

# VISION

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

By 2037, grow GDP to

**\$34 billion**  
and population to  
**650,000**

# VALUE PROPOSITION



Ocean Advantage



Commitment to Climate Action



Educated and Innovative



Excellent Urban, Suburban, Rural Lifestyle

# Economic Strategy Framework

## STRATEGIC GOALS AND OBJECTIVES YEARS 3-5



### Promote and Maximize Inclusive and Sustainable Growth

Grow GDP to  
**\$26 billion**  
by 2027

- Support business resiliency, response, and recovery from economic challenges and disasters.
- Make Halifax an easier and more productive place to do business.
- Work nationally and internationally to support companies looking to locate and grow in Halifax.
- 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 support economic and business growth.



### Attract, Retain, and 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, Work, and Visit

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)

HALIFAX PARTNERSHIP

HALIFAX