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RECC Reaches Maturity

By Andrew Lake

A number of years ago, when the idea of a civic center for the region was conceived, proponents envisioned a facility that could offer elite recreational facilities to local athletes, as well as a venue with capacity to draw entertainment, sport and leisure events to the community. While the course charting this endeavour has been faced with bumps along the way, the Pinty's Grand Slam of Curling, hosted this week in the Community Credit Union Arena of the Rath Eastlink Community Center (RECC), clearly demonstrated the facility has matured.

Craig Burgess, Manager of Recreation Services with the Municipality of the County of Colchester, is widely credited with leading the campaign to bring the Pinty's Grand Slam of Curling event to the region, along with Nick Sharpe, Director of Partnerships and Events, with the centre. Close to 150 volunteers were recruited to facilitate the planning, management and operation of the event which drew thousands of visitors to this region during a span of six days.

The business community endorsed the event with major sponsorship commitments by Inglis Jewelers and Elegant Steps, whose logos were displayed on the ice to a world-wide audience during the entire event. Several other local businesses, from restaurants to car dealers and other service providers, also contributed to the success of the event in a variety of ways.

Film crews from Sportsnet, CBC and other media that spent time out in the community, showcased a blend of culture and sport in the area creating a lasting impression of a welcoming, vibrant community.

While the full economic impact of hosting this world-class event is yet to be tallied, it is obvious the greater business community has and will continue to reap the benefits of it.

It has showcased the merits of the Rath Eastlink Community Center to Nova Scotians, Atlantic Canada and the nation as a whole, as well as reaching audiences around the globe.

The Truro & Colchester Chamber of Commerce and its 400-plus members congratulate the organizing committee and staff of the RECC, for their vision and efforts to deliver a quality event. The success has established the RECC as a premiere event destination which will support future efforts to bring similar events to the area. This will further help to sustain its financial position and qualify the municipal contributions to the facility.

Andrew Lake is the President of the Truro & Colchester Chamber of Commerce.

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