

2025

Annual REPORT

ST. JOHN'S SPORTS & ENTERTAINMENT LTD.

SJCC

ST. JOHN'S
CONVENTION
CENTRE

**MaryBROWNS
CENTRE**

Land Acknowledgement

St. John's is home to a rich, diverse, and vibrant urban Indigenous community. Located on the ancestral and unceded territory of the Beothuk, the lands and waters in and around the City have traditionally served as a gathering place for the Mi'kmaq. The broader region of Newfoundland and Labrador continues to be home to diverse Indigenous Peoples, including First Nations, Inuit, and Métis. We honour and pay respect to the past, present, and future caretakers of these territories.

We extend our sincere thanks to First Light for generously sharing this land acknowledgement with organizations in our community.

Message from SJSEL

Brent Meade, Chief Executive Officer

We are proud of the momentum and progress achieved across St. John's Sports & Entertainment Ltd. in 2025. This year, our team continued to deliver strong operational and financial results while welcoming a diverse range of events that contributed to the energy, economic activity, and community spirit of St. John's and Newfoundland and Labrador.



Together, across our venues, we hosted a mix of concerts, sporting events, conferences, and community gatherings. These events not only brought people together but also reinforced the important role live experiences play in shaping vibrant, connected communities.

This year also marked continued progress against our strategic pillars of growth, experience development, partnership and engagement, financial and operational performance, sustainability, and team development and performance. Through collaboration with partners, stakeholders, and clients, we strengthened our position as a leading venues operator and a key contributor to the region's visitor economy. We saw encouraging growth across our operations and remain focused on delivering exceptional experiences for every guest who comes through our doors!

As we look ahead to a momentous year marked by the 25th anniversary of Mary Brown's Centre, and 10th anniversary of St. John's Convention Centre, we are excited to continue welcoming guests and partners to our venues.

Message from the Board

Steve Dinn, Board Chair

I am pleased to reflect on another year of progress, growth, and impact for St. John's Sports & Entertainment Ltd. SJSEL continues to play an important role in the life of our community—bringing people together through experiences that inspire connection, celebration, learning, and pride. Every event hosted in our venues contributes to the vibrancy of our city and province, creating lasting value for residents, visitors, partners, and local businesses alike.



The Board is proud of the organization's continued momentum in 2025. Through strong leadership, dedicated employees, and a clear strategic direction, SJSEL continues to strengthen its position in the industry and community. Just as importantly, the organization remains focused on creating meaningful experiences while balancing long-term sustainability and responsible growth.

Behind every event and achievement is a team of people whose commitment and professionalism make success possible. On behalf of the Board, I would like to thank our employees, leadership team, clients, partners, stakeholders, and guests for their support throughout the year. Your contributions help ensure that our venues remain welcoming, dynamic places where people come together to create memorable experiences.

As we look ahead, the Board is confident in the organization's future and excited about the opportunities that lie before us. Together, we will continue building on our strong foundation, strengthening community connections, and delivering experiences that enrich the lives of those we serve.

Thank you for being part of our journey.



About Us

St. John's Sports & Entertainment Ltd. (SJSEL) is an incorporated entity with a mandate to operate exceptional facilities that provide value to citizens, businesses and visitors by attracting events and activities that generate economic benefit and enhance community vibrancy through its world-class facilities – Mary Brown's Centre and St. John's Convention Centre.

Guided by our values, and reflecting on our vision of *Reimagining Events. Igniting Connection. Moving People.*, we consistently deliver an outstanding level of commitment and professionalism as we host exceptional experiences for local, national, and international audiences.

Reimagining Events. Igniting Connection. Moving People.

Our Values



Innovation

We drive progress by embracing agility and sustainability, creating forward-thinking solutions and responsible practices that shape the future of events and entertainment.



Integrity

We lead with purpose and respect, fostering a culture of transparency, trust, and honest communication to create a positive, team-driven environment.



Community

We actively engage to make a meaningful impact, advancing diversity, inclusion, and accessibility while demonstrating our commitment to social responsibility.



Team

We win as one, taking ownership of our actions while contributing to and celebrating each other's growth and accomplishments, both big and small.



Excellence

We set the bar high, committed to delivering exceptional experiences by exceeding expectations, fostering continuous improvement, and empowering our team to provide outstanding service at every interaction.



Welcoming Our Community

Bringing people together through sport, conventions, and shared experiences is one of our favourite things to do! Whether hosting local gatherings and international conferences, to celebrating the inaugural QMJHL season of the Newfoundland Regiment, to cheering on the Newfoundland Rogues, we enjoyed every minute.

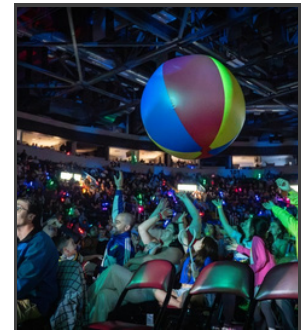


Events From Near and Far

From beloved conferences like NLOWE and Energy NL to unforgettable performances by Bryan Adams and Vance Joy, we were proud to welcome both local audiences and visitors from afar. We also hosted signature events including the 2025 East Coast Music Awards and the Opening and Closing Ceremonies of the 2025 Jeux du Canada Games—moments that showcased our city on a national stage and strengthened St. John's reputation as a premier destination for major events.

Creating More Inclusive Spaces

We believe everyone should feel welcome in our spaces. Through the ongoing work of our IDEA Committee—Inclusion, Diversity, Equity, and Accessibility—we made meaningful enhancements to accessibility including improvements to accessible seating, wayfinding, and Wi-Fi assisted listening (Mary Brown's Centre). While we're proud of this progress, we know the work continues, and we remain committed to building even more inclusive and accessible experiences for our community.

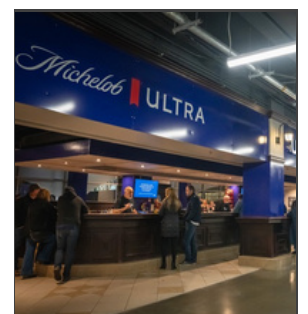


Living Our Values

Innovation can be found in both the big ideas and the everyday details. Through our partnership with Aera Farms, we brought indoor farming technology on-site, growing fresh herbs and greens year-round while supporting local food production. We also introduced Dispension beverage stations, featuring products from local producers, thereby enhancing the guest experience and supporting local. Initiatives such as these reflect our commitment to smarter, more sustainable operations.

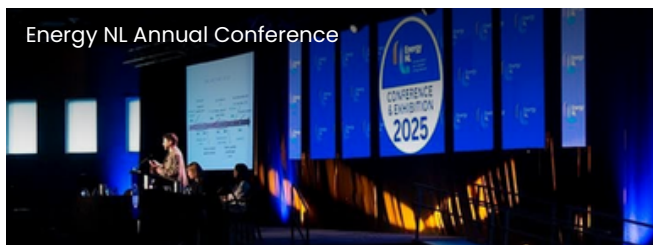
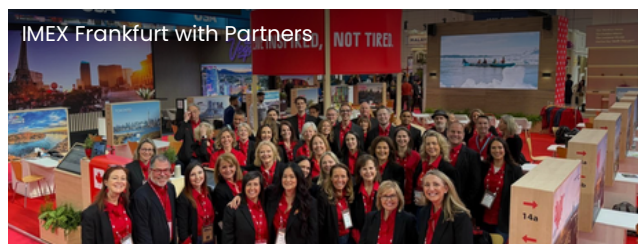
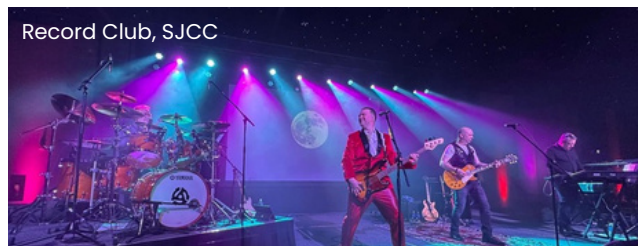
Reimagining Spaces

Great experiences are shaped by the spaces around them. Thanks to our valued partners, we reimagined key gathering places across Mary Brown's Centre and introduced welcoming spaces to recharge and connect at St. John's Convention Centre—creating more comfortable, thoughtful experiences for every guest.



Moments We'll Remember

From local favourites to world-class performances and exploring new markets, 2025 was filled with unforgettable moments across our venues. These snapshots capture the energy, excitement, and connection that defined the year—bringing together our guests and community.



Awards and Recognition

This year, St. John's Sports & Entertainment Ltd. and its team were recognized for excellence, innovation, and leadership within the events industry. Highlights included:

- Event of the Year Recipient (MPI Atlantic Canada) – KIOTI National Grand Slam of Curling (hosted in partnership with The Curling Group)
- Boundary Pusher and Opportunity Seeker Award Nominee (St. John's Board of Trade)
- Barbara Broome Legacy Award Finalist (MPI Atlantic Canada) – Lisa Martin, Sales Manager
- Rising Star Award Finalist (MPI Atlantic Canada) – Stephanie Curtis, Event Services Coordinator
- Champion of the Year Award Finalist (Event Atlantic) – Brent Meade

These honours reflect the talent, leadership, and dedication of our team. We'd like to thank our partners for their support, collaboration, and commitment to this industry.

Financial Performance & Impact

St. John's Sports & Entertainment continues to show considerable growth in activities and economic impact to our city and region. In 2024 and 2025, activity across our venues generated more than \$76 million in economic impact, including \$59 million through the St. John's Convention Centre and \$17 million through Mary Brown's Centre.



As our operating grant has continued to decline over the past three years, reaching \$5.2 million in 2026, we are pleased to have reduced our overall funding requirement by \$1 million in less than two years. Furthermore, SJSEL's revenue growth is covering a greater share of operating expenses, improving financial sustainability year over year.

As a result of better performance at both venues, SJSEL finished 2024 and 2025 ahead of budget at \$1.5 million and \$400,000 respectively.

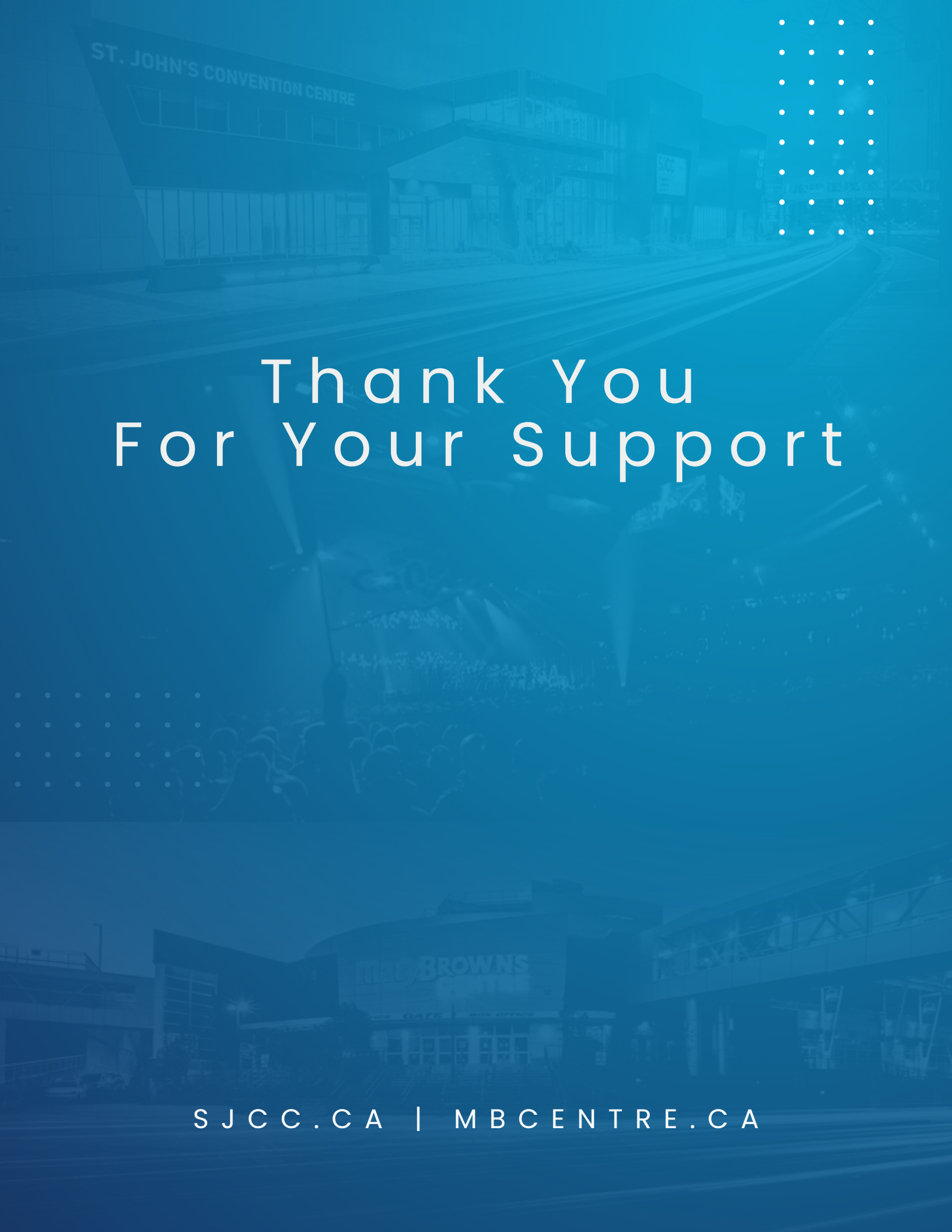
We're excited to share that 2026 is on track to be one of the strongest years yet for SJSEL with highlights including the 2026 Montana's Brier, the record setting inaugural season of the Newfoundland Regiment, and a record-breaking calendar of events at St. John's Convention Centre.

Moving Forward

Looking ahead, we are encouraged by the opportunity to continue contributing to economic activity and supporting a vibrant, welcoming community. Guided by our strategic priorities, we remain focused on attracting and hosting impactful events, strengthening our partnerships, and enhancing the experiences we deliver—ensuring we continue to bring energy and opportunity to our city. As we build on our momentum, we're proud to play a small part in what makes St. John's so special.

We extend our sincere thanks to our guests, valued partners, clients, and community for your ongoing support and engagement — for being the heartbeat of it all. We are extremely grateful to be part of this community and contribute to its continued growth and vibrancy. We look forward to welcoming guests throughout 2026 as we celebrate two significant milestones, the **25th anniversary of Mary Brown's Centre**, and the **10th anniversary of St. John's Convention Centre**.





Thank You
For Your Support

SJCC.CA | MBCENTRE.CA