



HALIFAX PARTNERSHIP

Presentation to Community Planning and Economic Development Standing Committee
Nov 16th, 2017

AGENDA

- Economic Growth Plan update
- Innovation District Agenda for Halifax
 - Halifax Innovation District
 - Fast track commercialization
 - Expand Sell Halifax
 - Amazon
- Labour Market Development
 - Connector
 - AIP

Macro Update

- GDP growth remains positive, but below target
- Growth will be widely dispersed; all sectors show positive growth over medium term
- Forecasted employment will grow by 3,000 per year out to 2021
- Forecasted unemployment rate drops from 6.6% in 2017 down to 5.8% by 2021
- Personal income growth continues to outstrip inflation; retail sales growth remains strong
- Business confidence continues to be high

Economic Growth Plan Update – GDP

- Baseline of \$18.3 billion
- 2021 goal of \$22.5 billion
- 2031 vision of \$30 billion
- Required CAGR: 3.4%
- 2016 actual: 1.5%
- 2017 forecast: 1.4%
- 2018-21 forecast: 2.1%
- Positive growth, but insufficient at current forecasts to meet stretch targets

Economic Growth Plan Update – Population

- Baseline of 418,000
- 2021 goal of 470,000
- 2031 vision of 550,000
- Required CAGR: 1.7%
- Actual growth in 2016 and forecast 2017: 2.0% - highest growth levels in decades
- Forecast for 2018-21: 1.2%
- Forecast growth slowdown over 2018-21 puts Halifax under stretch targets

Economic Growth Plan Update – Labour Force

- Baseline of 239,000
- 2021 goal of 271,000
- Current figure: 241,000
- CAGR of 3.0% required to hit stretch target; status quo is unacceptable

Innovation driven Agenda for Halifax

- 1) Establish and strengthen Halifax's emerging Innovation District through partnerships and networking
- 2) Fast-track commercialization by connecting to the private sector
- 3) Expand the Sell Halifax initiative

1) Halifax Innovation District

The Halifax Partnership is leading the creation of an innovation district in collaboration with Dalhousie University and other post-secondary partners, the private sector, and all levels of government. The funding (\$2.5m over three years) is part of the funding the Province of Nova Scotia committed (\$8.4 million over three years) to Dalhousie University and Cape Breton University.

The vision is to build a globally-recognized innovation district that positions Halifax, Nova Scotia as a preferred location.

Update

- Hiring a Director, Halifax Innovation District
- Hiring a Sales Engineer
- Targeting Strategic Plan to be finalized in March



2) Fast-Track Commercialization

- Create an Inventory of R&D Capabilities and Opportunities for Commercialization
(Asset map)
- Match the Asset Map opportunities with the private sector locally and Internationally
- Develop a strategy that attracts different sources of capital, who value the potential of the Innovation District, to invest in emerging companies, institutions, and R&D activities.

3) Expand Sell Halifax

- Develop and Target top 10 list that aligns with our value proposition
- From our identification of our Asset map inventory we will target companies that can take advantage of the commercialization opportunities
- To date, the Partnership has exceeded its yearly target with 10 wins in the investment funnel (453 new jobs).
- Leverage provincial Innovation District investment to get more feet on the street

The Amazon logo, consisting of the word "amazon" in a bold, lowercase, sans-serif font, with a curved orange arrow underneath it that starts under the 'a' and ends under the 'n', pointing to the right. The logo is centered within a white rectangular box.

amazon

AFTER AMAZON: amazonHFX.com & next steps

PILLARS

- 1. Unified approach.** Align strategies and plans with Partners
- 2. It's bigger than Amazon.** Move focus away from just Amazon HQ2, and emphasize the ongoing investment attraction strategy
- 3. Transparency.** Our bid is strong. We're proud of it and we're happy to share it more broadly
- 4. The work is not done.** Investment attraction is a long-game and a small team is working to further attract Amazon

*Three Requests For Information have been generated as a result of the Amazon HQ2 proposal
Halifax has received over 65 media mentions in Canada and the US regarding the Amazon bid!*

Connector Program

- Connector Program has been implemented in each province across Canada
- Connector is Province wide in NB, PEI
- We are working on making Connector province wide in NS
- In Q1 and Q2, 268 new Connectees and 57 new Connectors (Annual targets: 400 Connectees & 125 Connectors)
- 85 Connectees found jobs

Atlantic Immigration Pilot (AIP)

- Designed to address the unique labour market challenges in Atlantic Canada
- **2,000** additional immigrants to Atlantic Canada in 2017 (**800** in Nova Scotia)
- **Golden Opportunity** to demonstrate the need to increase the allocations of immigrations to Nova Scotia going forward

Success to date

- Partnership research identified Industries and sectors with Labour Gaps
- 325 Employers have applied for Designations
- 239 Employers have been designated by the province
- 201 Endorsement applications
- 160 Endorsement Applications Approved by the Province

If you know of any businesses that we could help please connect us.



Questions?

Appendix

Rural Activity

- AIP
 - Atlantic Seacumber, Hacketts Cove, Nautel, Velocity machining
 - Joe and Minder are working with Hugh MacKay, MLA in rural areas
 - Eastern Shore COC meeting and event – TBD
- Connector
 - Musquodoboit Harbour and Area Chamber of commerce event – TBD

Follow-up to Prior Meeting: Rural HRM Data

- 2016 census data released thus far being compiled
- More data to be released on November 29
- Initial population snapshot:

	GROWTH						AGE PROFILE					
	Eastern Rural*			HRM			Eastern Rural*			HRM		
	2016	2011	Δ	2016	2011	Δ	2016	2011	Δ	2016	2011	Δ
Total	19,150	19,515	-365	403,390	390,328	13,062						
0 to 4 years	890	850	40	19,790	19,965	-175	4.6%	4.4%	0.3%	4.9%	5.1%	-0.2%
5 to 14 years	1,815	2,050	-235	40,740	39,655	1,085	9.5%	10.5%	-1.0%	10.1%	10.2%	-0.1%
15 to 24 years	1,805	2,135	-330	52,565	55,135	-2,570	9.4%	10.9%	-1.5%	13.0%	14.1%	-1.1%
25 to 44 years	4,020	4,365	-345	110,030	108,665	1,365	21.0%	22.4%	-1.4%	27.3%	27.8%	-0.6%
45 to 64 years	6,690	6,785	-95	117,080	115,800	1,280	34.9%	34.8%	0.2%	29.0%	29.7%	-0.6%
65 years and over	3,940	3,335	605	63,175	51,105	12,070	20.6%	17.1%	3.5%	15.7%	13.1%	2.6%
*Census tracts 0151, 0152, 0153, 0154												

Follow-up to Prior Meeting: City Matters

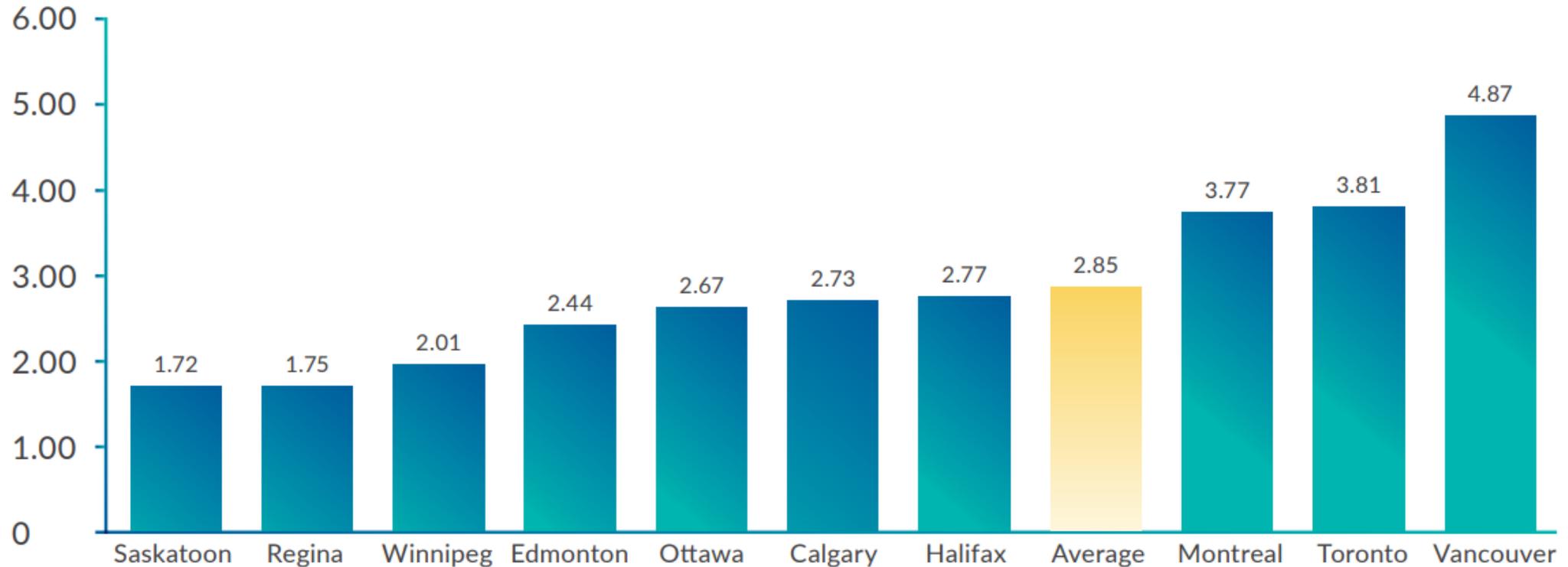
- City Matters (and its ancestors) go back to 2007, but the data points gathered prior to 2013 were substantially different
- *Exception: In 2007 50% of respondents said they felt 'safe' or 'mostly safe' in downtown Halifax, while 71% said so in 2010 and in 2011. In 2013, 88% said they found HRM 'safe' or 'mostly safe'.

Quality of life indicators as measured by the City Matters survey...	2013	2014	2017
..."Good place to raise a family"	7.9	7.7	7.8
..."Outdoor recreational facilities"	6.9	7.3	6.8
..."Indoor recreational facilities"	7.0	7.2	6.8
..."Housing affordability"	5.9	6.1	5.7
..."Arts and cultural events"	7.3	7.4	6.8
..."City is easy to get around"*	6.5	6.6	5.9
..."% who feel mostly safe"	88%	61%	80%

**In 2013 this item was labelled as "Traffic and navigation".*

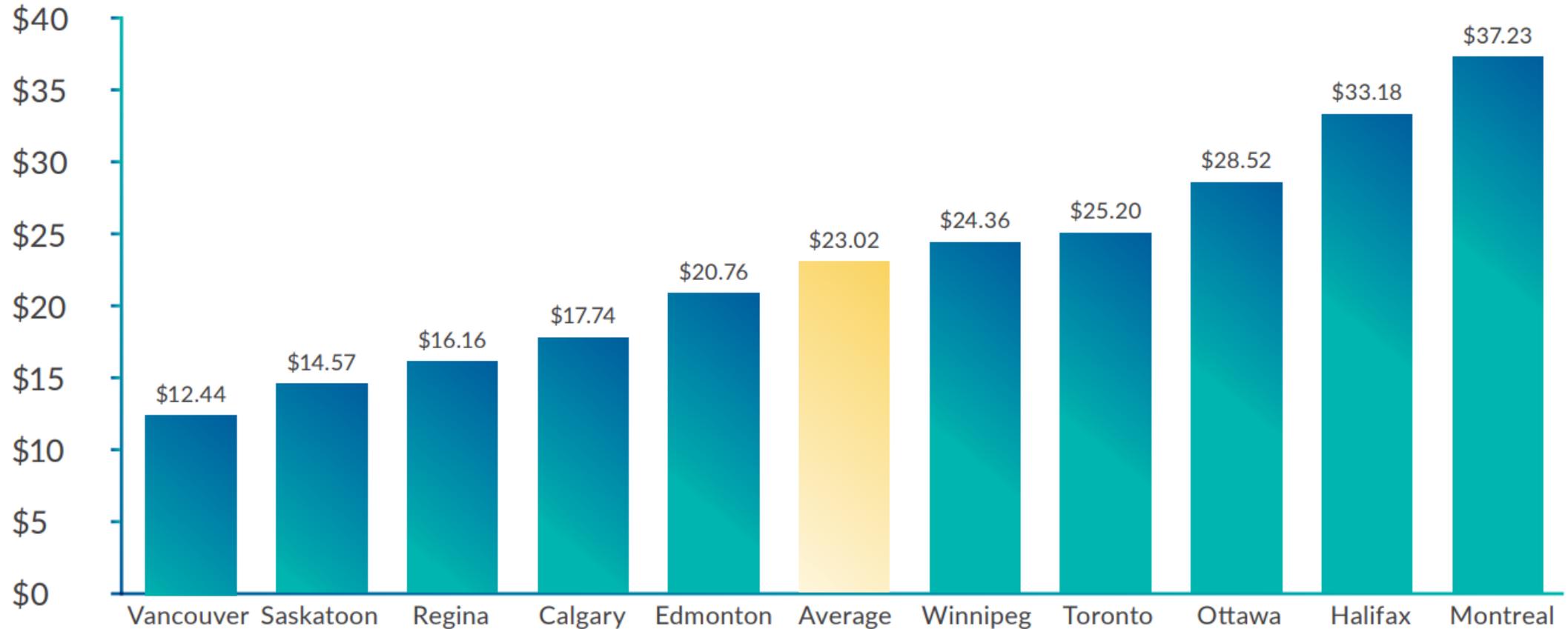
Follow-up to Prior Meeting: Realpac Tax Report

// 2017 Commercial-to-Residential Tax Rate Ratios



Follow-up to Prior Meeting: Realpac Tax Report

// 2017 Commercial Property Taxes Per \$1,000 of Assessment



Follow-up to Prior Meeting: Shipbuilding

- No update