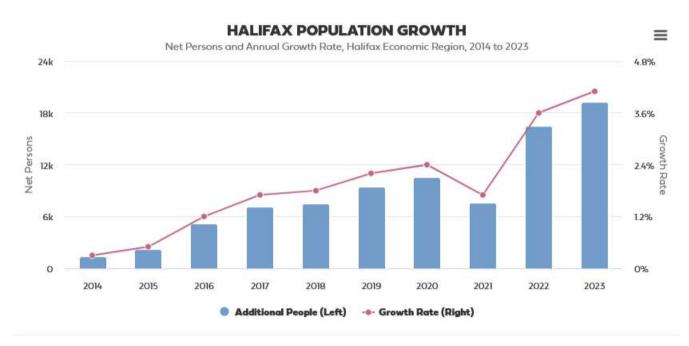
Item No. 13.3.1





Source: Statistics Canada, Annual Demographic Estimates, Table 17-10-0150-01

Halifax Population Growth

- From July 1, 2022, to July 1, 2023, Halifax's population grew by over 19,000 people – a new record and a record-high growth rate of 4.1%.
- Last year's Halifax Index reported a total population for July 1, 2022, of 480,582; however, subsequent revisions by Statistics Canada resulted in an amended estimate: 472,962. Taking this revision and growth into account, the estimate for Halifax's population as of July 1, 2023, is 492,199.

DOWNTOWN POPULATION: 2001-2021

Source: Statistics Canada Census Data





Feb. 09, 2022 | 6:01 p.m.

By Adam Inniss



Newly elected HRM council sworn into office, including Mayor Andy Fillmore



By Megan King • Global News
Posted November 6, 2024 5:07 pm • 1 min read

New Halifax council sworn in, predominantly women for first time

9 of the 16 Halifax council seats are now held by women



Haley Ryan - CBC News - Posted: Nov 06, 2024 7:06 AM AST | Last Updated: November 6



WATCH: The new mayor and members of Halifax Regional Council have officially been sworn into office. More than half of the councillors are familiar faces to city hall. Megan King reports – Nov 6, 2024

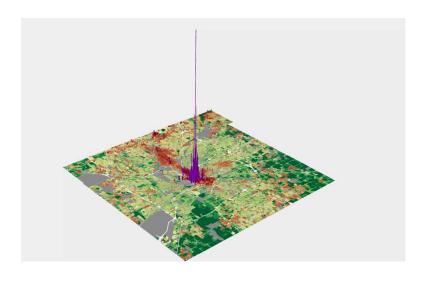


The Value of Downtown

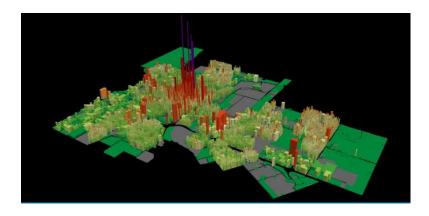
Downtown represents 15.6% of HRM's total commercial assessment, though it is less than 1% of HRM's total land mass.

HRM Council District 7 accounts for 10% of HRM's entire residential assessment base. The peninsula accounts for 24%.

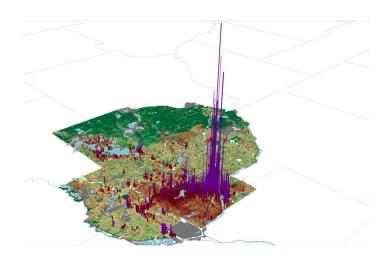




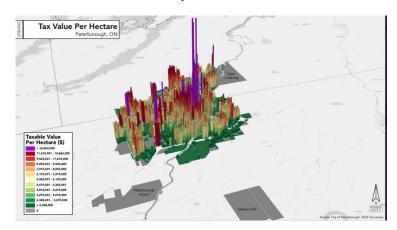
Indianapolis



Guelph



Minneapolis



Peterborough





Overnight Stays in Hotels and Room Shares

- Total overnight room stays in Halifax increased by almost 100,000 from 2022 to 2023, a growth rate of 5.4%. The 1.87 million overnight stays in 2023 fell just short of 2019's record high of 1.88 million.
- Two-thirds of this growth, 65,000 overnight stays, came from an increase in traditional hotels, while one-third of the increase, 31,000 overnight stays, was in room shares.
- The 2023 figure for hotels set a new record high, but the 2023 figure for room shares remained below the record set in 2019.





2024 room nights Downtown YTD exceed 2019 by 17.4%.

2024 saw 201 cruise ships visit Halifax, bringing over 350,000 passengers.



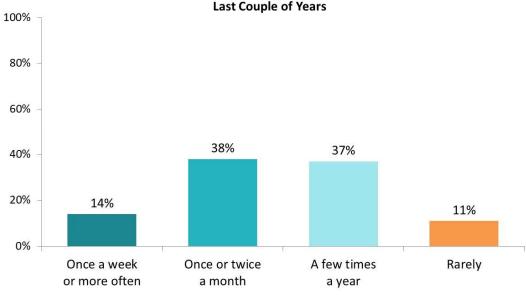
Frequency of Travel to Downtown for Fun & Leisure

Half of HRM Residents are visiting Downtown Halifax for fun and leisure at least on a monthly basis.

HRM residents are divided in the frequency in which they are visiting Downtown Halifax. Among residents, half are visiting at least once or twice a month while the other half are visiting a few times a year or less. Only one in ten visit rarely.

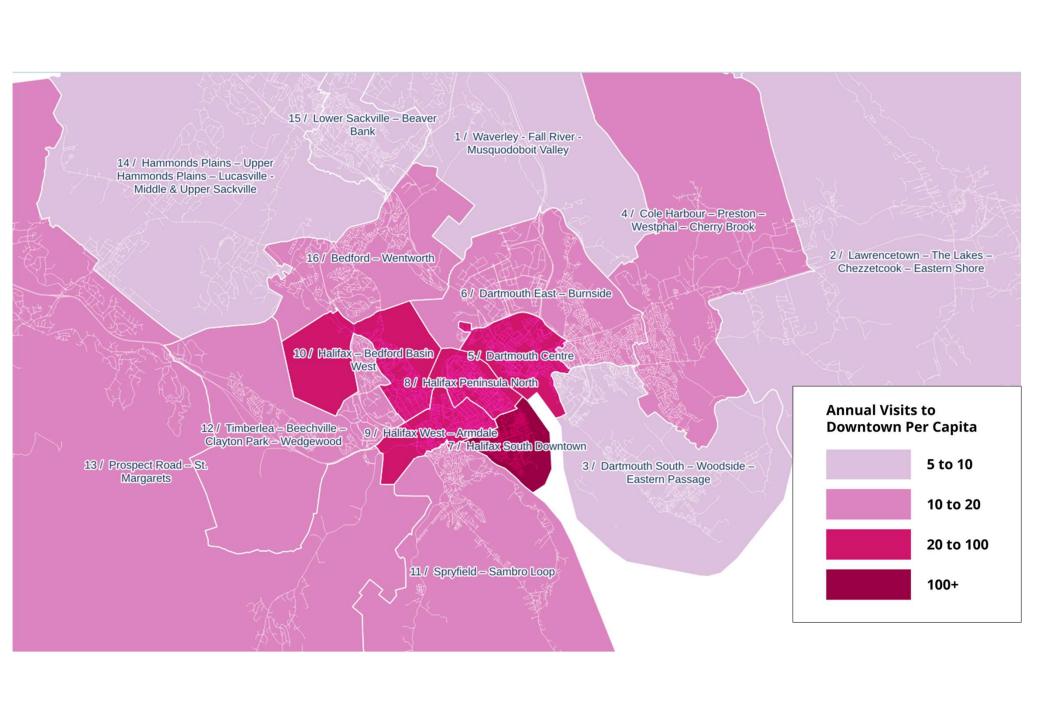
Frequency of Travel to Downtown Halifax for Fun or Leisure

Among Those Who Do Not Live in Downtown Halifax, but Have Visited for Fun or Leisure in the



Q.2.2: [IF DO NOT LIVE IN DOWNTOWN HALIFAX IN Q.1.2 AND IF "2022—CURRENT" IN Q.2.1A] How often do you travel to Downtown Halifax for fun or leisure? (n=396)







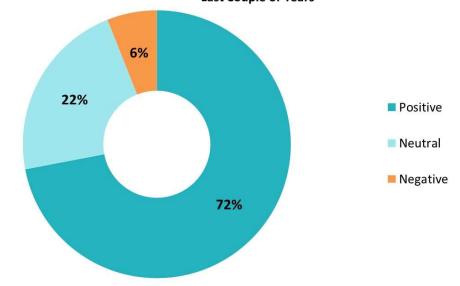
Overall Experience Visiting Downtown Halifax

The majority of HRM residents feel they had a positive experience the last time they visited Downtown Halifax.

Just 6% of HRM residents had a negative experience the last time they visited downtown. Results are consistent across demographics.

Experience Last Time Downtown Halifax for Fun or Leisure

Among Those Who Do Not Live in Downtown Halifax, but Have Visited for Fun or Leisure in the Last Couple of Years



Q.2.4: [IF DO NOT LIVE IN DOWNTOWN HALIFAX IN Q.1.2 AND IF "2022–CURRENT" IN Q.2.1A] The last time you went Downtown Halifax for fun or leisure, how was the experience? (n=396)





Halifax is a city and community that is unmatched in Canada, with a thriving tech scene, world-class talent, and a business-friendly environment. The cost of living is very, very reasonable and our employees really enjoy the high quality of life.

ALLEN LAU, CEO & CO-FOUNDER WATTPAD

We chose Halifax as our next expansion location in Canada to support our growing number of clients. The area's thriving academic community and base of tech talent make Halifax an attractive place for us to expand.

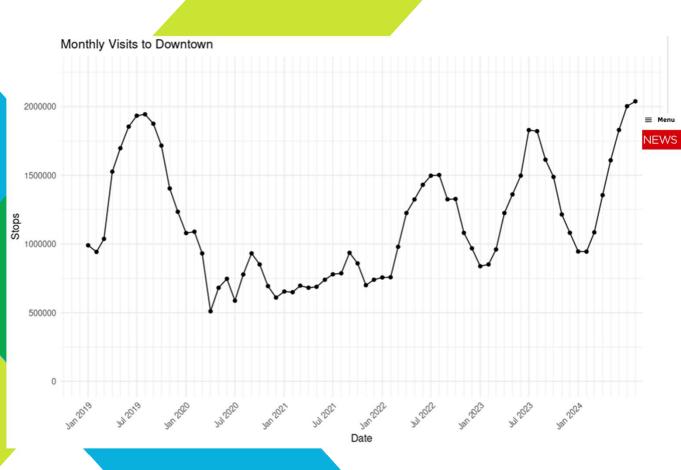
LAV MACISAAC COUNTRY HEAR RELIVERY CENTRES CANADA COCNIZANT

We identified Halifax as the location to house a business technology centre because of the rich local talent landscape and the universities that have world-class programs that produce trained technologists.

Keith Schlosser, Global Chief Information Officer, AXIS

HALIFAX





Top Stories Local Climate World Canada Politics Indigenous Business

#CBC

Nova Scot

Halifax remains 'Canadian comeback city' for downtown activity

Visitor numbers likely have reached pre-pandemic levels for Halifax

Haley Ryan - CBC News - Posted: Feb 26, 2025 6:00 AM AST | Last Updated: February 26

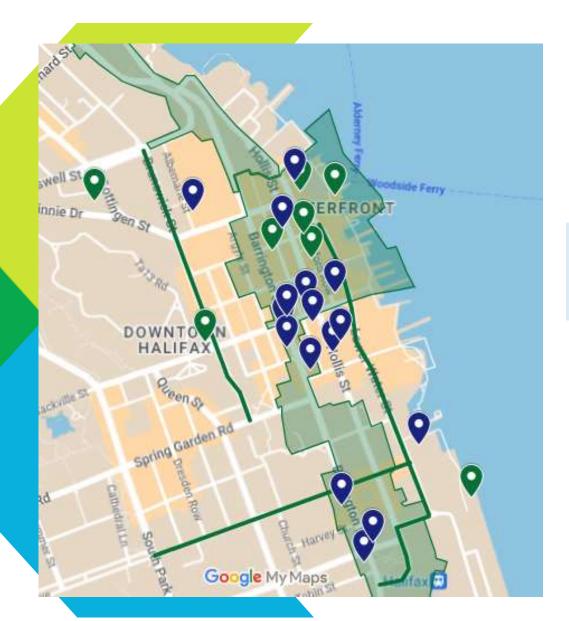


Halifax is leading Canadian cities when it comes to downtown recovery. The number of visitors to downtown are close to pre-pandemic levels. Haley Ryan has the story.









20 private developments7 public investments

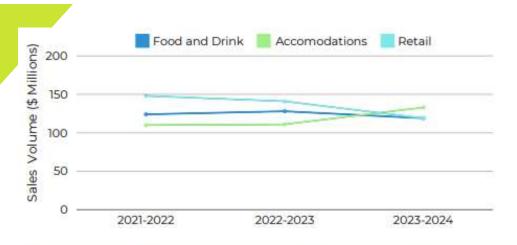
www.downtownhalifax.ca/developmentmap



Sales

Ground floor sales:

Food & Drink and Retail are below 2022 levels. Hotel sales are on the rise.



Category	Sector	2022-2023	2023-2024	% Change*
	Food and Drink	131	128	-2%
Number of Businesses	Accomodations	14	18	+29%
	Retail	72	69	-4%
	Food and Drink	\$128M	\$119M	-7%
Sales Volume	Accomodations	\$111M	\$133M	+20%
	Retail	\$141M	\$119M	-16%

RATINGS OF BUSINESS CONFIDENCE

Index (-100 to +100) and Share of Business Owner Respondents, Halifax, 2013 to 2024

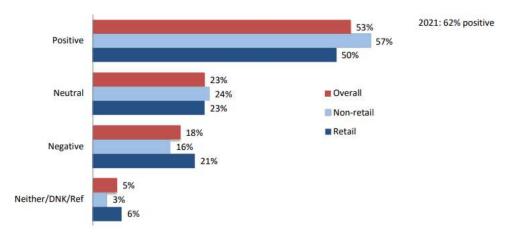
Year	BCI	Rating Halifax as a Place to Do Business			
		Above Average	Just Average	Below Average	Don't Know/No Answer
Spring 2013	24.6	19.0%	59.0%	18.0%	4.0%
Spring 2014	20.2	14.0%	66.0%	17.0%	4.0%
Spring 2015	21.1	15.0%	61.0%	19.9%	4.1%
Spring 2016	28.1	25.7%	55.3%	13.9%	5.2%
Spring 2017	29.1	23.1%	60.2%	12.3%	4.4%
Spring 2018	32.9	27.0%	57.3%	12.4%	3.3%
Spring 2019	32.8	26.3%	60.8%	9.7%	3.2%
Spring 2020	34.9	31.5%	55.0%	9.8%	3.7%
Spring 2021	37.5	39.5%	52.3%	6.5%	1.6%
Spring 2022	42.0	39.4%	50.2%	6.6%	3.7%
Spring 2023	30.4	28.8%	55.0%	12.5%	3.6%
Spring 2024	25.0	25.0%	56.7%	14.9%	3.4%

Source: Narrative Research, Business Confidence Survey (Various)

3.15 Outlook for Downtown

Just over one-half (53%) of members describe the prospects for the Downtown Halifax area over the next five years as 'positive'. This is the second consecutive survey in which positive outlooks have declined (down 9-points from 2021, and down 17 from 2016).

Q. And thinking about the outlook over the next 5 years, how do you feel about the future of Downtown Halifax?





CREATING THE VISION

Downtown Halifax Business Commission is the go-to organization on Downtown vitality. This comes from the expertise of the Board and staff, as well as DHBC's 30-year active involvement in the International Downtown Association (IDA), which has created connections with downtowns around the globe. This Vision was initiated and curated by DHBC, with the assistance of a steering committee and consultant group, MIG. Halifax boasts a wealth of urban expertise across many individuals and organizations, and the recommendations in this document are the result of extensive consultation with those diverse groups and individuals.

From September 2023 to April 2024, DHBC consulted with key stakeholders, urban experts, policymakers, business owners, and the public to help us answer the question:

What are the big moves needed to ensure our Downtown is vibrant and prosperous in 2030 and beyond?

The consultation process involved:

- · 10 2-hour engagement sessions, with over 100 stakeholders.
- Numerous one-on-one meetings with key community leaders and government officials.
- A public, open-ended questionnaire that produced hundreds of pages of comments.





4 TRANSFORMATIONAL MOVES

EVERYBODY'S NEIGHBOURHOOD

Downtown Halifax is a place where everyone feels welcome.

Conduct a study that determines the ideal ingredients for a complete neighbourhood:

- · population
- · amenities
- · business & residential mix
- · historic building protection
- · cultural diversity

Incentivize turning unused office space into homes.

Create an Urban Parks Strategy that optimizes existing green space and reveals gaps.

Establish a District Strategy for designation, design, and promotion for Downtown's Districts.

Revitalize Barrington Street.

Increase investment in public safety initiatives.

HARBOUR 365

Downtown Halifax maximizes its greatest asset year-round.

Improve the Dartmouth-Halifax ferry service by increasing frequency and making it free.

Establish George Street as Downtown's gateway to the water and enhance other key connection points.

Create an updated Harbour Plan that includes:

- · events
- · waterfront land use
- harbour islands access & activation
- · water transportation
- · placemaking
- · sea level rise mitigation

ENTERTAINMENT CENTRAL

Downtown Halifax is a nationally renowned destination for arts, culture, and entertainment.

Build new venues:

- · art gallery
- 1500+ seat performing arts centre
- permanent outdoor public event space

Create a year-round event strategy that includes attraction & retention, facilitation, and organization.

Designate a Cultural District.

MOVE SMART



Build a bus rapid transit (BRT) system that prioritizes the Downtown lines.

Invest in a high-frequency Downtown connector loop.

Prioritize pedestrian-first design on all streets, including crosswalks, sidewalks, and directional signage.

Establish a complete network of protected bike lanes.

Create a connected hub for bikes, ferries, and buses.

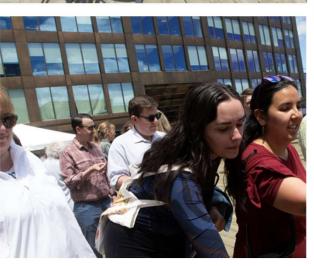
Learn more and download the full report here:

downtownhalifax.ca/vision2030





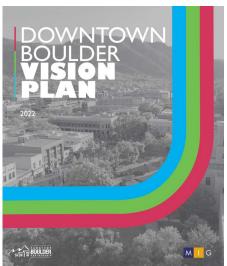




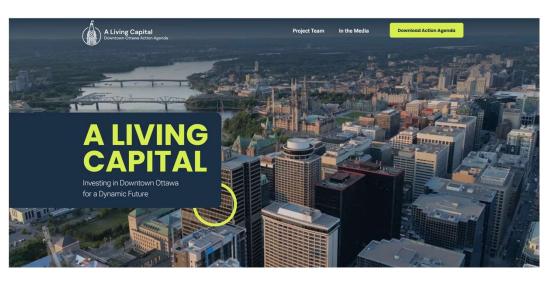


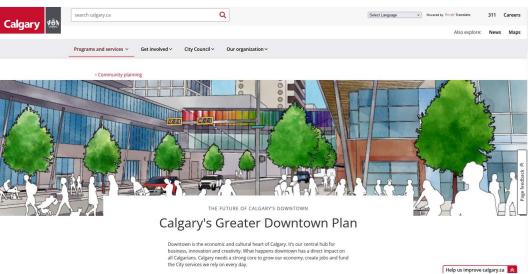














Capital Ideas

Leveraging Urban Investment for Regional Prosperity

Halifax Regional Municipality June 11, 2010

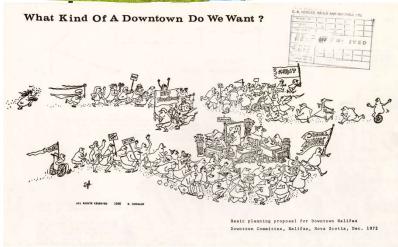


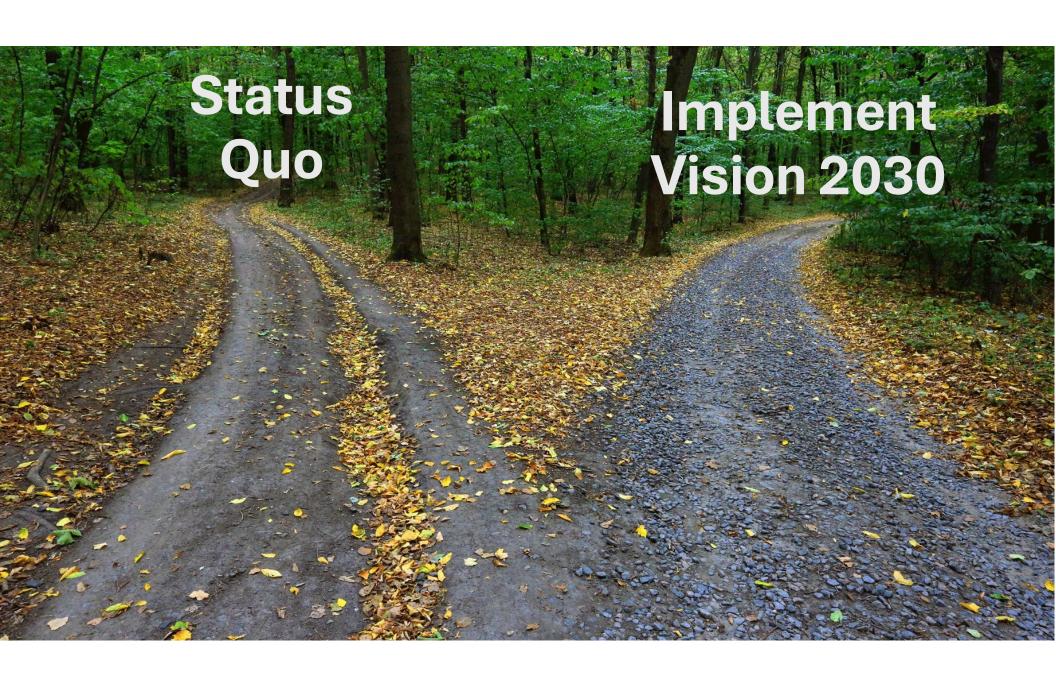


GREAT EXPECTATIONS

HRM by Design is on the cusp of unveiling its vision to turn Halifax into a world-class city. In the first of a five-part series, reporter Rachel Mendleson explores the impact the urban redesign will have on our future. See pages 6, 7







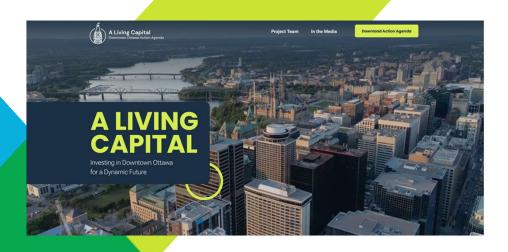
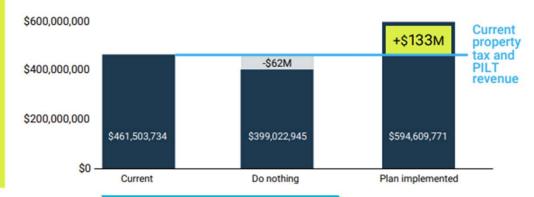


FIGURE 1

Comparison between 'Do nothing' and 'Plan implementation' scenarios, based on annual property tax and PILT revenue



The significant benefits of a 'do something' scenario: return-on-investment

Investing in Downtown Ottawa will generate extraordinary economic benefits including increased local spend and new property tax revenue.

Return on Investment: high-level summary²

- Addition of 40,000 residents yielding \$120 million annually in new residential property taxes and \$778 million in annual local spend
- Addition of 1 million new tourists drawn to Downtown's new amenities, public realm improvements and programming, adding an \$80 million increase in annual spend downtown
- Attract 50,000 jobs yielding \$340 million in annual spend by employees, \$18 million in new commercial property taxes
- Addition of people leading to 15,000-20,000 new transit riders
- In total, achieving these goals will result in an annual revenue increase of \$1.2B in new local spend and more than \$133M in annual property tax or more than \$1.3B

Key to this analysis is the fact that bringing more residential units and residents to Downtown will generate a higher return than simply absorbing the current office stock in a 'return-to-normal' scenario.



Investing in Downtown Ottawa will generate extraordinary economic benefits totalling more than \$1.3B annually.



HRM COUNCIL AND CHIEF ADMINISTRATIVE OFFICER

Vision Champion (optional)

ΗΛLIFΛX

WORKING GROUPS

HRM DT VISION STAFF

Management,
Administration, Research
Contributed staffing from other
depts/stakeholders

ADVISORY COMMITTEE

ACOA

NS Growth & Development Halifax Partnership Downtown Halifax BID Build NS, Link NS Port of Halifax Events East



STEWARDSHIP ORGANIZATIONAL CHART

EVERYBODY'S NEIGHBOUR HOOD	HARBOUR 365	ENTERTAINMENT CENTRAL	MOVE SMART
PARTICIPANTS	PARTICIPANTS	PARTICIPANTS	PARTICIPANTS
TBD	TBD	TBD	TBD
(ie Dal Planning, urban developers, DHBC, Our HRM Alliance, resident associations)	(ie, Build NS, NS Dept of CCHT Port Authority, DHBC, HRM Civic Events, Event organizers)	(ie, Neptune Theatre, Symphony NS, AGNS, art advocates, Sonic Entertainment, Restaurant Association(s), Events East, Discover Halifax	(ie, It's More Than Buses, Dal Planning, Our HRM Alliance, DHBC, Halifax Harbour Bridges, Link NS





HRM Council direct the CAO to assign staff to develop a Downtown Vision implementation plan, recommendations, reporting structure, etc.

