



Gathering Place

Halifax Regional Event Strategy
2025 -2035



Process Timeline

January 2025

Project initiated

March 2025

Advisory Committee assembled

April – July 2025

Phase 1: Insights & Discovery

- 24 one-on-one meetings
- 4 workshops
- 11 focus groups
- 150+ participants

July – September 2025

Phase 2: Validation & Policy Direction

- 4 surveys; 317 responses
- 35+ direct reviewers

October 2025 – Today

Phase 3: Confirmation & Presentation



Core Feedback

Unclear roles and responsibilities

- Overlap and inconsistent understanding across organizations

Fragmented system and limited coordination

- Planning and decisions often occur in silos

Inconsistent and complex processes

- Permitting and approvals are difficult to navigate

Connection to community

- Need for stronger reflection of diverse communities across the region

System pressure and capacity constraints

- Rising costs, workforce fatigue, and volunteer decline

What the Strategy Does

What it is

- A shared 10-year direction for events in Halifax
- A framework for improving how the system operates
- A set of priorities to guide change over time
- A basis for more consistent, coordinated decisions

What it is not

- Not a list of specific events
- Not funding or approval decisions
- Not a one-time implementation plan
- Not a replacement for existing governance





Our Vision

Canada's
Favourite
Gathering
Place



Authenticity

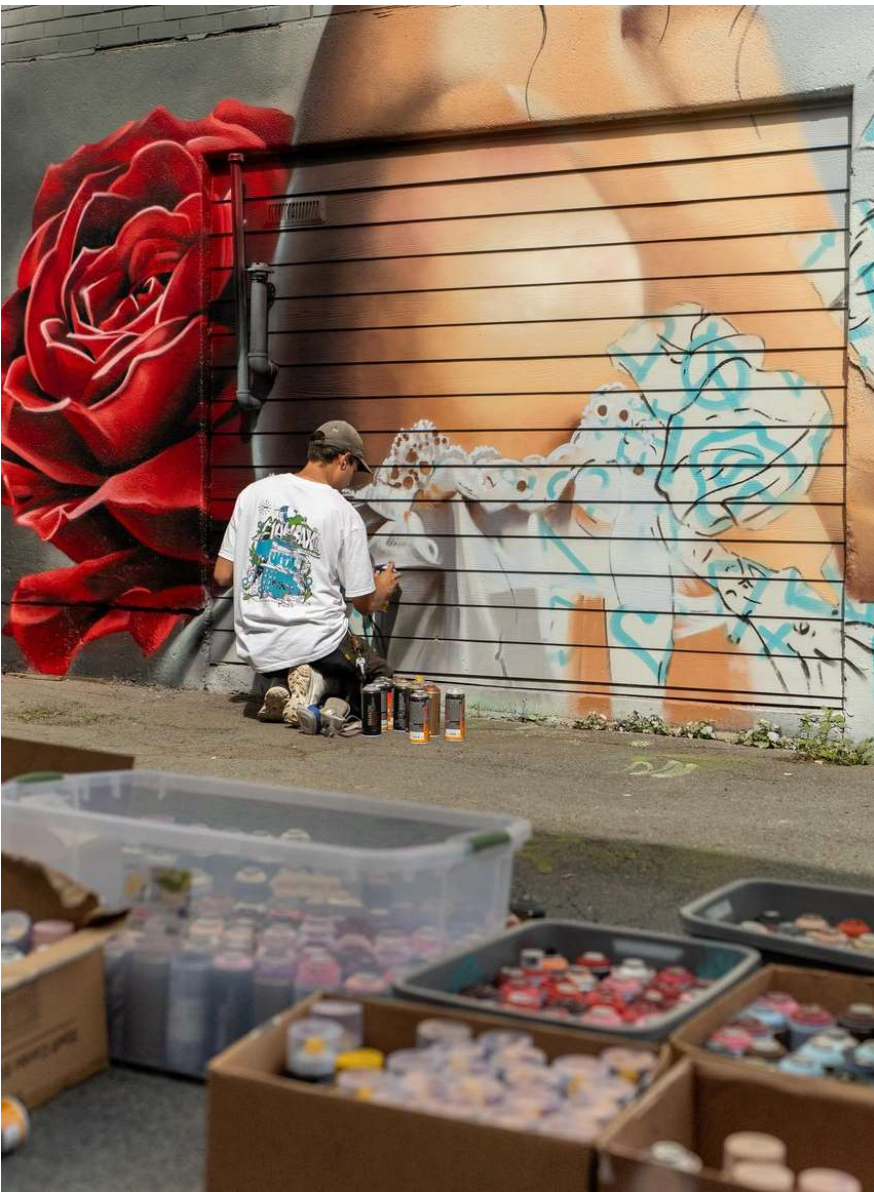
Supports events rooted in Halifax's landscapes, communities and culture – reflecting diverse voices, building local pride, and creating a strong sense of place for residents and visitors.

Assets

Improves the conditions that enable events, including infrastructure, processes, workforce, and volunteers – focusing on coordination, reducing barriers, and supporting delivery.

Alignment

Clarifies roles and strengthens collaboration across partners – establishing shared planning structures to support coordinated decision-making and consistent delivery.



How the Strategy is Advanced

Strategic Priorities

- 15 priorities across three pillars
- Define key areas of focus and change

Action Plan

- Annual plans set specific actions
- Focus set of priorities each year
- Updated to reflect current conditions

Ongoing Feedback

- New industry advisory group provides input
- Annual forum supports sector-wide dialogue

Review & Update

- Formal review and refresh at five years

Alignment with Council Priorities

EP-04 - Economic Participation

- Events generate local economic activity and business opportunities.

EP-05 - Attract, Retain & Grow Talent

- Major and cultural events enhance Halifax's profile and attract visitors, talent, and investment.

SC-04 - Social Connection

- Events provide shared community spaces and strengthen social cohesion.

SC-05 - Equitable Access

- Events prioritize inclusion, accessibility, and representation across communities.

RA-06 – Partnerships

- Events are delivered through collaborative partnerships with municipal, provincial, and community stakeholders.





What success looks like by 2035.

- A year-round balanced event calendar across seasons and communities
- Events that reflect Halifax's people, culture, and places
- Stronger visitor demand driven by events
- Events contributing to regional goals
- A shared direction across partners and organizations



Thank you

Thank you to all who contributed input and feedback throughout the development of this strategy.