


2018-19

# THE POWER OF INNOVATION AND IMMIGRATION

HALIFAX PARTNERSHIP  
ANNUAL REPORT

HALIFAX  
PARTNERSHIP  
CONNECT. COLLABORATE. PROSPER.





# THE POWER OF INNOVATION AND IMMIGRATION

**Halifax's residents and businesses are driven to succeed. The power of innovation and immigration is critical to this success.**

Innovation allows local businesses to compete on a world stage and become more productive. Immigration ensures we have the people our businesses and communities need to grow.

We continue to maximize the power of innovation and immigration in an aligned effort that fuels economic growth and development for our region.

## 2018-19

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Message from Mayor Mike Savage



**Great cities grow from a multiplicity of ideas and the work of many hands. They may start with natural advantages, a deep harbour for example, but their potential is only brought to life through the advantages realized by big thinkers, optimists, and risk takers.**

I have the great privilege of meeting many people who have played a part in the growth and prosperity of the Halifax region. Entrepreneurs who take chances, developers who build our communities, volunteers who devote countless hours to causes, artists who reflect who we are, academics and innovators who show us new possibilities, athletes and their fans who energize the city—all have contributed to our success story in recent years.

When we first launched the Economic Growth Plan in 2016, it gave us a glimpse of what was possible for Halifax. Lofty as those goals seemed, we are starting to see tangible results from our efforts as more people and more businesses invest in our future.

It's been another strong year for population growth in our city, with more young people and more Canadian newcomers choosing to make a home here. As a city, we welcome their energy and see the benefits of growing diversity and continuing to welcome new Nova Scotians.

With a significant startup community, and landmark private and public sector investments directed toward harnessing our ocean advantage, Halifax's Innovation District is rapidly emerging as a leading centre to launch, grow and attract business.

In leveraging the bright minds and creative capacity of our community, I believe that we can become, not simply a bigger Halifax, but a better Halifax. Together, we can find new answers to longstanding issues that threaten to worsen despite our city's success.

Let's use economic development as a tool for real social inclusion, to leave our gem of a city better than we found it. This is the real opportunity before us: to find the measure of our success by the character of the community we create.

I want to thank John Rogers for his exemplary work as interim Halifax Partnership CEO, a post he did not hesitate to accept after the difficult loss of Ron Hanlon. I would also like to welcome Wendy Luther to her new role leading the Partnership and I look forward to working with her and the team.

Message from Matt Hebb, Board Chair



**Halifax's Economic Growth Plan for 2016-21 sets out an aggressive long-term vision for Halifax of a population of 550,000 and a GDP of \$30 billion by 2031. The key to achieving this vision is in embracing the power of innovation and immigration.**

Welcoming and connecting new immigrants to opportunities here where they can build their lives and careers, and supporting innovative, growing companies to reach their full potential, will continue to drive the excellent growth Halifax has seen in the past few years.

It has been an insightful and inspiring three years as Chair of the Halifax Partnership's Board of Directors, seeing the Partnership and its partners work toward our collective vision for the city. I am honoured to pass

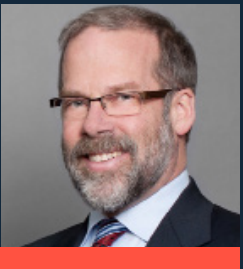
the torch on to Ron L'Esperance, who I have had the opportunity to work with during his tenure as Vice Chair of the Board. I know he will carry the Board forward with sights set on an even more prosperous Halifax in the future.

I would also like to take the opportunity to welcome Wendy Luther in her new role of President & CEO of the Partnership. Wendy's experience and passion for Halifax instills confidence that she will do great things for the Partnership and our city. I look forward to seeing what's next for her and the team.

Finally, thank you to John Rogers, who joined the Partnership as Interim President & CEO at a time when we were experiencing great loss and in need of guidance. John took on the challenge and did us proud with his leadership and enthusiasm for helping Halifax prosper.

There are many people working to champion Halifax, and to facilitate its continued success. Together, we can foster and harness the power of innovation and immigration to further economic growth.

Message from John Rogers, Interim President & CEO



**It has been quite a year at the Halifax Partnership, ranging from deep loss, significant changes and transition, to continued progress and successes. It has been quite a year for Halifax too—it is buzzing with a renewed energy, excitement, and vibrancy that can be felt throughout the city.**

This does not mean we are slowing down. Everything we do is guided by Halifax's Economic Growth Plan. We continue to work with our investors, partners, and the community towards an ambitious vision to grow Halifax's population to 550,000 and its GDP to \$30 billion by 2031. While our city has made incredible progress, our work is not done. The trendline is fragile and there are key areas that require our attention in order to reach our goals. Moving forward, we are keeping our sights focused on harnessing the power of innovation and immigration. Both are key to fuelling Halifax's economic and population growth.

Halifax's innovation space has seen incredible gains this past year. Significant investments in innovation hubs like Volta Labs, the Emera ideaHUB, and the Centre for Ocean Ventures and Entrepreneurship have

brought innovative minds together to thrive and create in collaborative spaces. We have seen more startups and scaleups choose Halifax as their launching pad. This is just the beginning. A Halifax Innovation District is emerging, and it will allow our city to compete on a global stage. We are thrilled to be a part of the driving force behind the district, and we are moving full speed ahead in 2019-20.

Halifax had a record year for immigration in 2018-19. The Atlantic Immigration Pilot Program played a major role in this success, connecting skilled international workers and graduates to employers experiencing labour gaps. The Partnership is proud to continue supporting businesses in taking advantage of this program. Not only are we growing our population, but we are building a more qualified, diverse workforce.

As my time as Interim President & CEO at the Partnership has come to a close, I want to thank the Board of Directors for this opportunity. I have truly enjoyed my time working with such a dedicated group of people. The staff, Board, partners, and stakeholders are all devoted to making Halifax a better place to live, work, and do business. I leave this position feeling inspired and hopeful for what is to come. I look forward to seeing what is next for the Partnership, and for Halifax.



# THIS IS HALIFAX



DALHOUSIE  
UNIVERSITY'S EMERA  
IDEAHUB OPENED  
ITS DOORS.



EBAY CANADA CHOSE  
HALIFAX AS THE FIRST  
CANADIAN CITY FOR  
THEIR RETAIL REVIVAL  
PROGRAM.



CANADA'S OCEAN  
SUPERCLUSTER  
RECEIVED \$150  
MILLION IN  
FEDERAL FUNDING.



THE BMO LABOUR  
MARKET REPORT  
CARD RANKED  
HALIFAX AS THE  
#5 PLACE TO FIND  
WORK IN CANADA.



U-HAUL LISTS  
HALIFAX AS  
CANADA'S FOURTH-  
LARGEST GROWTH  
CITY IN 2018.



A NEW MULTI-MILLION  
DOLLAR ART GALLERY  
OF NOVA SCOTIA  
WAS ANNOUNCED  
FOR THE HALIFAX  
WATERFRONT.



HALIFAX STANFIELD  
SAW 4.3 MILLION  
PASSENGERS IN 2018  
(5.7% GROWTH). ITS  
CARGO EXPORTS  
INCREASED BY 8.5%  
OVER 2017.



FUTURE CITY  
BUILDERS BROUGHT  
30 YOUNG MINDS  
TOGETHER FOR AN  
INNOVATION LAB TO  
CREATE SOLUTIONS  
FOR AFFORDABLE  
HOUSING IN HALIFAX.



THE 90%  
CONSTRUCTION  
DESIGN PLAN FOR THE  
COGSWELL DISTRICT  
REDEVELOPMENT PLAN  
WAS APPROVED BY  
REGIONAL COUNCIL.



LOCKHEED MARTIN  
WAS AWARDED A  
\$185 MILLION DESIGN  
CONTRACT FOR  
WARSHIP FLEET TO  
BE BUILT AT HALIFAX  
IRVING SHIPYARD.



DURING ITS FIRST  
YEAR, THE HALIFAX  
CONVENTION CENTRE  
WELCOMED MORE  
THAN 90,000 GUESTS.



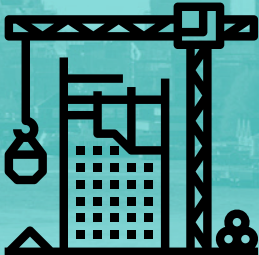
ALENTIC  
MICROSCIENCE RECEIVED  
\$3 MILLION IN FEDERAL  
FUNDING FOR THEIR  
BLOOD TESTING  
DEVICES, TO BE USED BY  
ASTRONAUTS ABOARD  
THE INTERNATIONAL  
SPACE STATION.



VOLTA LABS  
CELEBRATED THE  
GRAND OPENING OF ITS  
NEW 60,000 SQUARE-  
FOOT FACILITY.  
THE INCUBATOR NOW  
HOUSES MORE THAN  
30 STARTUPS.



IN 2018, HALIFAX  
SURPASSED ITS RECORD  
FOR CRUISE SHIP VISITS  
AND TOTAL CRUISE  
PASSENGERS FOR THE  
SECOND YEAR IN A ROW.



NON-RESIDENTIAL CONSTRUCTION ACTIVITY INCREASED BY \$14.9 MILLION COMPARED TO 2017 (+4.3%). SEVERAL MAJOR PROJECTS WRAPPED UP IN 2018: THE BEDFORD INSTITUTE OF OCEANOGRAPHY UPGRADES, THE CENTRE FOR OCEAN VENTURES & ENTREPRENEURSHIP (COVE), AND DALHOUSIE UNIVERSITY'S EMERA IDEAHUB.



# ACCELERATING GROWTH IN HALIFAX

THE HALIFAX PARTNERSHIP, HALIFAX REGIONAL MUNICIPALITY (HRM), AND OUR MANY PARTNERS MOBILIZED AND LED OUR COMMUNITY IN EXECUTING HALIFAX'S ECONOMIC GROWTH PLAN 2016-21.

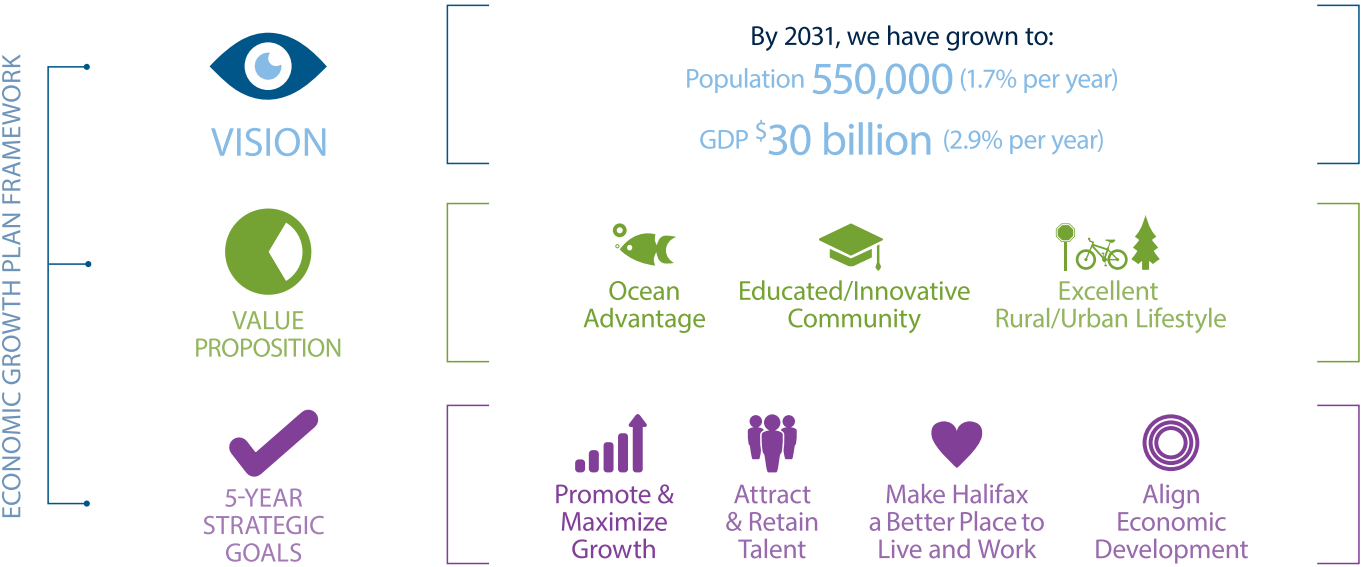
TOGETHER, WE ARE WORKING TOWARD AN AMBITIOUS LONG-TERM VISION TO GROW HALIFAX'S POPULATION TO 550,000 AND ITS GDP TO \$30 BILLION BY 2031.

The Economic Growth Plan sets out a focused and measurable plan of action to make Halifax a more vibrant, thriving, and welcoming city.

It leverages Halifax's unique strengths—our ocean advantage, our educated and innovative community, and our excellent urban/rural lifestyle—through four five-year strategic goals:

- 1. **Promote and Maximize Growth:** Grow Halifax's GDP to \$22.5 billion by 2021
- 2. **Attract and Retain Talent:** Grow Halifax's labour force to 271,000 by 2021
- 3. **Make Halifax a Better Place to Live and Work:** Grow Halifax's population to 470,000 by 2021
- 4. **Align Economic Development:** Increase alignment and collaboration

The Partnership's annual Business Plan aligns with the objectives of the Economic Growth Plan. This report highlights the Partnership's 2018-19 activities and impact in achieving the strategic goals.



**Halifax is experiencing substantial positive growth** toward all four of the five-year strategic Economic Growth Plan goals.



# 2018-19 RESULTS

IN YEAR THREE OF THE ECONOMIC GROWTH PLAN, HALIFAX EXPERIENCED ANOTHER IMPRESSIVE YEAR OF DEVELOPMENT AND GROWTH:

## 01

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

- Statistics Canada estimates Halifax's population to be 430,512 (a 2.0% increase, or 8,544 new people), yet another record year for population growth
- Nearly 65% of population growth was driven by international migration (5,405 new people)
- 2,503 young people ages 20 to 29 came to Halifax, representing almost one-third of Halifax's population growth in 2018
- 12.6% of international students studying in Nova Scotia became permanent residents

## 02

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

- Halifax's labour force participation rate increased for the first time since 2009, by 3.3% (8,000 workers)
- Nova Scotia's youth employment grew by 6.4% (roughly 5,300 net new jobs)—this is the largest annual increase on record

## 03

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

- The Conference Board of Canada estimates Halifax's GDP grew by 1.6% to \$19.2 billion, and forecasts that growth will remain in the range of 1.8% to 2.5% out to 2023

## HALIFAX PARTNERSHIP

### PERFORMANCE FRAMEWORK RESULTS 2018-19

The Partnership's 2018-19 Business Plan Performance Management Framework (PMF) sets out a strategic planning framework and performance indicators. Targets are linked to Economic Growth Plan outcomes.

#### PROMOTE & MAXIMIZE GROWTH

# 4 OF 6

TARGETS ACHIEVED

#### ATTRACT & RETAIN TALENT

# 4 OF 5

TARGETS ACHIEVED

#### ALIGN ECONOMIC DEVELOPMENT

# 2 OF 2

TARGETS ACHIEVED

#### PURSUE AN ORGANIZATIONAL CULTURE OF EXCELLENCE

# 4 OF 5

TARGETS ACHIEVED

### OVERALL YEAR-END RESULTS

# 14 OF 18 = 77%

TARGETS ACHIEVED



# PROMOTE AND MAXIMIZE GROWTH

## SMARTBUSINESS PROGRAM

The Partnership's SmartBusiness team meets face-to-face with business owners to pinpoint obstacles impeding growth, identify systemic issues across companies, and find solutions related to export development, commercialization and R&D, and talent recruitment.

2018-19 results include:

- 423 face-to-face visits
- 722 follow-up consultations
- 725 referrals
  - 184 Atlantic Immigration Pilot Program referrals (see page 18 for more)
  - 135 commercialization referrals
  - 84 export referrals
  - 322 other referrals

## EBAY CANADA RETAIL REVIVAL

In March 2019, eBay Canada launched the Retail Revival program in Halifax to help small- and medium-sized local businesses grow into global markets through e-commerce. Halifax was the first Canadian city chosen for the program. After receiving 180 applications, eBay selected 70 businesses to participate in the year-long training program.

## SELL HALIFAX

The Halifax Partnership and Mayor Savage lead the Sell Halifax Program to attract new investment and business to the city. This year's activities continued to sell Halifax's TLC+I (talent, location, cost, innovation) value proposition in major Canadian and US centres.

- 84 leads
- 44 prospects
- 14 wins (companies establishing or expanding operations in Halifax)
- 1,170 jobs estimated to be created



**DU NORD SKIN CARE** really could not have come into being anywhere other than Halifax. After establishing the idea and beginning research and development, I received outstanding and unexpected support. People not only offered to test my product, but also provided strong support to see my products get to market. We are creating a place and a corresponding mindset for inhabitants that embraces creativity, innovation, eco-responsibility, and business—especially small business. I cannot underemphasize how important this attitude has been for my business to grow.

– Ursula Snyder, DU NORD SKIN CARE

MAKING IT EASIER TO  
DO BUSINESS IN HALIFAX  
AND CAPITALIZE ON  
OUR BEST ECONOMIC  
OPPORTUNITIES.



# PROMOTE AND MAXIMIZE GROWTH

**We joined the Retail Revival program** to take advantage of the training and expertise to enable us to expand the marketing of our unique products throughout North America. The increased sales will drive profitability that will make the company sustainable in the long term.

– Staci Latham-Murphy, NovaScotian Crystal



## MAYOR’S CELEBRATE BUSINESS PROGRAM

The Mayor’s Celebrate Business Program showcases growing companies in Halifax to learn more about the impact they are having on our economy. The goal of this program is for Mayor Savage to meet Halifax’s business leaders and learn more about our business community and industry advantages. Through this program, Mayor Savage and the Partnership toured five local companies last year.

## ADVANCING INNOVATION & BUSINESS GROWTH

With support from the Province of Nova Scotia, the Partnership is coordinating the launch and development of Halifax’s Innovation District. Our goal is to increase the number of viable high-growth startups in Halifax.

Our objectives are to:

- Establish the Halifax Innovation District
- Explore innovative solutions to civic issues and opportunities with HRM and partners
- Advance opportunities that contribute to startup and scaleup growth

Activities in 2018-19 focused on:

- Completing benchmark and best practice research
- Working with partners to develop the Innovation District launch plan
- Working with businesses, universities, Nova Scotia Community College, government, and other stakeholders to better understand and support the innovation ecosystem in Halifax
- Developing the Halifax Innovation District brand
- Developing the Innovation Hub Resource to provide startups and scaleups with information on programs, services, fundings, and events within the district and city

## ECONOMIC INTELLIGENCE & ANALYSIS

The Partnership provides the most up-to-date, relevant economic information on Halifax to help businesses locate, grow, and succeed.

- Halifax Index 2018
- 2019 City Matters Survey, conducted by MQO Research
- 2019 Business Confidence Survey, conducted by Narrative Research
- Quarterly Economic Snapshots
- SmartBusiness Quarterly Reports
- Halifax Business Case & Industry Sector Profiles
- 19 Halifax Business case profiles for investment attraction prospects and leads
- Four community profiles



**According to the 2019 Business Confidence Survey, businesses demonstrate optimism** in planned activities over the next year, with 85% of respondents expecting an increase in sales and 67% planning to hire additional staff.

## SUPPORTING THE AFRICAN NOVA SCOTIAN (ANS) COMMUNITY

In 2018-19, the Partnership and HRM worked with African Nova Scotian (ANS) communities to develop the Road to Economic Prosperity for African Nova Scotian Communities Action Plan. The plan will launch in 2019-20.

## HALIFAX GATEWAY

The Halifax Partnership continues to coordinate and lead Halifax Gateway, which consists of partners from the Port of Halifax, Halifax Stanfield, and CN. In February 2019, Halifax Gateway sponsored and attended the Cargo Logistics Canada trade show in Vancouver, promoting Halifax’s value proposition to international delegates.



**Halifax is our biggest market** so having a strong presence in the city is strategically important to the company. Not only that, Halifax is at the leading edge of Atlantic Canada’s future in terms of youth retention, diversity, and adoption of technology.

– Jean Marc Landry, Atlantic Lottery Corporation



# ATTRACT AND RETAIN TALENT

## HALIFAX CONNECTOR PROGRAM

Presented by RBC Future Launch and supported by the Province of Nova Scotia, the Halifax Connector Program is a networking program that connects immigrants and recent graduates who are interested in growing their careers in Halifax with local business and community leaders in their field.

2019 marks the 10th anniversary of the Connector Program. Since 2009, the program has helped 3,149 participants build networks and careers in Halifax. In 2018-19, the Halifax Connector Program experienced record-numbers of new Connectors, new Connectees, and jobs found.

2018-19 results include:

- 218 new Connectors
- 61 re-engaged Connectors
- 539 new Connectees
- 274 jobs found by Connectees
  - » 50% of Connectees found jobs in their field—our highest annual success rate to date

These results are part of what made 2018-19 such a successful year for immigrant and youth retention in Halifax.

In 2018, Robyn Webb, Director of Labour Market Development, was profiled by the Toronto Star as one of 12 changemakers making a difference in Canada by welcoming and retaining talent in our communities.

## CONNECTOR+

The Partnership expanded the Connector Program last year with the development of the Connector+ networking app. This platform will connect more business and community leaders with recent graduates across Nova Scotia, helping them build their professional networks and enter the workforce. Thank you to the Province of Nova Scotia and our partners for their support of this project.

## NATIONAL CONNECTOR PROGRAM

The National Connector Program (NCP), funded by Immigration, Refugees and Citizenship Canada, positions Halifax and Nova Scotia as global innovative leaders in the area of immigrant and youth attraction and retention. Now in its seventh year, the National Connector Program launched two new programs, one Canadian and one international. This brings the number of national and international Connector communities to 46. In 2018-19, NCP communities across Canada connected 855 immigrants.

**I am proud to be a Connector** because I believe there's a lot of talent in Halifax. I really enjoy meeting skilled individuals and helping them in their search for a meaningful career. The right introduction can make a big difference and the Connector Program helps make this happen.

— Melinda Sheridan, RBC



ATTRACTING AND  
KEEPING IMMIGRANTS,  
INTERNATIONAL  
STUDENTS, AND RECENT  
GRADUATES **TO MAKE  
THE BEST USE OF OUR  
AVAILABLE WORKFORCE.**



# ATTRACT AND RETAIN TALENT

There is still a common misconception that job opportunities are limited for humanities graduates. Carmel Mikol realized her options after she was connected to a job shadowing experience at a tech company through the **Partnership’s Experiential Learning Initiative**. “It gave me confidence that the skills that I was developing in research, writing papers, and editing could be translated not only into a job, but a tech-forward job.”



## EXPERIENTIAL LEARNING INITIATIVE

In 2017, the Partnership, with support from the Province of Nova Scotia, launched the Experiential Learning Initiative as part of the Game Changers Youth Retention Action Plan. This initiative encourages and supports Halifax business participation in experiential learning programs offered by universities and colleges across Nova Scotia.

2018–19 results include:

- 75 business participants
- 184 student participants
- 168 students placed in experiential learning opportunities

## GAME CHANGERS YOUTH RETENTION ACTION PLAN

In October 2018, the Partnership wrapped up the Game Changers Youth Retention Action Plan. Launched in 2015, this three-year, private-sector-based initiative was aimed at reducing the net annual interprovincial outmigration of youth (aged 20-29) in Nova Scotia from -1,300 to zero.

Through Game Changers we encouraged businesses to:

- Hire youth
- Provide experiential learning opportunities
- Become a Connector

Year-over-year results:

YEAR  
01  
(2015-16)

**222 net loss**

YEAR  
02  
(2016-17)

**252 net gain**

YEAR  
03  
(2017-18)

**152 net gain**

## ATLANTIC IMMIGRATION PILOT PROGRAM

Now in its third year, the Atlantic Immigration Pilot Program continues to support businesses in hiring international graduates and internationally trained professionals to fill labour gaps.

2018–19 results include:

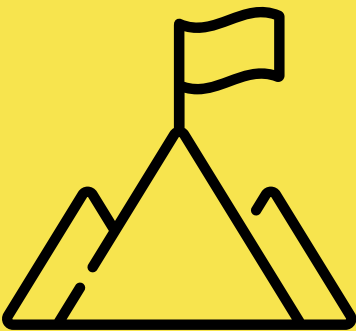
- 184 businesses referred to NSOI and ISANS
- 784 jobs projected to be created by designated employers
  - » Additionally, the Partnership’s AIP team assisted other existing designated employers who are projected to create 466 jobs for a total of 1,250 projected jobs

Employer participation in the AIP has had a very positive impact on Halifax’s retention of immigrants and international graduates.



**The Atlantic Immigration Pilot Program** helped us hire Yuna, the best person for the job. I look at it as well through the lens of doing something good for the city to allow a smart, ambitious person to settle permanently in Halifax. Yuna is a bright young lady who brings knowledge and culture to the city. She is a wonderful person that Halifax is very lucky to have.

– Peter Polley, POLYCORP



**Not only did Halifax and Nova Scotia achieve its youth retention goal, we surpassed it.** For the first time in over 30 years, Nova Scotia saw a positive interprovincial migration of youth ages 20–29 in Year 2 with additional gains made in Year 3.

Thank you to our Game Changers sponsors:

TD  
The Chronicle Herald  
NSCC  
Halifax Regional Municipality  
Clothesline Media

Pattison Outdoor Advertising  
Saint Mary’s University  
Dalhousie University  
Marriott Halifax Harbourfront  
Scotiabank



# ALIGN ECONOMIC DEVELOPMENT

## ACHIEVING SHARED MUNICIPAL, PROVINCIAL, REGIONAL, AND NATIONAL ECONOMIC GOALS.

### MUNICIPAL

- Pursued investment opportunities in collaboration with NSBI and Global Affairs Canada
- Co-hosted the sold-out Annual State of the Municipality event with the Halifax Chamber of Commerce
- Participated as a member of the Halifax Immigration Partnership
- Led the management of the Halifax Gateway Council
- Published and presented the Halifax Index 2018 at a launch event attended by more than 200 people. The Index was distributed to more than 1,200 individuals and downloaded 1,500 times
- In partnership with HRM, released the Economic Growth Plan Years 3–5 Action Plan to the community
- Signed on MOU with the Municipality of East Hants to support their investment attraction activities

### PROVINCIAL

- Collaborated with and supported four Nova Scotia Regional Enterprise Networks’ Business Retention and Expansion Programs
- Supported the launch of four new Nova Scotia Connector communities
- Continued to work with ACOA and NSOI to support the successful implementation of the Atlantic Immigration Pilot Program
- Actively participated in the One Nova Scotia Collective steering and sub-committees— Visit onens.ca to see the results
- Participated in the Innovation District Collaborative network

### REGIONAL

- Led the Atlantic Canada Economic Coalition
- Supported the Newfoundland, Prince Edward Island, and New Brunswick province-wide Connector Programs

### NATIONAL AND INTERNATIONAL

- Led the National Connector Program to assist Canadian communities in launching Connector Programs—see page 16 for results
- Supported the World Energy Cities Partnership
- Participated in two annual Immigration Employment Council Symposiums with a focus to better partner with employers toward full-skilled newcomer labour market integration with IRCC and Employment and Social Development Canada
- Partnered with the Cities of Migration–Immigrant Futures Project
- Economic Partnership Agreements promote economic development including economic exchange, business development, and technological advancement through building business links, increasing Halifax’s profile, attracting investment, and promoting trade. In 2018-19, the following partnerships were established:
  - Business partnership developed with Aberdeen , UK
  - New economic partnership agreement signed with Zhuhai City, China to advance the Nova Scotia–China strategy at a municipal level
- Participated as a member of the Consider Canada Cities Alliance promoting Canada’s value proposition for foreign direct investment

# PURSUE AN ORGANIZATIONAL CULTURE OF EXCELLENCE

## SMARTBUSINESS PROGRAM



## PROMOTING HALIFAX\*:

12% YEAR-OVER-YEAR (YOY) INCREASE IN SOCIAL MEDIA FOLLOWERS



24,980 TOTAL SOCIAL MEDIA FOLLOWERS

66,996 WEBSITE VISITORS (34% YOY INCREASE)

## EVENTS

During the fiscal year, the Partnership hosted and supported 23 events.

- April 26: CEO Council on Halifax’s Innovation District
- June 6: Sell Halifax Toronto Luncheon
- June 7-8: Road to Economic Prosperity ANS Gathering
- June 18: Halifax Index Launch
- September 25: Annual General Meeting
- October 17-18: National Connector Learning Exchange
- October 17: Game Changers Awards Gala
- November 22: Annual State of the Municipality event in partnership with the Halifax Chamber of Commerce
- November 22: Fall Economic Statement with Minister Scott Brison
- December 3: International Partnership Reception with Zhuhai, China
- January 24: eBay Retail Revival Announcement
- January 28: Connector Appreciation Event
- January 29: CEO Council with Premier McNeil
- January 31: Game Changers Post-Secondary Engagement Session
- March 4: Game Changers Business Engagement Session
- March 5: Game Changers Youth Engagement Session
- March 6: SmartBusiness Appreciation Event
- March 13: eBay Retail Revival Launch
- March 19: Fill your Labour Gaps through Local & International Recruitment
- March 20: Connector+ Launch
- March 26: The Value of Experiential Learning investor briefing
- March 26: #HireMeHalifax
- March 28: CEO Council with Canada’s Ocean Supercluster

## AWARDS AND RECOGNITION

The International Economic Development Council (IEDC) Awards for Excellence recognize the world’s best economic development programs. In 2018, the Partnership won the following IEDC Awards:

- Halifax Index 2017 – Gold
- Halifax Index 2017 Launch Event – Gold
- Halifax’s Amazon HQ2 Proposal Website – Gold
- Halifax’s Amazon HQ2 Pitch – Silver
- Sell Halifax Boston Campaign – Silver

The International Association of Business Communicators’ Gold Quill Awards recognize excellence in strategic communication worldwide. In January 2019, Brittany Warren, Communications Specialist, won a Gold Quill Award of Excellence for the Game Changers Youth Retention Action Plan.



# FINANCIAL OVERVIEW

## REVENUE

Total Revenue: >\$5.5M

## ACCUMULATED RESERVE

Contribution to the accumulated Partnership equity is \$40,181, resulting in an accumulated equity position as at March 31, 2019 > \$530,000

# FINANCIAL OVERVIEW

## YEAR ENDED MARCH 31, 2019

Revenue	
HRM	\$1,733,407
Private Sector	
Cash	452,948
In-kind	368,226
Program investment, sponsorship, and registration	102,192
Funded projects – in support of Core Activities	2,901,278
Other	37,205
Total Revenue	5,595,256
Total Expenditures	
Promote and Maximize Growth	1,636,015
Attract and Retain Talent	1,550,584
Make Halifax a Better Place to Live and Work	381,240
Organizational Excellence	417,176
Salaries and Benefits	1,570,060
Total Expenditures	5,555,075
SURPLUS	\$40,181

## OUR BOARD OF DIRECTORS

**AS OF MARCH 31, 2019**

**Matt Hebb** (Board Chair)  
Dalhousie University

**Ron L'Esperance** (Vice Chair)  
Group ATN

**Beste Alparagun**  
SEAMARK Asset Management

**Donna Alteen**  
Time + Space Media

**Cory Bell**  
Lindsay Construction

**Margaret Brigley**  
Narrative Research

**Rob Carruthers**  
Deloitte

**Councillor Shawn Cleary**  
Halifax Regional Municipality

**April Howe**  
Nova Scotia Public Service Commission

**Hector Jacques, OC**  
Halifax Port Authority

**Councillor Wayne Mason**  
Halifax Regional Municipality

**Winston Morton**  
SimpTek Technologies

**Chris Ronald**  
RBC Royal Bank

## OBSERVERS TO THE BOARD OF DIRECTORS

**Jacques Dubé**  
Halifax Regional Municipality

**Captain(N) D.E. Mazur, CD**  
Maritime Forces Atlantic

**Chuck Maillet**  
Atlantic Canada Opportunities Agency

**Mayor Mike Savage**  
Halifax Regional Municipality

## OUR INVESTORS

**AS OF MARCH 31, 2019**

## DIRECTING

CN  
Dalhousie University  
Emera Inc. & Nova Scotia Power  
Government of Canada  
Halifax International Airport Authority  
Halifax Port Authority  
Halifax Regional Municipality  
Pattison Outdoor Advertising  
Province of Nova Scotia  
RBC Financial Group  
Saint Mary's University  
Stingray  
TD  
The Chronicle Herald

## MANAGING

Atlantic Business Magazine  
Bulletproof Solutions  
Clothesline Media  
Eastlink  
Halifax Chamber of Commerce  
Nova Scotia Community College  
Scotiabank

## PRESENTING

Beaumont & Co.  
 Bell Aliant  
 Boardworks Consulting Inc.  
 CBRE Limited Halifax  
 Cox & Palmer  
 Deloitte  
 Dixel Developments  
 EY  
 G4S  
 Gerald Walsh Associates Inc.  
 Group M5  
 GWL Realty Advisors Inc.  
 Halifax Convention Centre  
 Halifax Marriott Harbourfront Hotel  
 HRO Core Inc.  
 Irving Shipbuilding Inc.  
 IBM Canada Ltd.  
 I. H. Mathers & Sons Limited  
 Innovacorp  
 Journeyman Film Company  
 Killam Apartment REIT  
 Knightsbridge Robertson Surette  
 KPMG LLP  
 Lindsay Construction  
 Lockheed Martin  
 MariNova Consulting Ltd.  
 Maritime Museum of the Atlantic  
 Maritimes & Northeast Pipeline  
 Maritime Paper Products LP  
 MNP LLP

Moore Executive Suites  
Mount Saint Vincent University  
Manulife Financial  
Medavie Blue Cross  
Municipal Group of Companies  
NATIONAL Public Relations  
Nova Scotia Association of REALTORS®  
Nova Scotia Gaming Corporation  
Oceanstone Seaside Resort  
Office Interiors  
Rank Inc.  
Royer Thompson  
Sandler Training  
Stewart McKelvey  
Time + Space Media  
Uber Canada  
The Westin Nova Scotian  
WM Fares Group

## SUPPORTING

Admiral Insurance  
 Advanced Systems  
 Agenda Managers Inc.  
 Alscott Air Systems Ltd.  
 Arrow Electronics Inc.  
 Atlantic Lottery Corporation  
 Barrington Consulting Group  
 Black Business Initiative  
 BMO Bank of Montreal  
 BoomersPlus  
 Bounty Print Ltd.  
 BOYNECLARKE LLP  
 Burgess Transfer & Storage Ltd.  
 Business Development Bank of Canada (BDC)  
 Canadian Museum of Immigration at Pier 21  
 Casino Nova Scotia  
 Davis Pier Consulting  
 Develop Nova Scotia  
 ExxonMobil Canada  
 FIN Atlantic Film Festival  
 Fire Inside Leadership  
 Freeman Audio Visual  
 Group ATN Consulting Inc.  
 Halifax-Dartmouth Automobile  
 Dealers Association  
 Narrative Research (formerly Corporate  
 Research Associates Inc.)  
 The Prince George Hotel  
 Neocon International  
 NTT Data  
 Scotian Materials  
 The Shaw Group Ltd.  
 Workers' Compensation Board of  
 Nova Scotia

**EMERGING**

Lois Lane Communications





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