

ATLANTIC BUSINESS

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Latest Online Q&A:

Commonwealth Games - Lost, but at what cost?

(Tuesday, March 20, 2007) Nova Scotia's political officials recently stunned many business and community leaders when they decided to withdraw their Commonwealth Games bid, based on the escalating cost to the public purse. While Government is no longer on the hook for the cost of the Games themselves, there is still a price to be paid: that of the missed opportunity. What exactly might Halifax, and indeed the entire region, have gained if they had gone ahead with the Games bid?

It's an interesting game of 'what-ifs' that can never be answered with definite certainty, but there is one person who might be able to shed some light on the subject: Barb Stegemann, the new Communications Manager for Trade Centre Limited.

A native Nova Scotian, Stegemann has just returned to the region after spending seven years in British Columbia. While there, she co-presented as a key note speaker with BC's Minister of Economic Development on the benefits of the 2010 Olympic Games with an emphasis on demystifying events as catalysts to build healthy vibrant communities. Stegemann, a former key note speaker on reversing urban decay at the World Urban Forum, firmly believes that creating vibrant and healthy cities is essential to sustainable economic development.

Are major events such as headliner acts or international sporting events a worthy investment of public funds? To read Barb Stegemann's full commentary and her ongoing debate with Atlantic Business Magazine readers, go to: www.atlanticbusinessmagazine.com.

About Atlantic Business Magazine: Founded in 1989, Atlantic Business Magazine is an independently owned, bi-monthly glossy publication that covers all areas of business within the four Atlantic provinces. As the region's highest circulation business magazine, we publish 35,000 copies per issue.

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