

Re: Item No. 9.3.1

Halifax
COVID-19 Economic Response
and Recovery Plan Update

Presented to:

Halifax Regional Council
July 7, 2020



HALIFAX **HALIFAX**
PARTNERSHIP

Goal:

Get back to our long-term growth trend and chart a path forward for a stronger, more resilient City.

Guiding Principles:



Follow the advice of our healthcare experts



Leverage our teams, expertise, data, and networks



Pursue alignment among all three orders of government



Work in collaboration with the Nova Scotia Business Labour Economic Coalition (NSBLEC)



Remain in constant contact, engage and collaborate with our local stakeholders






Act swiftly, nimbly and creatively with clear purpose



Build resiliency

Three Phases of Recovery

| Phases | Objectives | Timing |
|---|--|--|
|  <p>PHASE I: CURRENT URGENT HEALTH CRISIS</p> | <p>Follow public health directives and respond to the urgent needs of businesses and residents.</p> | <p>Moving from one Phase to the next will not be based on a fixed timeline but will be aligned to Public Health criteria and measures.</p> <p>Actions/activities may overlap between Phases.</p> |
|  <p>PHASE II: STABILIZATION GETTING BACK TO BUSINESS</p> | <p>Support businesses planning for reopening or resuming full operations; prepare for Public Health restrictions if COVID-19 resurges.</p> | |
|  <p>PHASE III: RECOVERY OPEN FOR BUSINESS</p> | <p>Support businesses in resuming full operations; build local business and consumer confidence; ramp up national and international investment attraction.</p> | |

HALIFAX INDEX 2020

| | | | | | |
|----------------------|----------------------|--------------------------|-----------------------------------|--|-----------------------------------|
| <p>PEOPLE</p> | <p>LABOUR</p> | <p>INVESTMENT</p> | <p>TRADE & TOURISM</p> | <p>LIVING & AFFORDABILITY</p> | <p>FINANCE & TAXES</p> |
|----------------------|----------------------|--------------------------|-----------------------------------|--|-----------------------------------|

HALIFAX PARTNERSHIP
CONNECT. COLLABORATE. PROGRESS.

REOPENING HALIFAX'S ECONOMY

HALIFAX PARTNERSHIP

HOW DOES HALIFAX MEASURE UP?

[READ THE HALIFAX INDEX ▶](#)

A Tale of Two Cities

2019:

- GDP growth was the best in a decade
- Record growth for population, immigration, and labour force
- All-time high for business confidence
- Strong uptick in resident satisfaction scores (City Matters survey)

2020:

- Record GDP contraction
- Migration stalled
- Mass layoffs
- Deep impacts for some sectors (retail, food & beverage, tourism) and some segments of the population (women, youth, lower-income)



COVID-19 Impacts

- Halifax labour under-utilization rate close to 35%
 - Unemployment rate close to 11%
- For Nova Scotia from April 2019 to April 2020:
 - Retail sales down 32%
 - Food & drinking establishment receipts down 60%
- Tourism hammered
 - No cruise traffic and virtually no air traffic
- But . . . green shoots are appearing
 - Easing of public health rules
 - Reopening of stores, restaurants, offices, etc.
 - Atlantic “bubble” as of July 3



Business Confidence

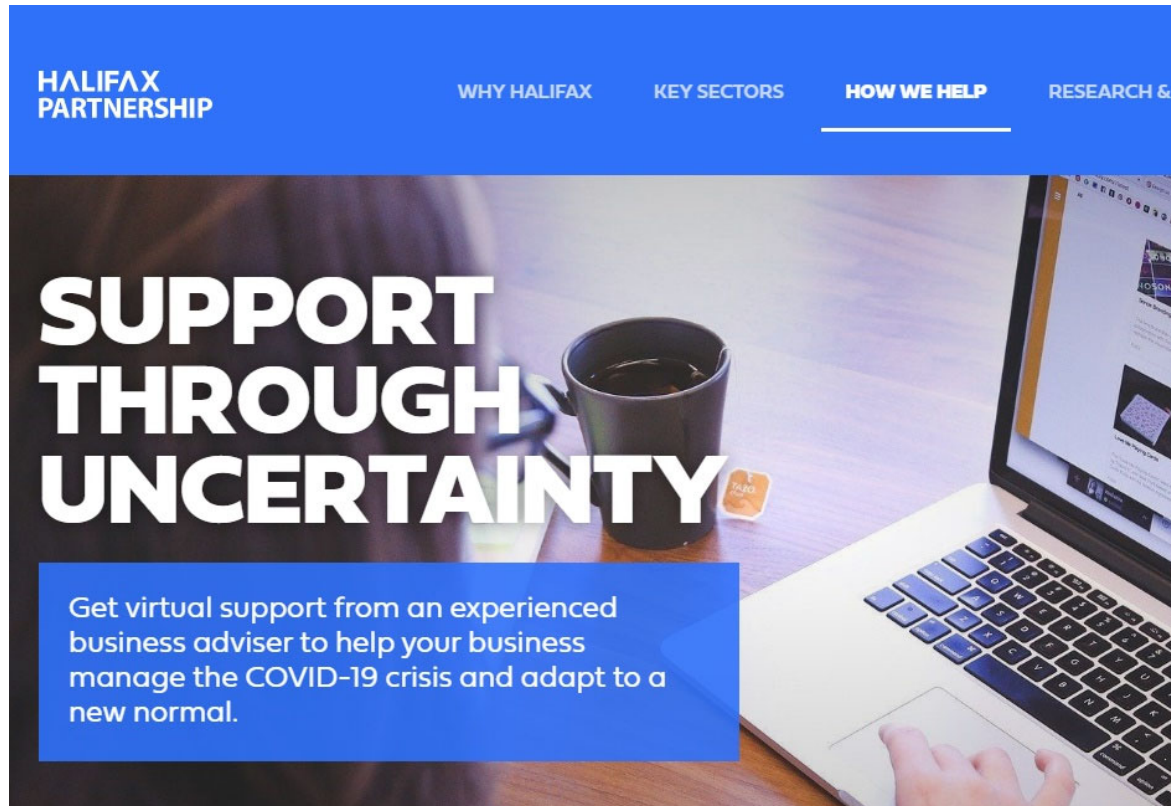
| Year | BCI | Rating of Halifax as a Place to Do Business | | | |
|-------------|------|---|--------------|---------------|-----------------------|
| | | Above Average | Just Average | Below Average | Don't Know/ No Answer |
| Spring 2013 | 24.6 | 19% | 59% | 18% | 4% |
| Spring 2014 | 20.2 | 14% | 66% | 17% | 4% |
| Spring 2015 | 21.1 | 15% | 61% | 20% | 4% |
| Spring 2016 | 28.1 | 26% | 55% | 14% | 5% |
| Spring 2017 | 29.1 | 23% | 60% | 12% | 4% |
| Spring 2018 | 32.9 | 27% | 57% | 12% | 3% |
| Spring 2019 | 32.8 | 26% | 61% | 10% | 3% |
| Spring 2020 | 34.9 | 32% | 55% | 10% | 4% |

COVID-19 IMPACTS

- If survey responses are separated into those captured from March 1-12 and from March 13-16, the BCI for these two subsets drops from 35.6 to 29.7



Connecting Businesses to Resources



Connected directly with 500+ businesses

Launched Virtual Adviser Program:

- Ashored
- Greenlight Analytica
- Brookes Diamond Productions
- Simply Weddings
- Trecan Combustion Limited
- Dynamic Learning Inc.
- Westgate Executive Branding & Consulting
- Maritime Vintage
- Sober Island Brewing Company
- Toy Maker of Lunenburg
- Penelope's Boutique
- Tidal League
- DU NORD SKIN CARE



BUSINESS REOPENING AND RECOVERY

Get guidance and clarity around reopening your business and resuming operations safely.

[HOME](#) » [HOW WE HELP](#) » [COVID-19 SUPPORT](#) » REOPENING & RECOVERY

RESOURCES TO OPERATE SAFELY

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Selling Halifax as a Location for Business



April 1 to June 28, 2020:

- 55 active leads
- 15 new prospects
- 3 WINS projecting 385 jobs
 - Shopify
 - North Bay Solutions
 - Arcurve



Halifax Startup – Located at Idea Hub

- Our Initial meeting led to six (6) **effective business** opportunities
- Connected them to resources to **recruit the best talent available**



New to Halifax – Located in the Nova Centre, Innovation District

- Chose Halifax as the location for its Business Technology Centre
- Attracting top-quality technologists to work on strategic business technology solutions
- Despite the global health crisis, they continued with their energetic hiring strategy
- Hosted a virtual job fair that drew more than 500 participants



Halifax Startup – Located at Volta Labs

- Met with them and took the time to understand their business goals and needs
- Made connections to other small businesses – some of whom eventually became customers and others who were helpful with assistance in resourcing talent



Match Employers' Urgent Employment Needs

- Connector Program moved to an entirely virtual model
- Matched 88 Connectees
- Supported 4 companies in finding talent for over 100 jobs
- Promoted 100+ Shopify jobs in Nova Scotia
- Delivered practical digital networking skills sessions to more than 120 individuals



311 Online Services En français

HALIFAX

About Halifax ▾ Home & Property ▾ Transportation ▾ Fire & Police ▾ Business ▾ Recreation ▾ City Hall ▾

Property taxes

Home > Home & Property > Property taxes > COVID-19 and taxes in Halifax

COVID-19 and taxes in Halifax

On April 14, Regional Council decided to provide immediate relief to both residential and business taxpayers due to the impacts of COVID-19. These efforts include:

- Payment of the interim tax bill due date was moved from April 30, 2020 to June 1, 2020;

In Property taxes

Covid and Taxes in Halifax

Tax bill

Tax rates

SLOW STREET

planhrm@halifax.ca | halifax.ca/mobilityresponse



Walk & roll on the street when needed

Stay alert as cars and bikes still have the right-of-way.



Use the street to cycle

Watch for other people using the street.



Local traffic only

Drive slowly and watch for people using the street.

If there are issues, please call 311

HALIFAX

Mobility Response Plan

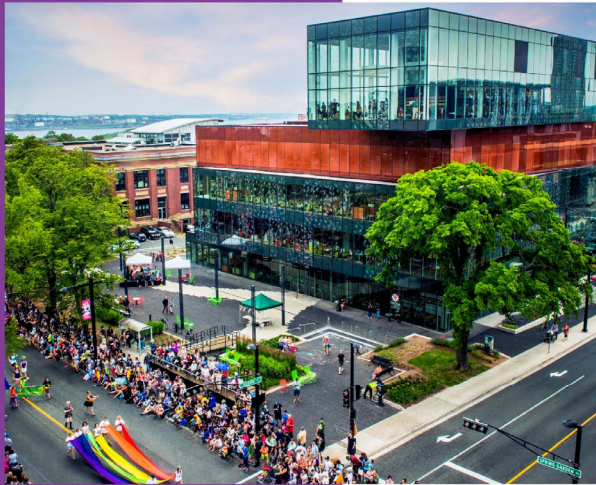
Launched the Mobility Response Plan to adapt public spaces and municipal transportation networks to safely move residents and goods as the city re-opens

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2020-21 Budget

HALIFAX



BUDGET
OVERVIEW

2020 - 2021

Steady Growth
Responsible Investment

- 2020-21 municipal budget reduced by \$45 million - total operating budget is \$955 million.
- Capital budget was decreased by about \$100 million to approximately \$150 million
- Increases the average tax bill by 1.4% -- in line with Regional Council's intention prior to the Coronavirus pandemic

Transit Services

- Halifax Transit is increasing service levels in a phased approach
- Safety measures have been initiated to keep operators and passengers safe on buses and ferries
- Installing temporary polycarbonate shields on conventional buses, to help reduce the spread of the virus.

HALIFAX TRANSIT DOs & DON'Ts



Let's all do our part to stay safe and limit the spread of COVID-19

DO

- ✓ Take transit ONLY WHEN NECESSARY – work, appointments, groceries or essential errands.
- ✓ Practice physical distancing at terminals and bus stops.
- ✓ Respect your driver and fellow passengers.

DON'T

- ✗ Ride transit if you are feeling ill.
- ✗ Use the front door of the bus, unless you have accessibility needs.
- ✗ LITTER! Please properly dispose of your waste.

Monitor updates regularly at halifax.ca/coronavirus

HALIFAX
TRANSIT



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About Halifax Home & Property Transportation Fire & Police Business Recreation City Hall

Regional & Community Planning

Home > About Halifax > Regional & Community Planning > Public Safety

Public Safety

Background

In 2008, the Halifax Regional Municipality made a commitment to developing a more holistic understanding of, and approach to, the root causes of crime and victimization in

| In Regional & Community Planning | |
|----------------------------------|---|
| Regional plan | + |
| Community Plan Areas | + |

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About Halifax Home & Property Transportation Fire & Police Business Recreation City Hall

Home > Business > Planning & Development > Permit / Subdivision Application Form

Permit / Subdivision Application Form

| In Planning & Development |
|---------------------------------|
| Permit/ Subdivision Application |



We make a difference.

Hello!

We can't wait to see you again!



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SAVE THE DATE

REIMAGINE HALIFAX

SEPTEMBER 23, 2020



HALIFAX

HALIFAX 20
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