Community Grant Funds
- Ticket Donation Programs
- Funding Play
- Community Ice
- Cultural Gardens
- Education Programs



Our 10 Year Vision

We are successfully achieving our 10-year vision of a vibrant, thriving & diversified year-round destination at Hastings Park



Our 3-Year Vision Statement

The PNE is an efficient, well-run organization, maturing its systems and processes and building financial stability. We are delivering on our 365 mandate, have commissioned a new Amphitheatre and have an aligned vision for progress on the Hasting Park/PNE Master Plan.

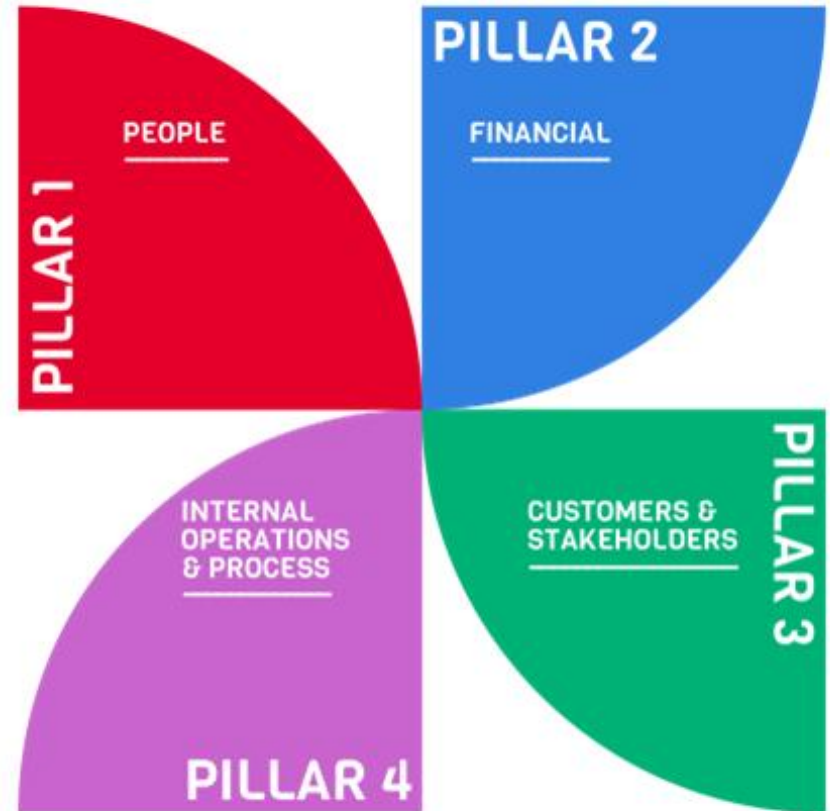
This will enable us to achieve our 10-year vision of a vibrant, thriving & diversified year-round destination at Hastings Park



Pillars of the 2025-2027 Strategic Plan

Balanced Score Card

1. Our People
2. Financial
3. Customers & Stakeholders
4. Internal Operations & Process



Balanced Scorecard Approach

- 4 pillars:
- A focus on people
- A focus on finances
- An external focus on guests and stakeholders
- An internal focus on operations and processes We are making strategic investments in our people, building financial stability and ensuring the organization thrives to deliver strong results, particularly with the opening of the Amphitheatre and the FIFA Fan Festival We're



Balanced Scorecard Approach

- We are making strategic investments in our **people**, building financial stability and ensuring the organization thrives to deliver strong results, particularly with the opening of the Amphitheatre and the FIFA Fan Festival.
- We're also committed to enhancing the stakeholder and community experience at Hastings Park, and streamlining our organization's systems and processes to ensure we operate efficiently and effectively.
- This balanced score card will provide a foundation for investing in future redevelopment of the organization.



Business Three Year Summary



Fair: Next 3 Years



Refinement of compressed footprint fair

2025

- Stay the course from 2024 and refine key areas identified
- Start to build to year 2 and 3 fair planning



Post FWC Fan Fest Concept + Arch

2026

- Return to full footprint + new SNC possibilities with the Freedom Mobile Arch
- Plan for impacts (both positive and negative) of proceeding FWC Fan Fest



New era of fair

2027

- Leverage longer planning runway, increased capacity/facilities, exposure to broader audiences, to deliver a healthy fair.



FAIR

- The net surplus from the PNE's operations is reinvested back into the site redevelopment. Our focus in all business units is maximizing the experience and profitability so that we can accelerate the delivery of a vibrant and thriving site.
- In 2025 we will maintain the reduced Fair footprint you saw in 2024 due to the construction of the Freedom Mobile Arch.
- In 2026, we will plan out what our full, new footprint will look like beginning in 2027 and also deliver the FIFA FanFest in June/July 2026.
- In 2027, we will see new features to the Fair that will attract new audiences to the annual summer event.



Playland: Next 3 Years



Enable ThunderVolt investment payoff

2025

- Leverage new ThunderVolt, SkyBender and games to attract primary teen audience
- Improve cue line experience and efficiency for our guests



Leverage FWC Fan Fest Exposure

2026

- Will continue to operate and maximize success adjacent to FIFA Fan Festival
- Broad exposure to PNE site



Leverage fully operational Arch

2027

- Opportunity for alignment with YRE, leveraging space, amenities, VIP experiences
- Begin planning next phase of Playland development



Playland

- With the recent addition of 2 marquee attractions and investment into multiple fan favourites like the Wooden Roller Coaster and Hells Gate in 2025, we want to maximize the experience of the new and revitalized assets, drive enthusiasm within the teen demographic and make it their place to play.
- Operating adjacent to FIFA Fan Festival provides broad exposure to both local and international audiences during the 4 weeks of the FIFA World Cup. This will require operational excellence operating both Playland and FIFA Fan Festival at the same time, but as different events at Hastings Park.



Playland

- The enhanced profile from 2026 will continue to build profile and profitability for Playland and allow us to begin planning for the next phase of Playland Redevelopment in the current space and for future expansion.



YRE: Next 3 Years



Build Awareness & Foundation of Delivery

2025

- Promote Hastings Park venues for live entertainment featuring Freedom Mobile Arch
- Build foundation for primary markets to maximize future opportunity



Develop & Deliver on Opportunity

2026

- Deliver & Leverage FIFA Fan Festival and Opening of Amphitheatre
- Develop arts & culture opportunities for site



Build Momentum

2027

- Deliver first full year of Amphitheatre business case
- Cross selling business units to leverage growth and utilization of Amphitheatre



Year Round Events (YRE)

- Over the next three years, the PNE has prioritized our year-round event portfolio for growth as it offers the lowest amount of risk and a high return, thus advancing overall organizational profitability to make continued investments into the site.
- In 2025 we are onboarding two new business development managers to grow our client base to meet the business case of the Freedom Mobile Arch; one of our key priorities is to grow the diversity of our live entertainment calendar to include an increased number of arts & culture shows, offer affordable opportunities for community groups to deliver their events, and maximize the exposure from the opening of the Freedom Mobile Arch and operating the FIFA FanFest at Hastings Park.



PNE Corporate: Next 3 Years



Continued Development of Stakeholder Relations

2025

- Leverage our brand in building awareness and master plan investment opportunity
- Ensure positive impacts from FIFA Fan Festival for our community and our industry



Stand on the World Stage

2026

- Create opportunity and prosperity by delivering on 2 marquee opportunities
- Develop road map for next phase of master plan vision



Build for the Future

2027

- Develop next 3-year strategic plan based on the aligned stakeholder vision
- Delivery of financial results from investment



PNE Corporate

- The core priority for the PNE executive team is advancing development and growth for Hastings Park to deliver on making it a vibrant and diversified year-round destination.
- This includes:
- Delivering on the current investments of the Freedom Mobile Arch , the ThunderVolt & Skybender,
- Aligning our site's key stakeholders' vision for the park to identify the next priorities for the Master Plan, so we can develop the financial business case and partnership investment opportunities to fund future plans.
- The next 3 years are pivotal to the growth and prosperity of Hastings Park.



PNE Park Stewardship: Next 3 Years



Completion of Projects

2025

- Completion and evolution of current projects
- Aligning stakeholder vision for master plan redevelopment



Commissioning of Freedom Mobile Arch & Qualifying Master Plan Priorities

2026

- Open the Freedom Mobile Arch to the public
- Discussion and dialogue on Master Plan priorities



Build for the Future

2027

- Finalize alignment on master plan priorities
- Develop recommended timelines, funding models and process for delivery of priorities



PNE Park Stewardship

- In 2025, we are focused on delivering and evolving current Master Plan projects such as the Freedom Mobile Arch, enhancement to our green spaces in the Sanctuary and Italian Garden, and investing in the Agrodome with a new floor and brine lines to support minor hockey.
- In addition, we are making enhancements to the Pacific Coliseum with the evolution of our lighting systems to attract international sports competitions.



PNE Park Stewardship

- Through the summer of 2025, the PNE Executive will be working with the Hastings Park - PNE Board of Directors to review the Master Plan and align their priorities.
- We will then take the Master Plan project back to the community to begin our discussions with neighbours and the community at large in September.
- Our focus in 2026 is commissioning and launching the Freedom Mobile Arch. At the same time, we will continue to plan and bring to the community the discussion on other priorities and our approach.



PNE Park Stewardship

- Daylighting the stream: We want to continue to emphasize that the daylighting of the stream is an important part of the Master Plan, and we will continue to prioritize it with the COV. However, it is a city-run project that requires significant engineering by the City of Vancouver, and while PNE has no control or accountability for developing the project plan and timeline, we continue to ensure it is top of mind with the city.
- Looking ahead: In 2027 we will begin to outline how we will achieve the next phase of the Master Plan, including timing, funding and process.



Key Master Plan Planning Principals

1. Clearer pedestrian and vehicle organization (pedestrianize the park, vehicles restrict to perimeter)
2. Relocate Playland footprint and expand
3. Connect Sanctuary to Burrard Inlet (via stream)
4. Create “Heart of the Park” (central celebration zone)
5. Connect park to surrounding community (via walking/bikepaths)
6. Expand Green space & habitat areas
7. Build in flexibility (green spaces that can also be used for events)
8. Create an identity for Hastings Park (separate from PNE)



Master Plan Key Project Priorities

- Outdoor Celebration Spaces
- Amphitheatre, *in development*
- Playland Expansion, *expansion on hold, focused on revitalized current footprint*
- Daylighted Stream
- Green Space, Habitat & Greenways, *in progress*
- Hastings Park Identity, *complete, does it need refresh?*
- Parking Areas
- Livestock Bldg Renewal
- Underground Exhibit Space Bldg
- New Admin Bldg



Round Table Discussions

30 minutes; 15-minute report back

1. Is the Master Plan still relevant and if yes, are the planning principals still relevant?
2. To ensure a successful delivery of the full master plan what should the next priorities of the master plan be?



Thank You

