



**Community Partnerships For Economic Growth  
Presented to :  
New England – Atlantic Canada Trade & Growth  
Corridor Forum**

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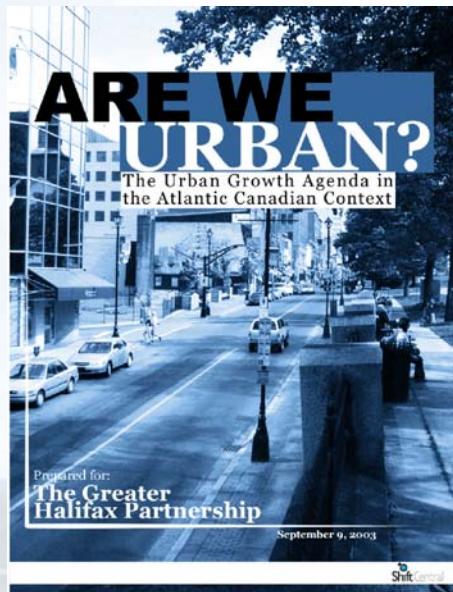
## Goal

- **Greater understanding of the power and potential of communities working together on common economic challenges....and...**
- **Clear description of how this is happening in Atlantic Canada**

# Greater Halifax Partnership

- Urban growth agenda
- Regional partnership
  - Atlantica Growth Network
  - Halifax – Moncton Growth Corridor

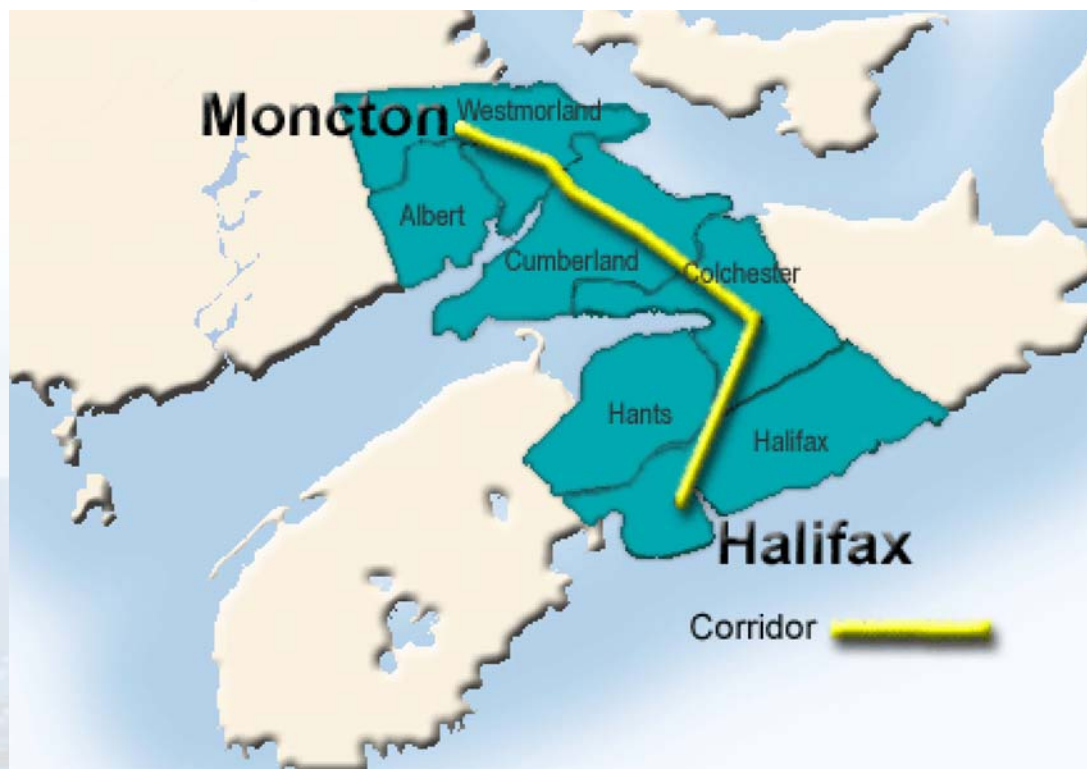
Atlantica  
Growth Network



Halifax - Moncton  
Growth Corridor

# Halifax - Moncton

## *Growth Corridor*



## What is the Corridor?

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- **A geographic space**
- **A business space**
- **A cluster of interdependent communities**
- **A linked economy**
- **An opportunity**
  
- **connected communities, building on common assets, focused on growth**

## Halifax-Moncton Growth Corridor

- **Geographic region anchored by Halifax and Moncton**
  - **Population base of 630,000**
  - **Connected by four-lane highway, rail and air**
  - **Twelve communities**
  - **Eight economic development organizations**
  - **Cooperative and integrated approach to problem solving**
  - **New model for economic growth in Canada**
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- A faint, light-colored background image of a city skyline, likely Halifax, is visible behind the text. The skyline includes several tall buildings and a body of water in the foreground.

## North American best practices

- **Canada's Technology Triangle**
- **Ontario East Economic Corridor**
- **Florida High-Tech Corridor**
- **Hartford-Springfield Economic Partnership**
- **Buffalo-Niagara Partnership**
- **Cincinnati USA**
  
- **Working together conveys competitive advantage**

## Asset Mapping

- **Geographic interdependence**
- **People assets**
  - **41,000 people since 1988**
- **Educational assets**
  - **60,000 students in 50 institutions**
- **Labour market mobility**
- **Professional and technical support**
- **Transportation assets**
- **600 Tourism assets**

## Success to date

- **3 million positive impressions**
- **Positive media stories**
  - **“Old rivals find strength in unity”**
  - **“Colchester poised for corridor business drive”**
  - **“Building a road to prosperity”**
  - **“Growth corridor about ‘changing our behaviours’”**

### Rivals Halifax, Moncton to be partners

#### Alliance will seek business development

BY KEVIN COX, HALIFAX

After decades of trying to outbid each other to attract businesses, Halifax and Moncton have set up an economic development partnership.

Politicians and business representatives in both centres yesterday launched the Halifax-Moncton growth corridor -- an alliance they say will enable them to promote the assets of a region spanning parts of Nova Scotia and New Brunswick

that has been hit by population declines and limited economic growth.

The move links the efforts of the Greater Halifax Partnership and the Greater Moncton Economic Commission to attract business development to the two centres, which have a combined population of more than 500,000.

Halifax and Moncton have been involved in intense and secretive bidding wars in recent years as they vied to become the Maritimes centre for information technology and call centres.

The two regions will continue to compete for businesses, but they are going to share information and look for ways that growth can bene-

fit both regions. Stephen Dempsey, president of the Greater Halifax Partnership, said in an interview.

"This doesn't end competition, but it levels the playing field," Mr. Dempsey said.

"When companies come in and expect they can trade (one) community off against another, we are going to make sure that doesn't

happen any longer."

The first task of the newly linked regions will be to identify the economic assets located in the 250-kilometre corridor between Halifax and Moncton.

Along that corridor are 19 industrial parks, two major airports, natural gas pipeline and Halifax large container port.

## **Success to date** (cont'd)

- **Attention from national business and government**
- **International attention**
- **Joint initiatives**
  - **Trade and Commerce Magazine supplement**
  - **Bilateral efforts**
  - **Information sharing**
  - **Research – asset mapping**

## Reasons to work together

- **Opportunities for growth come through cooperation**
- **Joint approaches to common challenges**
- **Economic development and business growth ignore borders**
- **New ways of thinking are required**
- **Urban and rural communities are linked**
- **The Corridor will allow for more leverage and efficiency**
- **Size matters**
- **The Corridor builds on solid brand equity**
- **Corridor success will lead other communities to collaborative approaches to economic development**
- **The Corridor builds on the new urban growth agenda**

## Two Possible Futures

**Fight over the  
crumbs**

**Focus on our  
differences**

**Fade away**

**Compete**

**Focus on past  
wrongs**

**Grow the pie**

**Solve common  
problems**

**Raise our profile**

**Collaborate**

**Focus on future  
opportunity**

## What Have We Learned

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- **Urban and rural economies are linked in Atlantic Canada**
- **Our willingness to work together on economic challenges is a competitive advantage**
- **Potential for broader application...linked corridors**
- **HMGC, a new growth option for Canada**