

People. Planet. Prosperity.

Halifax's Inclusive Economic Strategy 2022-2027



Presented to:
Halifax Regional Council
April 5, 2022

Development Process

Timeline:

- **January 2020:** Started initial development of 2021-26 Economic Strategy
- **March 2020:** Paused strategy's development to actively address COVID-19.
- **May 2020:** with Regional Council's direction, Halifax Partnership developed Halifax's COVID-19 Economic Response and Recovery Plan (ERRP)
- **March 2021:** Began developing 2022-27 Economic Strategy.

Governance:

- **Regional Council and CPED:** Approves the approach to develop 2022-27 Economic Strategy and approves final document.
- **Halifax Partnership's Board of Directors:** Provides oversight, endorsing the Economic Strategy's approach, framework, and final direction before its submission to CPED.
- **Economic Strategy Advisory Committee:** Committee of Halifax's Partnership's Board of Directors that oversees the Strategy's development and refines the vision, identifies goals, and brings community leadership to the process.
- **Project Working Group:** Staff from Halifax Partnership and HRM Government Relations and External Affairs (GREA) manages the strategy's development, drafts the strategy document and supports action plan for years one and two.
- **Communications and Alignment:** The Project Working Group is engaging with Corporate Communications and HRM subject matter experts for input and to ensure alignment with HRM's strategic priorities and business plans.

Our Engagements

30 face-to-face discussions and group consultations.

Input from more than 200 residents on Halifax Partnership's website.

More than 2,000 responses to the Halifax Regional Municipality's 2021 Resident Survey.

Three (3) working groups (attainable housing, green economy and transportation) were struck to research, assess, and recommend actions.

Insights from outreach in collaboration with HRM's Office of Diversity & Inclusion/ANSAIO, supplemented with community engagements, to hear diverse views, voices, experiences, and leadership from communities, groups, and individuals.

What we Learned

Ensure inclusive economic growth is paramount

Support business recovery and growth

Increase access to housing options

Grow the green economy

Progress African Nova Scotian economic prosperity

Support the growth of startups and scaleups

Revitalize main streets and downtowns

Grow rural Halifax

Recognize the interconnectedness of issues and opportunities

Economic Strategy Framework

VISION

A prosperous, growing Halifax
that puts the well-being of people
and planet first.

By 2037 grow GDP to

\$32 billion

and population to

650,000

VALUE PROPOSITION



Ocean
Advantage



Commitment to
Climate Action



Educated &
Innovative



Excellent Urban,
Suburban, Rural Lifestyle

5-YEAR STRATEGIC GOALS



Promote & Maximize
Inclusive and
Sustainable Growth

Grow GDP to
\$25 billion
by 2027



Attract, Retain &
Develop Talent

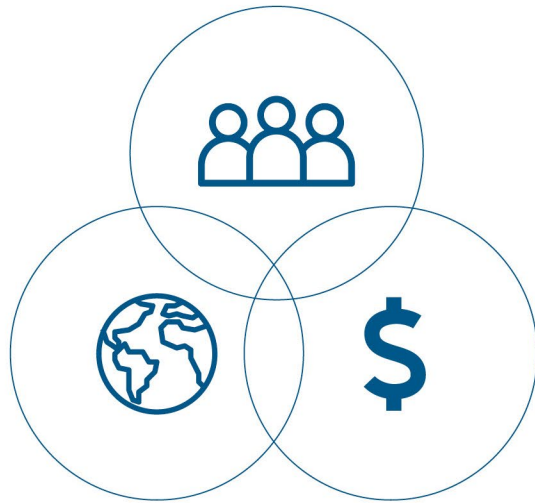
Increase population to
525,000
and grow the labour force to
310,000
by 2027



Make Halifax
a Better Place to
Live and Work

Increase residents'
well-being on a
continuous basis

5-Year Strategic Goals & Objectives



Promote & Maximize Inclusive and Sustainable Growth

Grow GDP to
\$25 billion
by 2027

- COVID-19: Continue to support economic recovery and restore confidence post-pandemic.
- Make Halifax an easier place to do business.
- Work nationally and internationally to attract investment and trade.
- Accelerate innovation and entrepreneurship.
- Pursue and maximize the economic impact and social benefits of major projects.
- Increase housing stock.
- Advance holistic planning in urban, suburban, and rural areas.
- Grow Indigenous and African Nova Scotian economic prosperity.
- Provide research and actionable insight needed to realize our vision.

5-Year Strategic Goals & Objectives



Attract, Retain & Develop Talent

Increase population to **525,000** and grow the labour force to **310,000** by 2027

- Attract talent to Halifax from across Canada and around the world.
- Welcome immigrants and connect them to best-in-class settlement services.
- Increase workforce attachment and combat systemic barriers.
- Prepare business to meet future of work needs.

5-Year Strategic Goals & Objectives



Make Halifax a Better Place to Live and Work

Increase residents'
well-being on a
continuous basis

- Increase Halifax's environmental sustainability and resiliency.
- Increase access to arts, culture, recreation, and natural assets in Halifax.
- Make it easier for people and goods to move throughout Halifax and the region.
- Strengthen the dynamism of our downtown, main streets, and rural centres.

Next Steps

Approval Sought:

- April 5- Halifax Regional Council

Post-approval Marketing and Communications:

- April (TBD) - Public Launch
- Five-Year Strategy and Actions for Years 1 and 2 effective April 1, 2022

Accountability:

- Regular reporting to Halifax Partnership's Board of Directors, Community Planning and Economic Development Standing Committee and Halifax Regional Council
- Annual Progress on Economic Strategy Goals and Targets through the Halifax Index

Recommendation

It is recommended by the Community Planning and Economic Development Standing Committee that Regional Council:

1. Adopt *People. Planet. Prosperity. Halifax's Inclusive Economic Strategy 2022-27* as Halifax's new five-year economic strategy; and,
2. Amend the Services Agreement with Halifax Partnership to reflect the new economic strategy actions as identified in the final six pages of Attachment A.

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Questions & Comments