

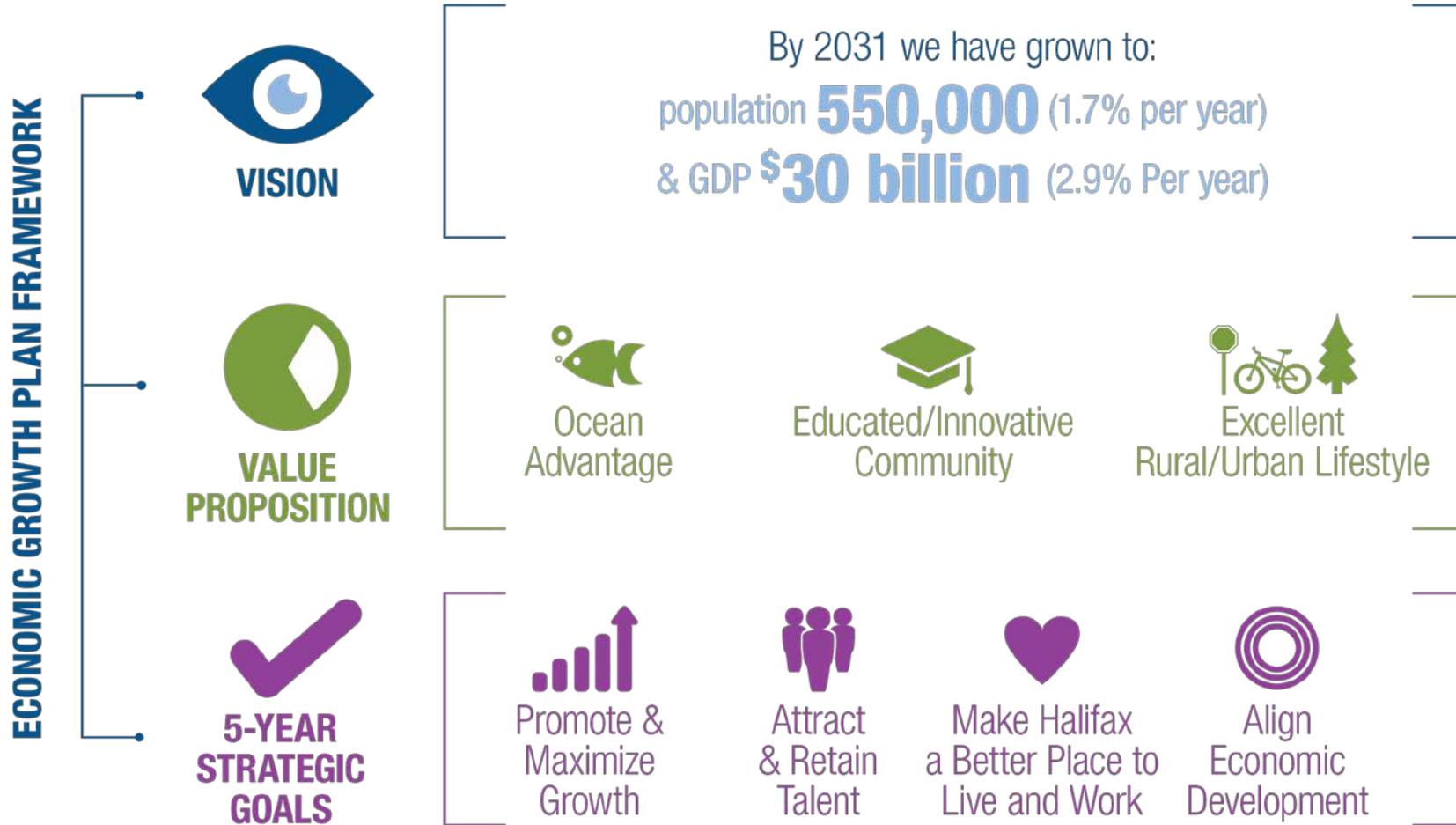
The background features a dark blue gradient with a network of white dots and lines at the top. Below this, a semi-transparent image of a city skyline is visible, with various buildings and a waterfront area. The text is overlaid on this image.

Halifax Partnership Economic Snapshot & Update on Activities

Presented to:
Community Planning and Economic Development Standing Committee
January 17, 2019

**HALIFAX
PARTNERSHIP**

Economic Growth Plan - Framework



GDP

- Most recent Conference Board forecast (from November 2018) calls for 1.4% growth in 2019, rising steadily to 1.7% in 2022
- Halifax's growth will exceed the provincial rate each year but track slightly below the forecasts for Canada as a whole
- All industrial sectors are forecast to have positive growth over the 2019-2022 period
- GDP growth is progressing but we are not on track to reach the stretch goal of \$30 billion in 2031
- The next forecast will be published in February or March

Population

- Most recent population estimate – 431,701 as of July 1, 2017 – published by StatCan in February 2018; next annual data point out in a few weeks
- 2016 and 2017 were the two strongest years in decades for population growth and international immigration
- Interprovincial migration to Halifax has been net positive for past two years after four years of net negative numbers; intraprovincial migration remains steady
- Next interprovincial youth migration “Game Changer” number will be published soon – our goal of “net zero” appears within reach
- Assuming recent trends continue, we are on track to meet our 2031 population goal of 550,000

Labour Force

- Halifax's labour force grew to 249,000 in 2018
- The growth from 2017 to 2018 is larger than anything we have seen this millennium, but follows weak growth from 2015 to 2017
- While there is progress, we are not on track to achieve our 2021 goal
- The Conference Board projects unemployment to trend down from 6.5% in 2019 to 5.6% in 2022
- Household income growth will grow faster than the inflation rate, resulting in increased purchasing power

Real Estate

- After reaching a peak in 2017, downtown commercial vacancy rates appear to be beginning their descent
- Given the still high vacancy rates – e.g., 18.5% overall commercial vacancy rate in the central business district in Q3 2018, commercial rents remain stable
- In contrast, the industrial availability rate continues to edge downward, dropping to 7.4% in Q3 2018, while rents have started ticking up

ECONOMIC GROWTH PLAN - YEARS 3 to 5 ACTION PLAN

4 Goals - 19 Objectives

- **73 Actions:**
 - **Halifax Partnership Leads: 30**
 - **HRM Leads: 37**
 - **HRM and Halifax Partnership (co-lead): 6**

Halifax Regional Municipality will use the economic growth plan as a guide for making decisions and leading initiatives in support of the goals and objectives as outlined in the implementation plan.

The Halifax Partnership will be the coordinating body responsible for tracking and monitoring progress against goals and objectives. It will prepare an annual progress report and present findings at an annual economic forum held each spring.

Strategic Framework – Halifax Partnership’s Annual Business Plan



**5-YEAR
STRATEGIC
GOALS**



Promote & Maximize Growth

- Sell & Market Halifax
- Connect Business to Resources to increase Export & R&D Capacity
- Advance an Innovation Ecosystem & Build Halifax’s Innovation District
- Leverage National & International Partnerships
- Promote the Halifax Gateway



Attract & Retain Talent

- Halifax Connector Program
- National Pre-Arrival Connector Program
- National Connector Program
- Atlantic Immigration Pilot
- Experiential Learning
- Mobile Connector App



Make Halifax a Better Place to Live and Work

- Halifax Index
- City Matters
- Capacity Building (ANS community)
- Special Projects



Align Economic Development

- Private Sector Investors
- Nova Scotia Business Inc.
- ACOA
- Discover Halifax
- BBI
- Halifax Chamber of Commerce
- Universities
- COVE
- ACEC
- CCCA
- Global Affairs Canada

Highlights of 2018-19 Activities to December 31, 2018



Promote & Maximize Growth

Grow Halifax's GDP to
\$22.5 billion by 2021

- Selling Halifax -- Talent, Location, Cost and Innovation
 - -- <http://www.sellhalifaxtoolkit.com/>
- Business Development Funnel:
 - 10 Closes (includes 2 in the Innovation District and 1 Top 10 close)
 - Expected number of jobs - 1018
 - Estimate economic impact: \$101 Million
- Business Retention and Expansion Program (SmartBusiness)
 - 296 businesses visits:
 - 207 businesses facing chronic labour market challenges
 - 32 businesses that have the potential to export
 - 57 business who need/desire connections to innovate
 - Results:
 - 85 referrals to NSOI to become designated employers under the Atlantic Immigration Pilot Program (to date 54 companies approved for designation; forecasting >715 potential new jobs for Halifax over the next three years)
 - >150 referrals to partner organizations
 - 7 referrals to universities to support R&D Capacity
 - 59 companies referred to ISANS for cultural diversity and inclusion training
 - Aftercare to 9 companies that have expanded and/or located in Halifax in the past five years
 - Mayor's Celebrate Business Program 3 of 4 businesses visited

Highlights of 2018-19 Activities to December 31, 2018



Promote & Maximize Growth

Grow Halifax's GDP to
\$22.5 billion by 2021

- **Halifax Innovation District**
 - Asset inventory audit and market comparisons completed
 - Launch Plan Developed
 - A key focus area is on increasing number and capacity of startups and scaleups in the Innovation District
 - a website, communications materials and collateral, and a detailed stakeholder engagement plan to be completed by March 31
- **International Partnerships**
 - Zhuhai
 - Aberdeen
 - Norfolk
- **Other**
 - World Energy Cities Partnership
 - 2018 Global Harbour Cities Forum in Kaohsiung, Taiwan
 - Ghana - exploring a potential international partnership that will be mutually beneficial to the African Nova Scotian (ANS) Community
 - Collaborate with Industry Partners to Promote Canada's Ocean City brand and the Halifax Gateway
 - Consider Canada Cities Alliance

Highlights of 2018-19 Activities to December 31, 2018



Attract & Retain Talent

Grow Halifax's labour force
to **271,000** by 2021

- **Halifax Connector Program**
 - 2019 is the 10th anniversary year
 - 433 new Connectees (participants)
 - 181 new Connectors (business leaders)
 - 222 Connector Program Connectees found jobs in Halifax
 - Since 2009 - 3,043 Connectees; 1,290 Connectors
 - Over 1,200 have found jobs in Halifax

- **Connector+ - Mobile Connector App**
 - A web-based mobile application to enhance the Connector Program across Nova Scotia
 - Tapping into the 15,000 post-secondary graduates in Nova Scotia
 - Then across Atlantic Canada reaching 32,000 students

- **National Connector Program**
 - Year 5
 - 31 Connector Programs now operating in Canada.
 - 7 International Programs

Highlights of 2018-19 Activities to December 31, 2018



Attract & Retain Talent

Grow Halifax's labour force
to **271,000** by 2021

- **Experiential Learning Pilot**
 - Year 2
 - 25 new businesses enrolled
 - 91 students have enrolled
 - 62 completed experiential learning opportunities
 - Program Results to Date:
 - 81 businesses enrolled
 - 211 students have enrolled
 - 130 completed experiential learning opportunities
- **Game Changers Action Plan**
 - Completed Year 3 of 3
 - Hosted the 2018 Game Changers Awards Gala – presented nine (9) awards to businesses and individuals who excel at hiring youth
 - Working with sponsors and supporters to define next phase and continue the work of this Program

Highlights of 2018-19 Activities to December 31, 2018



Make Halifax a Better
Place to Live and Work

Grow Halifax's population
to **470,000** by 2021

- **Rural HRM**
 - Participated in stakeholder engagement sessions with Develop Nova Scotia to ensure rural HRM is included as part of their Rural Broadband/Cellular infrastructure work.
 - Working with:
 - St. Margaret's Bay Chamber of Commerce,
 - Sheet Harbour Chamber of Commerce,
 - MLA Hugh MacKay's Business Development Advisory Group,
 - Port of Sheet Harbour Economic Development Advisory Group
 - Objective is to identify and connect rural businesses to export development, commercialization/R&D, and labour related resources. Targeted visits will be underway in Q4.
- **Capacity Building in the ANS Community**
 - ANS Action Plan – to be completed Spring 2019
 - Economic benefits related to redevelopment of Cogswell Lands
 - Beechville ANS Liaison Group
 - North End Business Association to connect under-represented youth to employment opportunities
 - Proposal is under development to add an ANS stream the Halifax Connector Program

Highlights of 2018-19 Activities to December 31, 2018



Make Halifax a Better
Place to Live and Work

Grow Halifax's population
to **470,000** by 2021

- **Economic Data, Reporting & Special Projects**
 - 2018 Halifax Index presented to the community on June 18, 2018
 - Monitor Progress of 2016-21 Economic Growth Plan
 - Economic Reports - Spring, Summer, and Fall 2018
 - SmartBusiness Reports - Spring, Summer, and Fall 2018
 - Community profiles for the Eastern Rural area, Dartmouth Centre, Sackville, Halifax Peninsula and Bedford
 - Annual Business Confidence Survey
 - Halifax Value Proposition and Industry Sector Profiles
 - Halifax's Response to Canada's Smart City Challenge
- **Showcasing Halifax**
 - Investor Newsletters
 - General Newsletters
 - Success Stories
 - Custom content articles published in the Chronicle Herald
 - Social Media Platform
 - Websites:
 - Halifaxpartnership.com
 - SellHalifax.com
 - Canadaoceansinnovators.com
 - Halifaxgateway.com

Highlights of 2018-19 Activities to December 31, 2018



Align Economic Development

Increase Alignment
and Collaboration

- Halifax Chamber of Commerce and Halifax Partnership present State of the Economy Forum with Mayor Savage
- Member of We Choose Now Measurement Team
- Ongoing dialogue and collaboration on opportunities for alignment with NSBI, ACOA, Destination Halifax and Halifax Chamber of Commerce
- Provide support and mentoring to Nova Scotia Regional Enterprise Networks on Business Retention and Expansion
- Created Atlantic Cities Economic Coalition (ACEC) with Atlantic Canada's seven urban centres
- In April, the HRM and the Partnership submitted Halifax's initial proposal to the Smart Cities Challenge focused on improving access to affordable, healthy food for every resident in Halifax HRM is tracking future Smart City Challenge funding developments.

Priorities for 2019-20

- Accelerate the Sell Halifax Program – increase and broaden awareness of Halifax’s Talent, Location, Cost and Innovation value proposition in the global market place
- Connect more businesses to resources needed to innovate and grow
- Launch the Halifax Innovation District with a focus on increasing the number of high-growth start-ups and scale-ups
- Present the ANS Action Plan to the Community
- Launch the Connector+ App
- Increase engagement, alignment and collaboration with public and private sector partners
- Maximize on all opportunities to continue to leverage HRM’s investment

An aerial photograph of Halifax, Nova Scotia, showing the harbor, city buildings, and waterfront. The image is overlaid with a semi-transparent blue filter. At the top, there is a dark blue banner with a white geometric pattern of dots and lines.

www.halifaxpartnership.com

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