Re: Item 9.2.1

Presentation to Special Events Advisory Committee June 8, 2022

credit @daveyandsky



A Bit About Halifax Partnership

Our Mantra

We will settle for nothing less than a vibrant, successful Halifax.

Who We Are

We are Halifax's public-private economic development organization. We help get, keep, and grow business, talent, and investment in Halifax. We are dedicated to making Halifax one of the world's great mid-sized cities.

What We Do

We sell Halifax to the world. We are the source of hard data about our region. We help companies across our region start, scale and grow.







and LABOUR .

INVESTMENT

RURAL V

AFFORDABILITY *

LIVING V

REAL ESTATE *

STRATEGY SCORECARD *

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Helping Businesses & Communities Thrive

Networking is just a click away.

Join the Halifax Partnership as we launch Connector+, our new digital platform. Visit ConnectorPlus.ca for more details.



WHAT'S NEXT IN YOUR SUCCESS STORY?

Maybe you're thinking about your sales funnels and attracting new customers, or what your competition is doing, or where to find the next market opportunity. Because we are business advisors, economists, investment attraction specialists, and superstars, we have a program or resource that can help.



African Nova Scotian Road to Economic Prosperity





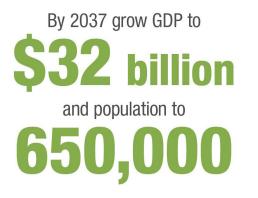




Economic Strategy Framework

VISION

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



ΗΛΓΙΕΥΧ

VALUE PROPOSITION



Ocean Advantage



Educated & Innovative Excellent Urban, Suburban, Rural Lifestyle

Commitment to

Climate Action

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



People. Planet. Prosperity.

The Power of Collaboration







NEVER HAVE I EVER surfed on the Eastern Shore











