Re: Item No. 13.3.1

Halifax Partnership

Activity Update

Presentation to Halifax Regional Council January 28, 2020

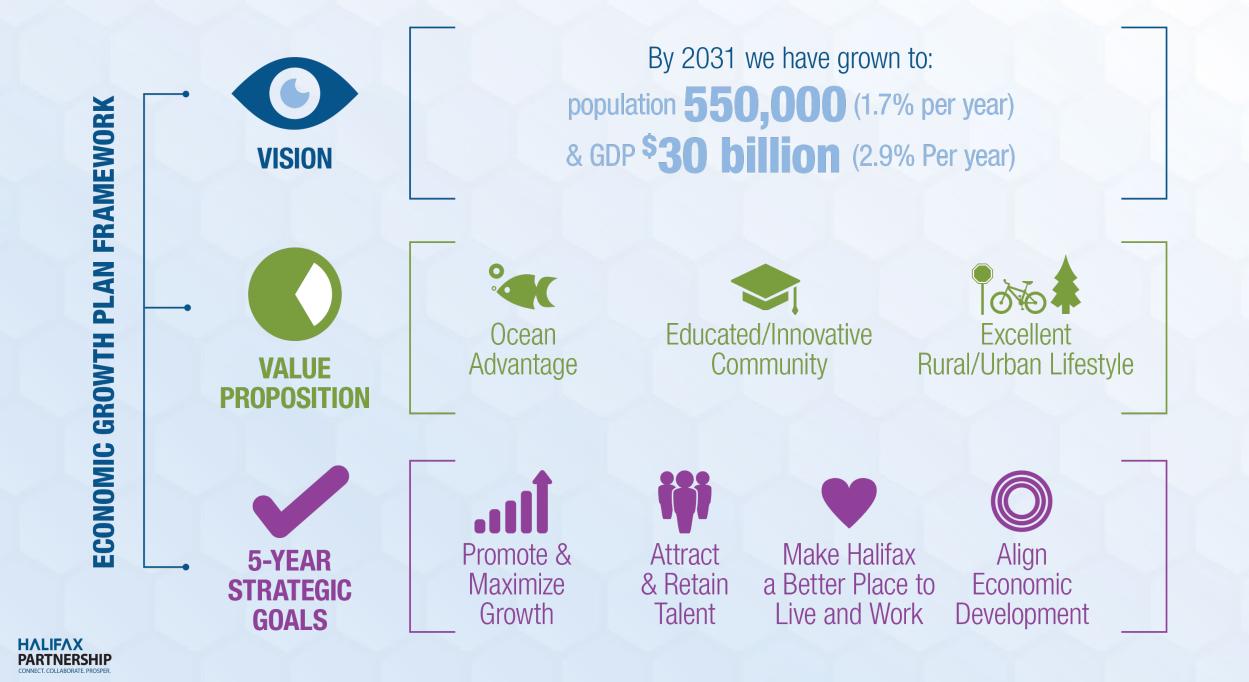




Economic Highlights

- Halifax's GDP growth is expected to surpass both national and provincial forecasts, averaging 2.2% annual growth between 2019 and 2023. The 2.6% growth rate forecasted for 2019 is the highest projected rate in a decade.
- All industrial sectors are expected to show positive growth in Halifax through 2023, led by transportation and warehousing (2.6%), wholesale and retail trade (2.6%), professional, scientific and technical services (2.5%), and finance, insurance, and real estate (2.5%).
- Halifax's labour force grew by 6,400 in 2019 and employment rose by 6,500.
- The 2019 labour force participation rate rose to 68.3% and the unemployment rate fell to 5.8%.
- Total enrolment at Halifax universities remained stable in 2018-19.
- International enrolment in Halifax universities continued to grow, reaching 6,917. This marks thirteen straight years of consecutive growth in the number of international students studying in Halifax.
- Office vacancy rates remained high in Q4 2019 high at 15.5% despite strong leasing activity. Net rents for office space in Halifax increased to \$14.86 psf in Q4 2019.
- Port cargo traffic (TEUs) in 2019 was down slightly (-0.1%) from 2018 levels.





Convene. Connect. Collaborate.





Raise Awareness of Halifax's Value Proposition

Owned, Earned, Paid Promotion Targeting Key Markets & Sectors

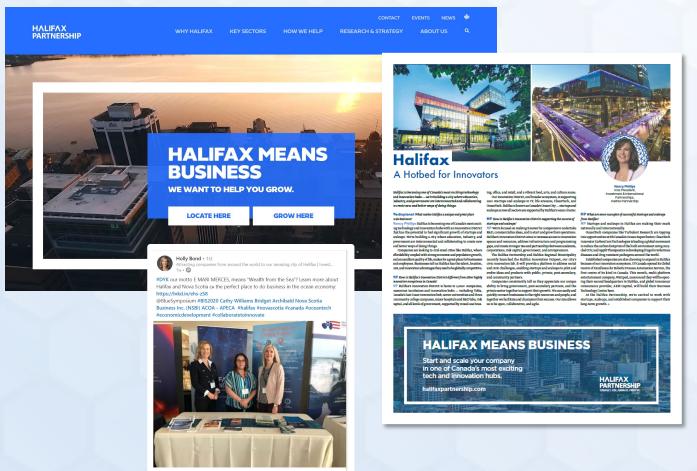
- New Website
- Online promotion & engagement (social media, media sites, newsletters)
- Events (attendance and leverage)
- Partner marketing initiatives (Invest in Canada; Branham Group)

www.haifaxpartnership.com

Media Relations

ΗΛLΙΓΛΧ

PARTNERSHI



Attracting New Companies

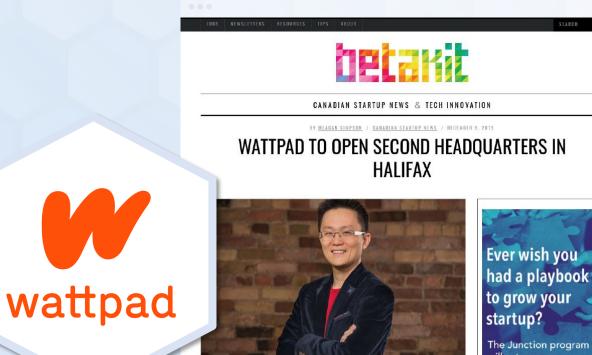
Results 2019-2020

- **11 Wins** (5 in the Innovation District)
- 642 jobs
- Potential economic impact of \$64 M
- 115 Leads in the sales funnel
- 42 pitch meetings





Wattpad HQ2 to Open in Halifax



attpad is set to open a second headquarters in Halifax

The move comes at the end of a busy year for the online entertainment platform company. which has seen significant international growt

"We are entering a rapid growth phase of the company." – Allen Lau, Wattpad

Nattnad is set to announce plans on Monday to open it: second headquarters in early 2020. The company will establish a team in Halifax-based Volta Innovation Hub. Founded in 2013, Volta touts itself as one of Canada's largest innovation hubs. Offering programming and space for startups, it has housed more than 50 tech companies.

will set you up or success!

PLATFORM APPLY NOW

SIGN UP FOR THE BETAKIT NEWSLETTER

"We believe Halifax has all the key ingredients to make HQ2 successful. The availability of top talent, government support, and great quality of life helped the city stand above the rest. What's more, the willingness of key stakeholders to collaborate and work with us to launch and scale HQ2 was appreciated."

Nazia Khan. Chief of Staff

ΗΛLIFΛΧ PARTNERSHIP

Increasing Commercialization and R&D

Results (2019-2020 to date)

- Met with **75** companies that have the potential to increase R&D and commercialization capacity
- 148 referrals to ecosystem partners



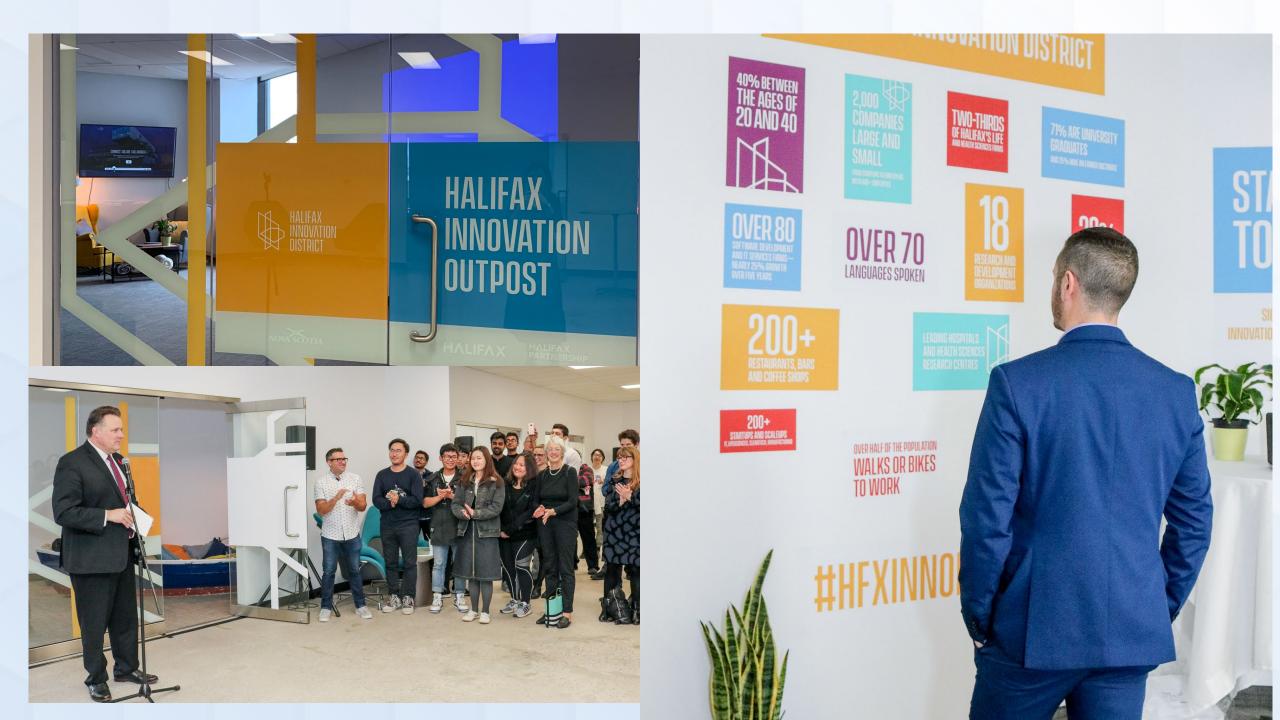


Increasing Export Capacity

Results (2019-2020 to date)

- Met with **49** companies with export potential
- **46** referrals to ecosystem partners and resources
- 60 small and medium sized Nova Scotia companies participating in eBay Canada's Retail Revival Program





Attracting and Retaining Talent

Results (2019-2020 to date)

Connector Program

- **320** new Participants (newcomers, international students, recent grads and laid-off workers)
- 93 new Connectors (business & community leaders)
- **160** Participants found jobs in their career field

Connector+App

- Beta testing in February and early March
- MVP launch by mid-March.

Atlantic Immigration Pilot Program

- Met with **195** facing labour market challenges
- 101 referrals to Nova Scotia Office of Immigration for business designation



"Having completed studies in psychology, leadership and engineering . . . I keep coming back to my passion – helping people with an international background acclimate. It's my joy to share my knowledge and see them live a life they deserve, so they can call <u>Halifax</u> home just as I have, after 10 years."

Jade Jiang, Connector

C ALL CONNECTORS

NOVA SCO

Road to Economic Prosperity African Nova Scotia Community



Establish Land Ownership and Develop Infrastructure



Build Unity and Capacity Among African Nova Scotians



Increase participation in education, employment and entrepreneurship

Thank you

