

# 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

# Economic Strategy Framework

## 5-YEAR STRATEGIC GOALS



### 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.



### 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.



### 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.

To view the full strategy and learn more, visit [hfxeconstrategy.com](https://hfxeconstrategy.com)