



Greater Halifax The Case For Future Growth

February 12, 2007



7-year Economic Overview

	1998	2005	Trend
Population	359,235	380,800	↑
Employment ('000)	171.7	204.3	↑
Inflation Rate	0.7%	2.8%	↑
Building Permits (\$ millions)	239.5	579.6	↑
Housing Starts	1,700	2,451	↑
New housing price index	108.0	125.0	↑
Retail Sales	3,687	5,415	↑
University enrolment	24,500	30,436	↑

Source: Statistics Canada, CMHC, AAU

Strategies FOR Success

Halifax Regional Municipality's Economic Development Strategy 2005-2010

HALIFAX
REGIONAL MUNICIPALITY

Community Partnership



Creative Community



People

*“Don’t Take Growth
For Granted”*

Strategic Goals

- **Supercharge our labour force**
 - **Create a creative community**
 - **Build awareness and business confidence**
 - **Growth through partnerships**
 - **Create the best business climate**
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- A faded, light-colored background image of a city skyline with various skyscrapers and buildings, positioned behind the text.

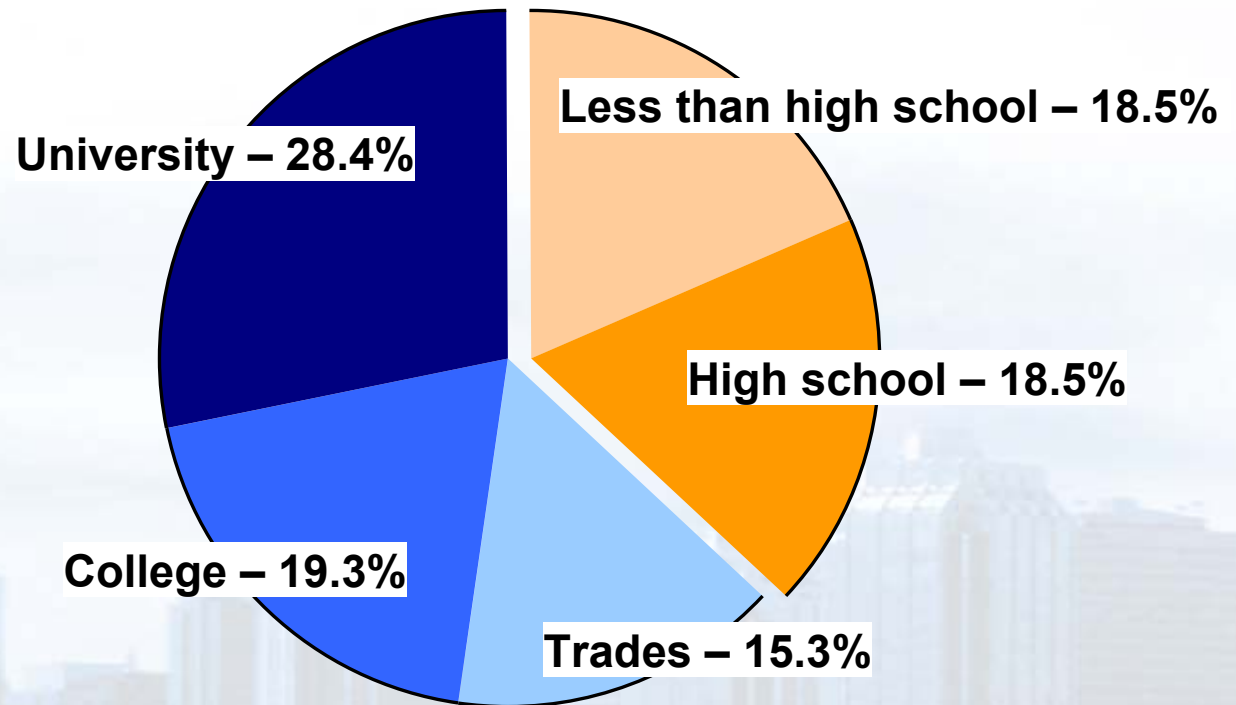
People



Education attainment

Halifax, 2001

63% of the population of Halifax have trade, college or university qualifications – **the highest in Canada.**

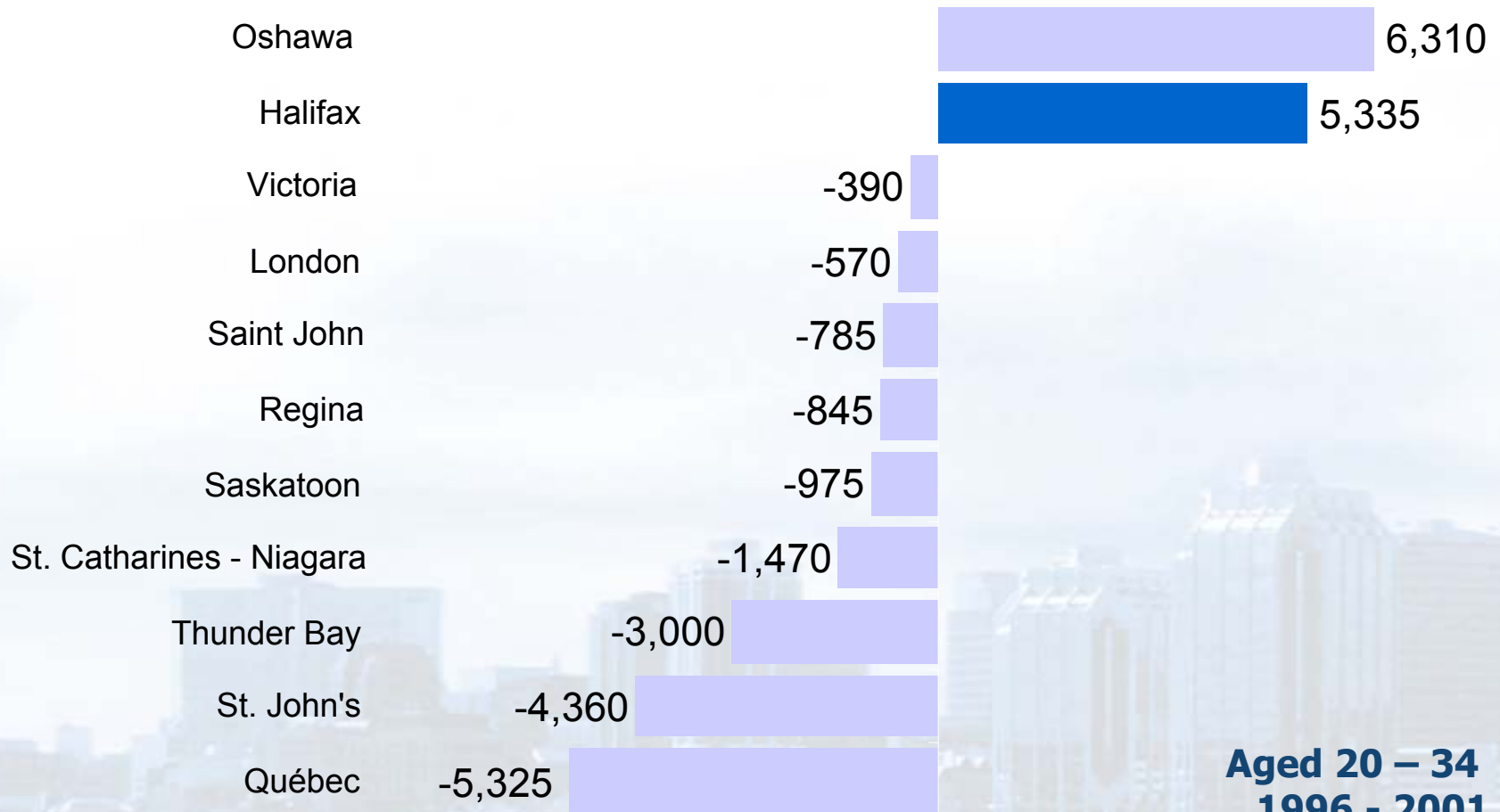


Educational assets

- **Six degree granting universities**
- **Three community college campuses**
- **20+ private career colleges**
- **40,000+ post secondary**



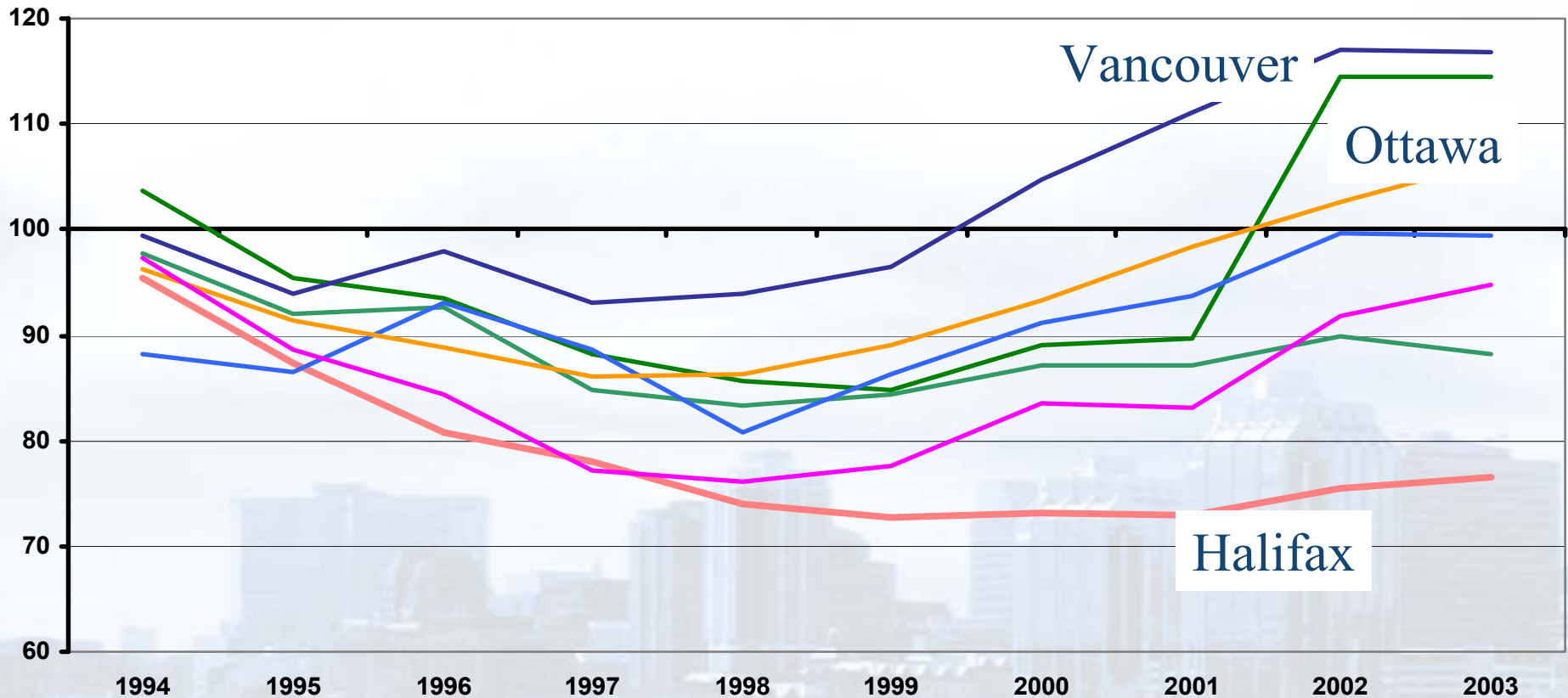
Net youth migration



**Aged 20 – 34
1996 - 2001**

Government Jobs

— St. John's — Halifax — London — Regina
— Ottawa — Toronto — Vancouver



Evolving Industry Structure

Employment
Growth

Low Growth

<p>High Profile Sector Low wages High growth</p>	<p>High Impact Sector High wages High growth</p>
<p>Stagnant Sector Low Wages Low Growth</p>	<p>Declining Sector High wages Low growth</p>

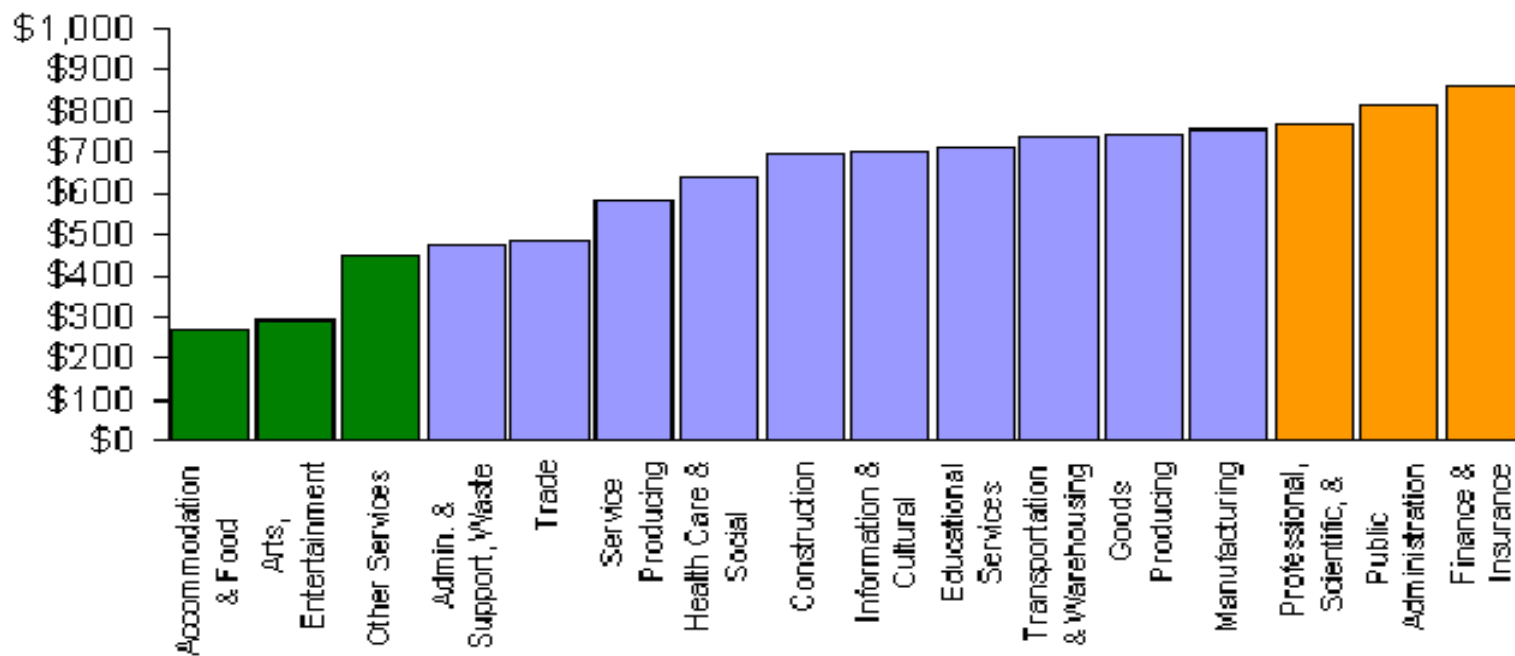
Low Wage

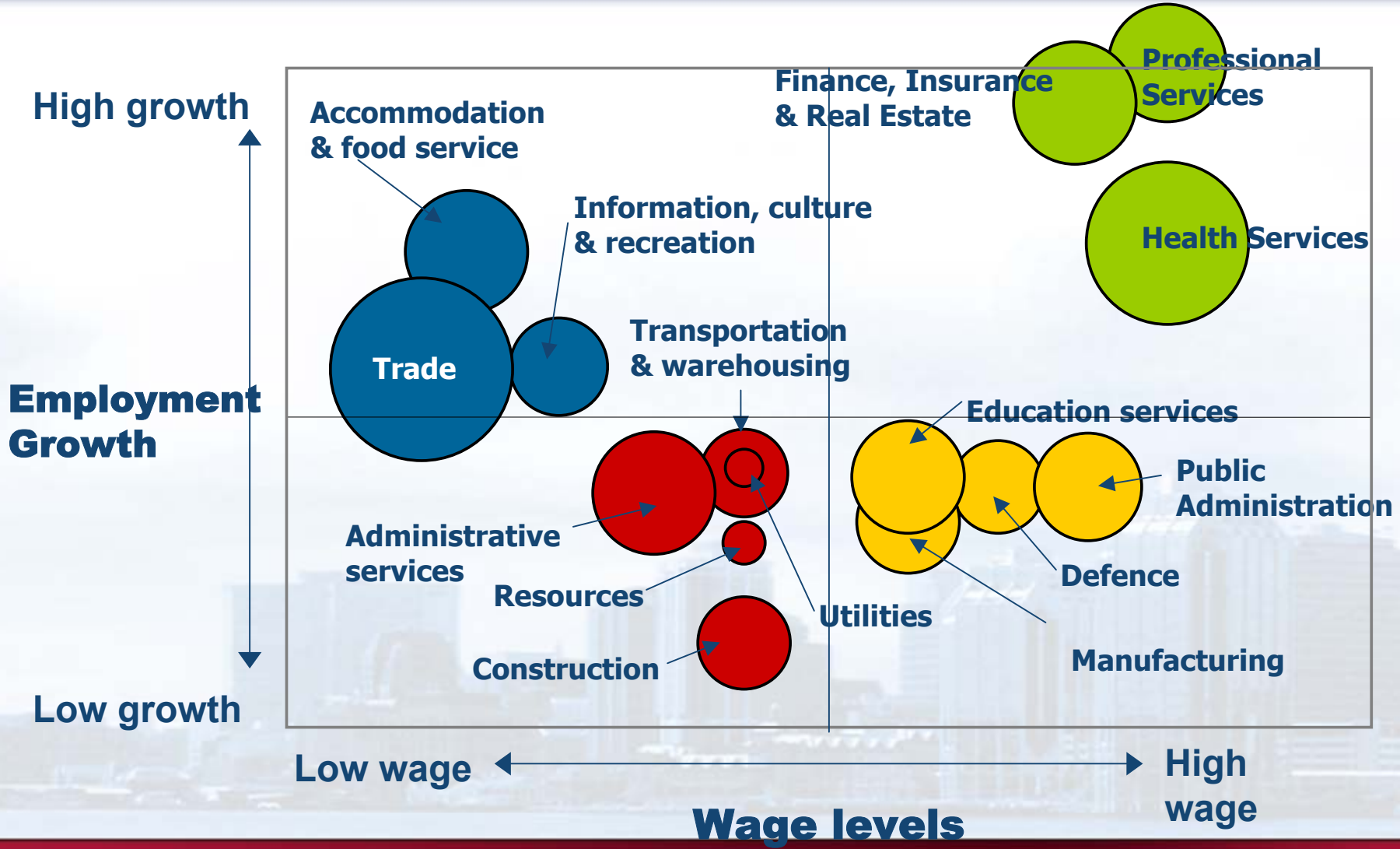
High Wage

Wage Levels

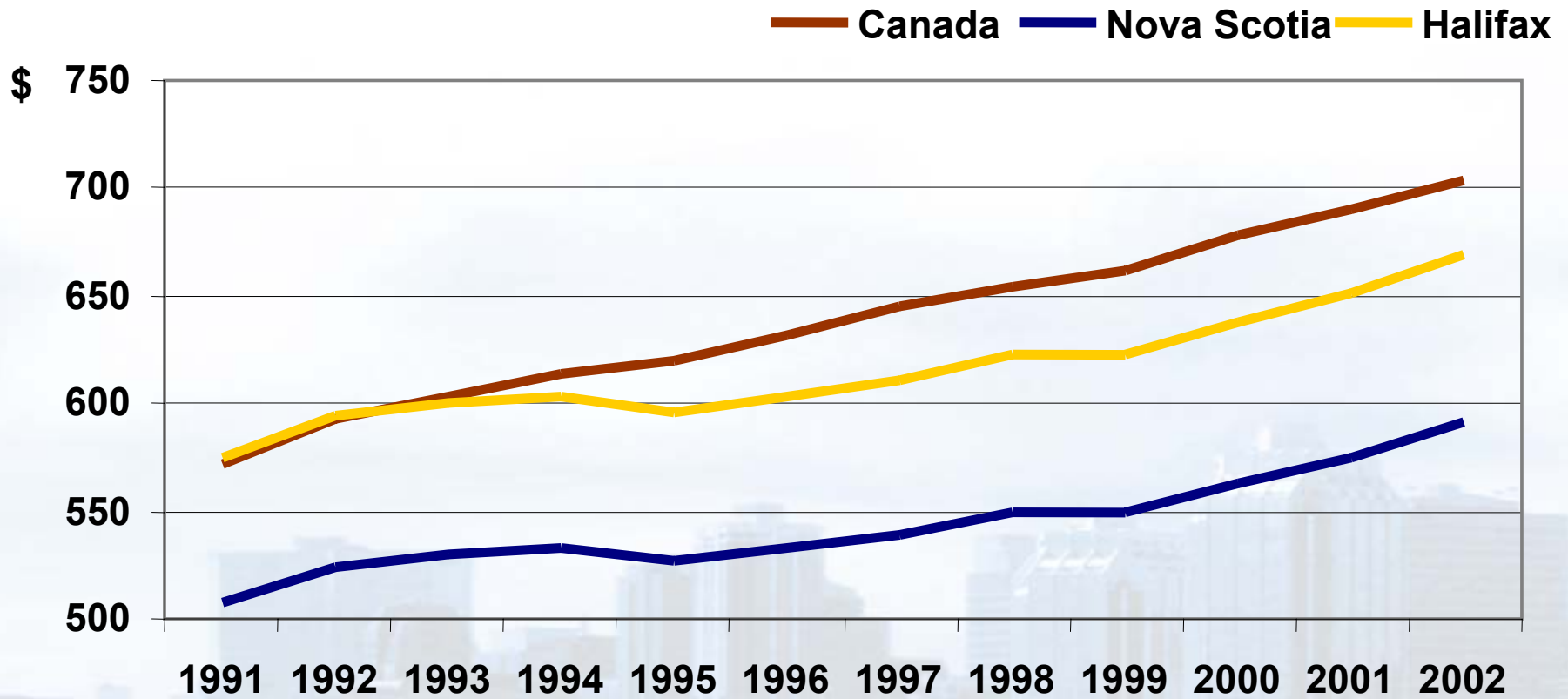
Focus On High Wage Growth

Nova Scotia Average Weekly Earnings by Industry, 2000
(All Employees)





Average weekly wages, 1991 - 2002

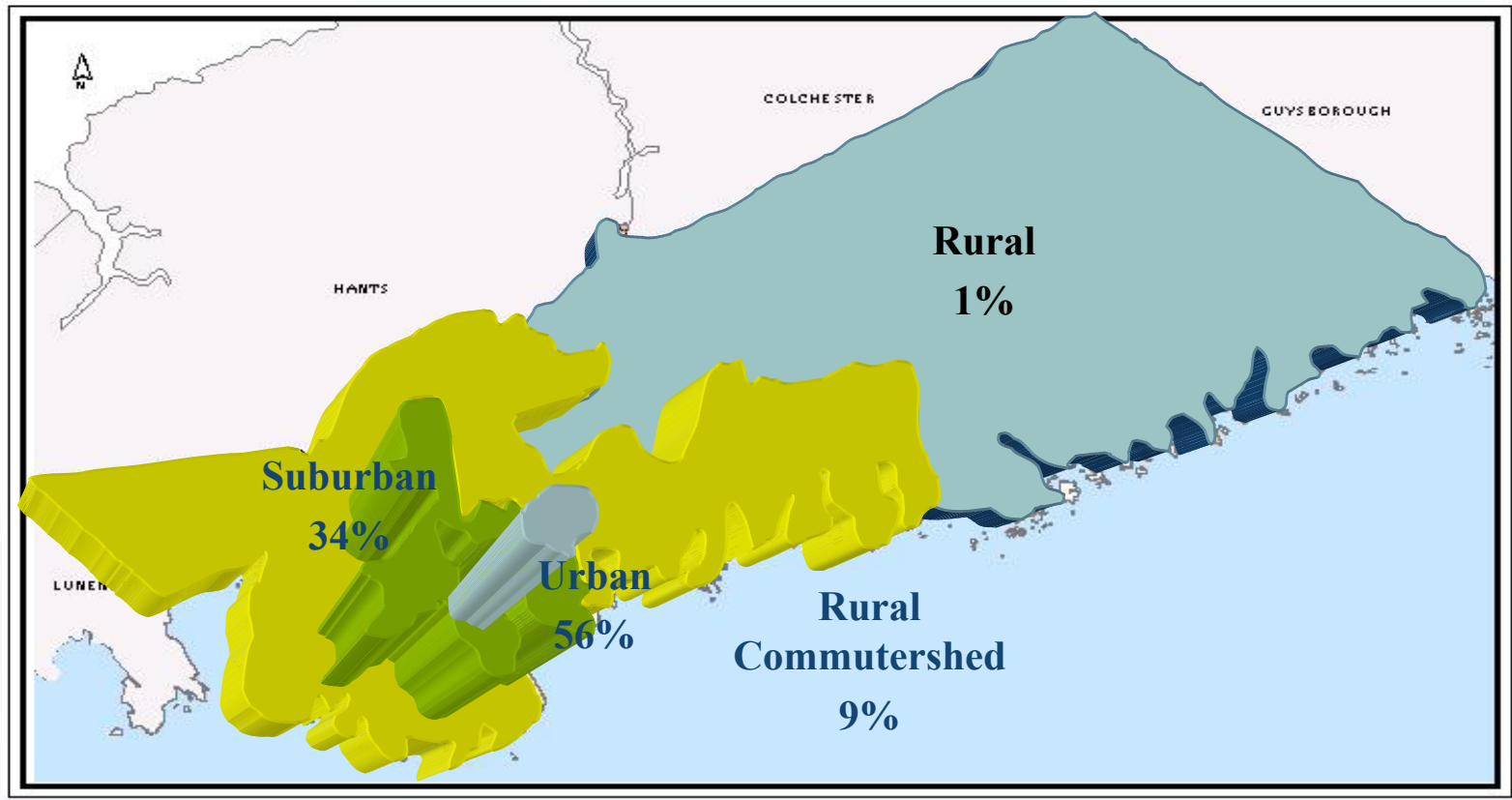


Source: Statistics Canada, Labour Force Survey

Creative Community

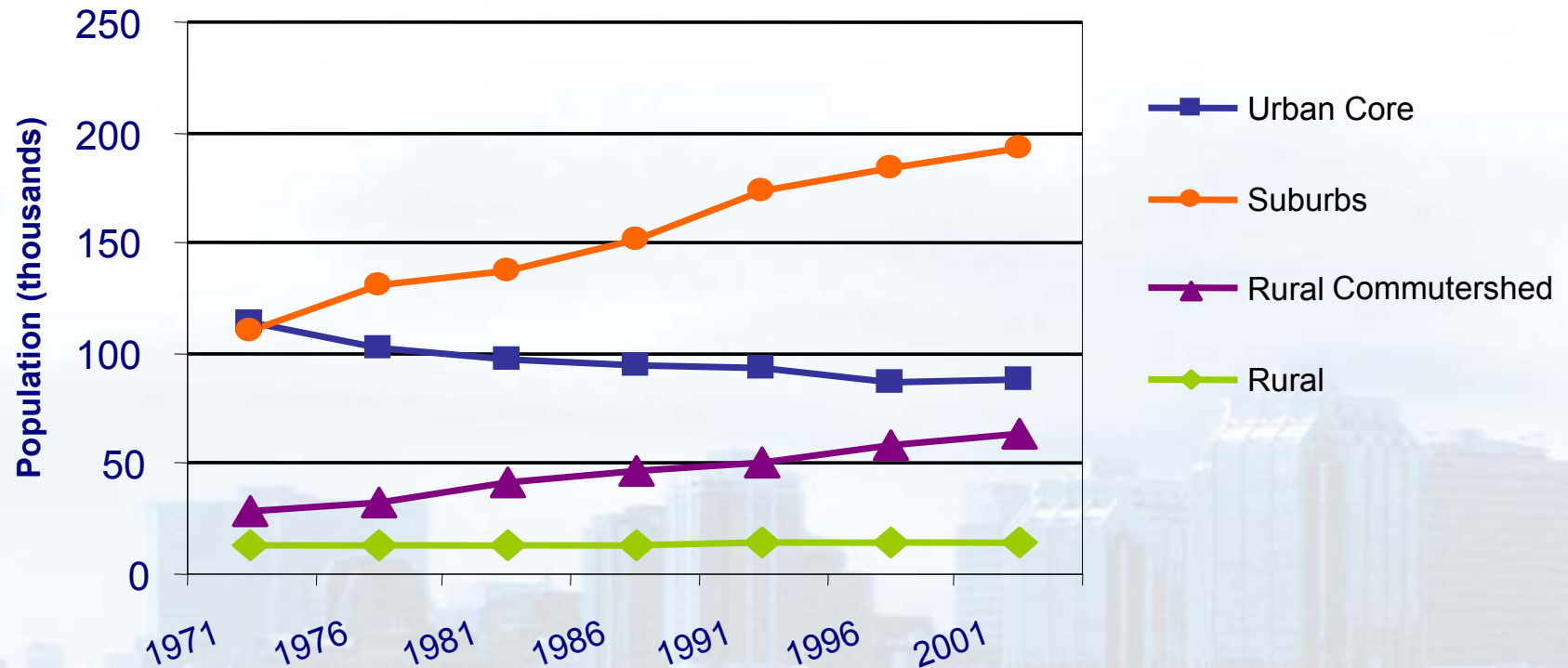


Employment Concentrations



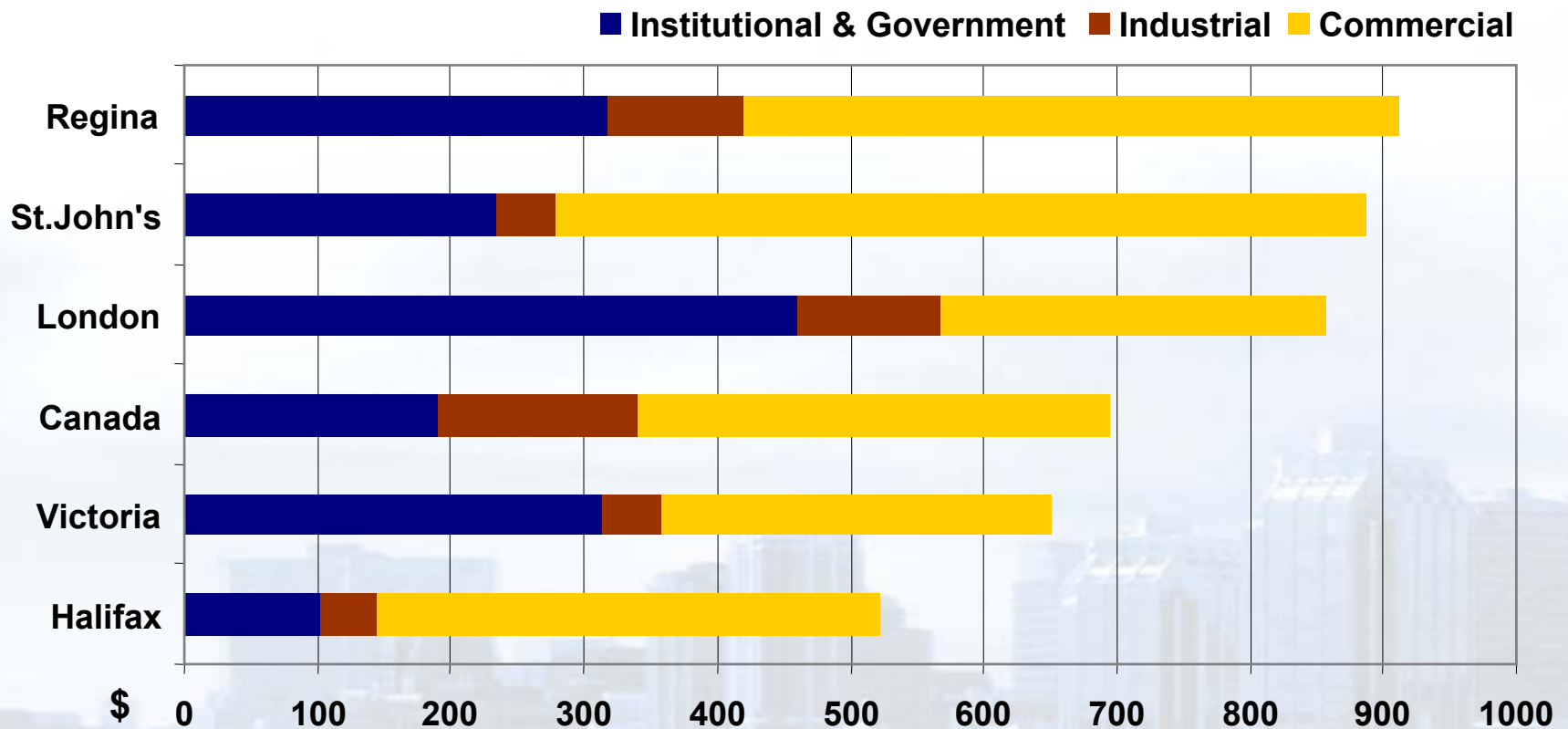
Historical Trends

Population by subregion (1971-2001)



Per capita investment

Non-residential construction (three year average)



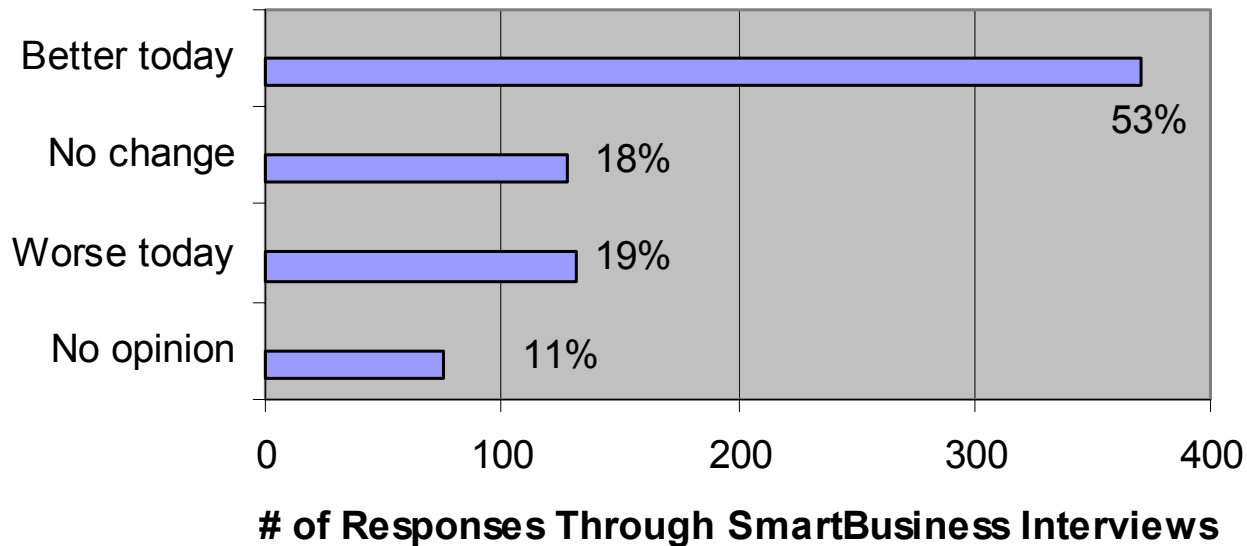
Source: Statistics Canada, Non-residential construction

Awareness and Attitude

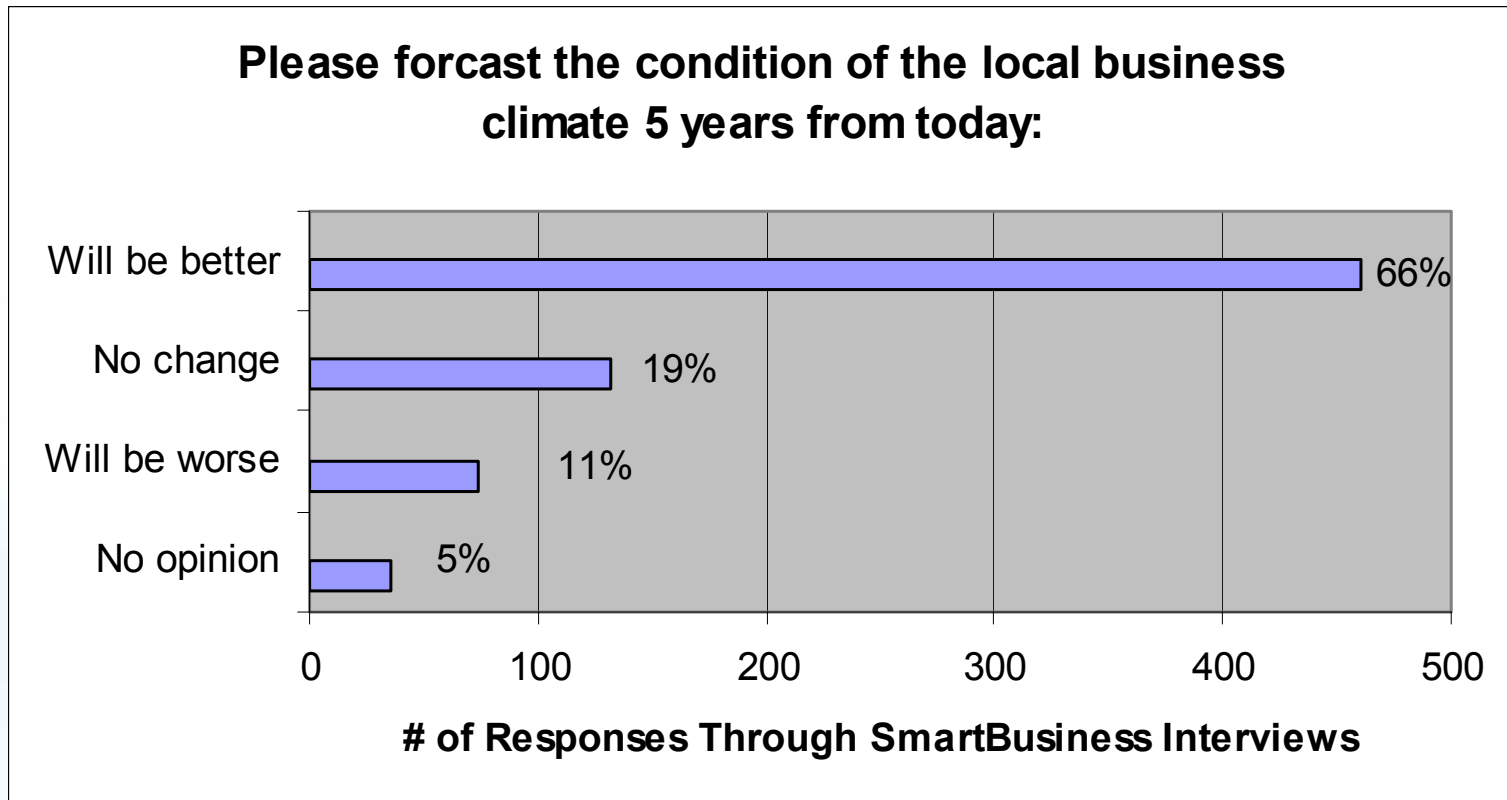


Business Attitude

Please compare the local business climate today versus
5 years ago:



Business Attitude



Evidence of Success

Local Business Confidence

- **Most positive business attitude in Atlantic Canada – Canadian Federation of Independent Business**
- **Halifax businesses are among the most optimistic in the country when it comes to hiring new employees – Manpower Inc.**

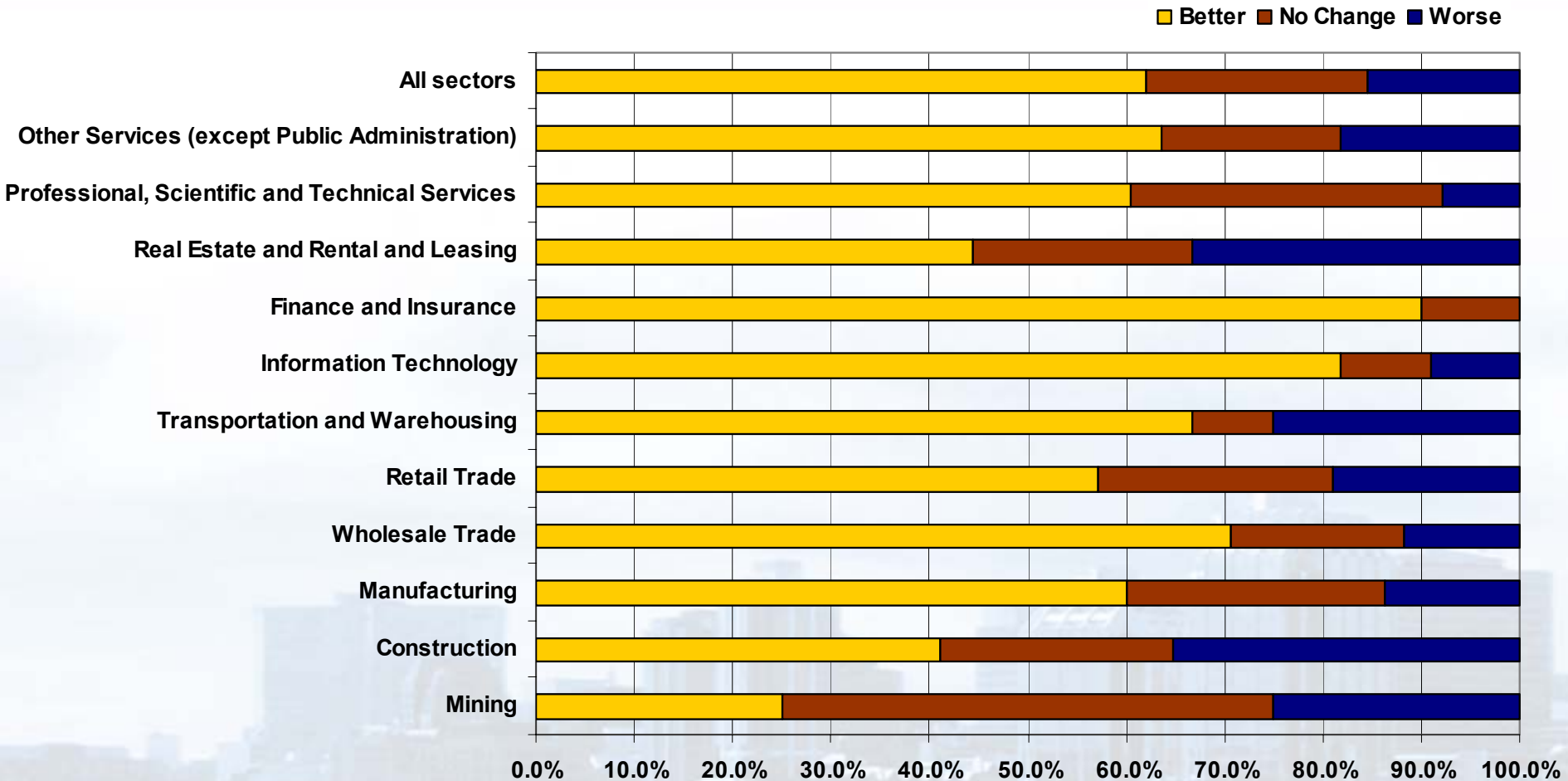
National and International Recognition

- **Competitive Alternatives 2006 – Halifax ranked as the most cost competitive mid-sized city in North America – KPMG and MMK Consulting**
- **Top ten cities in Canada survey – Halifax ranked 4th – Canadian Broadcasting Corporation**
- **Best places in Canada to do business – Halifax ranked 2nd among Canada's largest cities, and 6th overall – Report on Business**

Business Climate



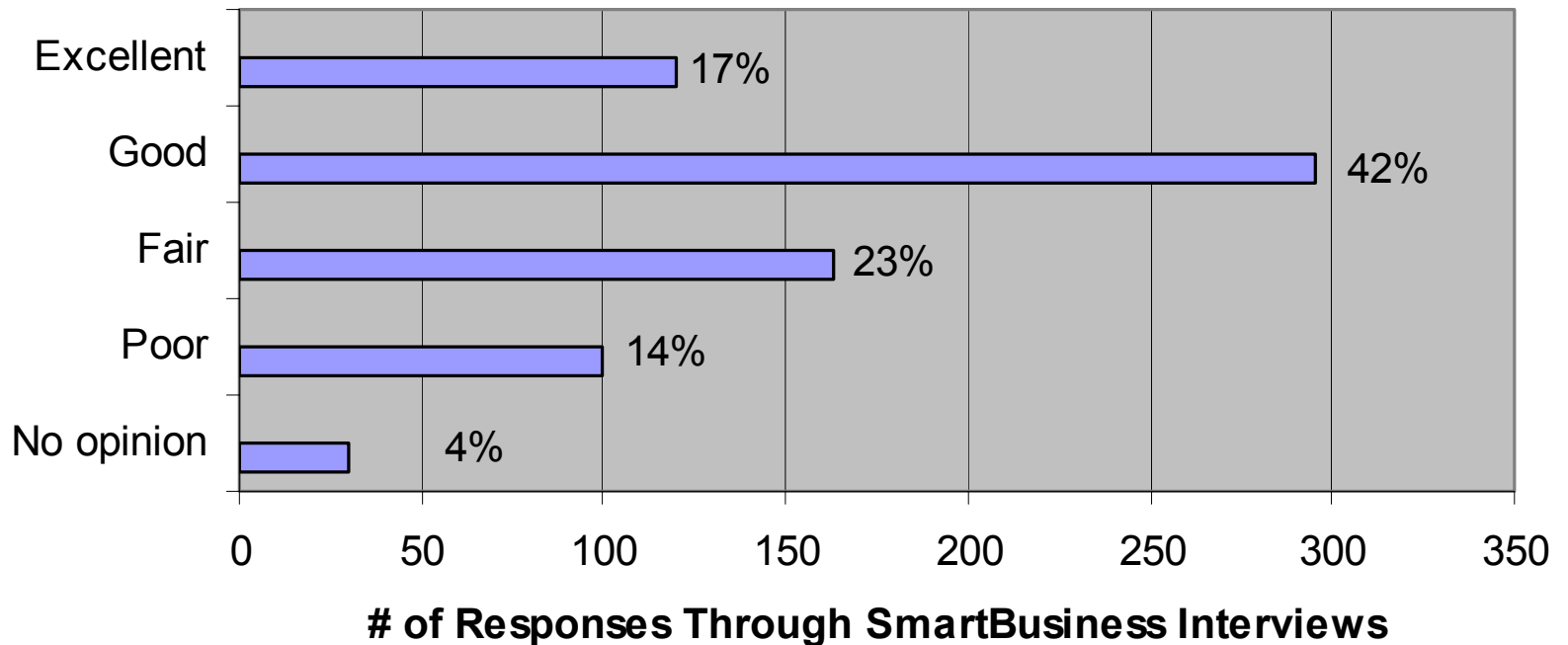
Overall future business climate



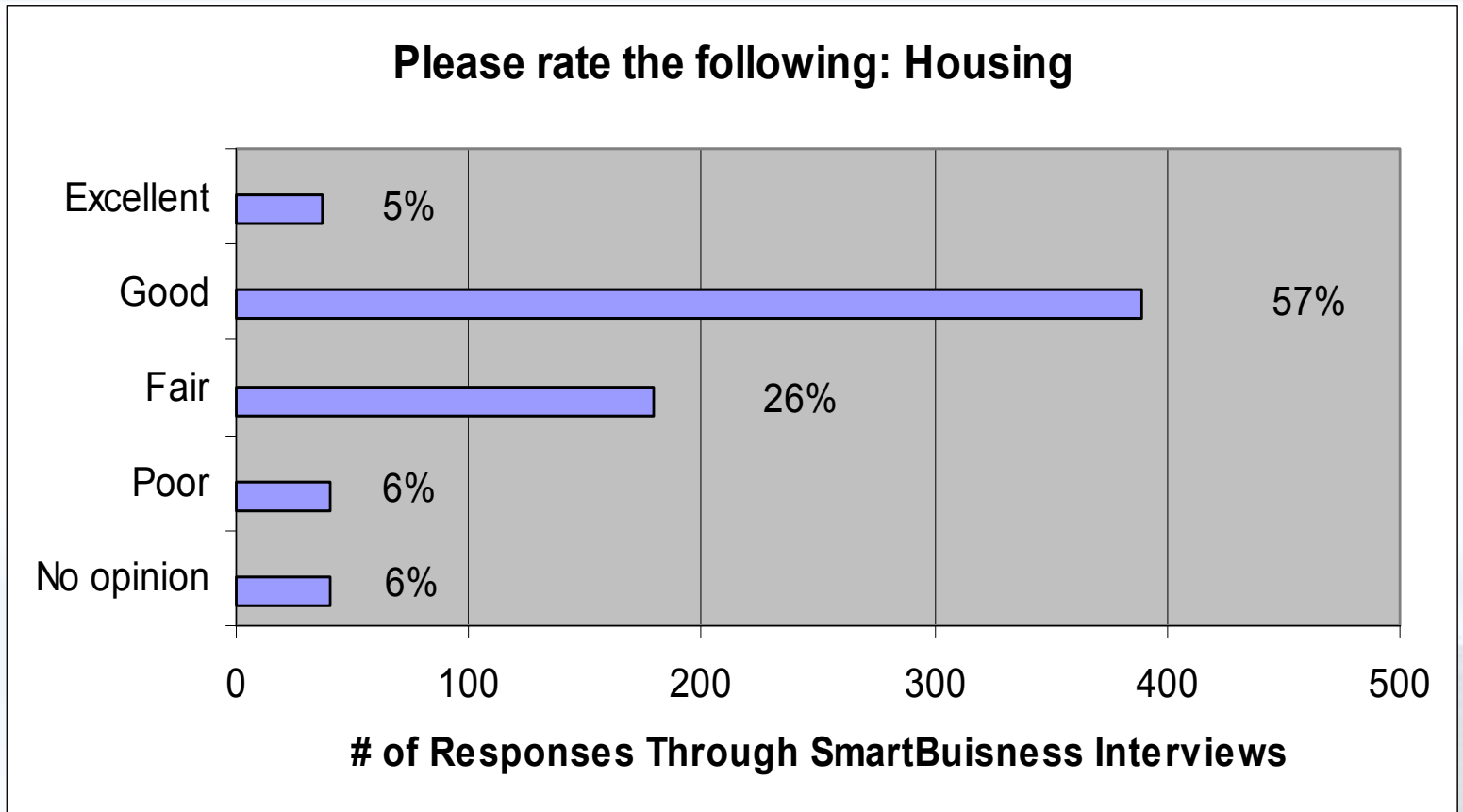
Source: Greater Halifax Partnership, SmartBusiness

Business Climate

Please rate the following: Workforce quality



Business Climate



Buying Power \$200,000

Toronto



Calgary



Vancouver



Halifax



Growth Through Partnerships



Benefits of the Partnership Model

- **Partnerships**

- **Common Vision and Common Objectives**
- **Public Private Partnership**
- **Alignment of Strategic Intent**



Our Activities - Partnerships

Strategic Local Partnerships

- Halifax Regional Municipality
- Halifax Chamber of Commerce
- Nova Scotia Business Inc.
- Black Business Initiative
- Atlantic Canada Opportunities Agency
- Nova Scotia Office of Economic Development
- Halifax Port Authority
- Halifax International Airport
- Destination Halifax
- Halifax Gateway Council
- Nova Scotia Department of Education
- Service Canada

Strategic Alliances

- Greater Houston Partnership
- Greater Washington Partnership
- Tourism and Industry Development Company of Trinidad & Tobago
- World Energy Cities Partnership



The Economic “Perfect Storm”

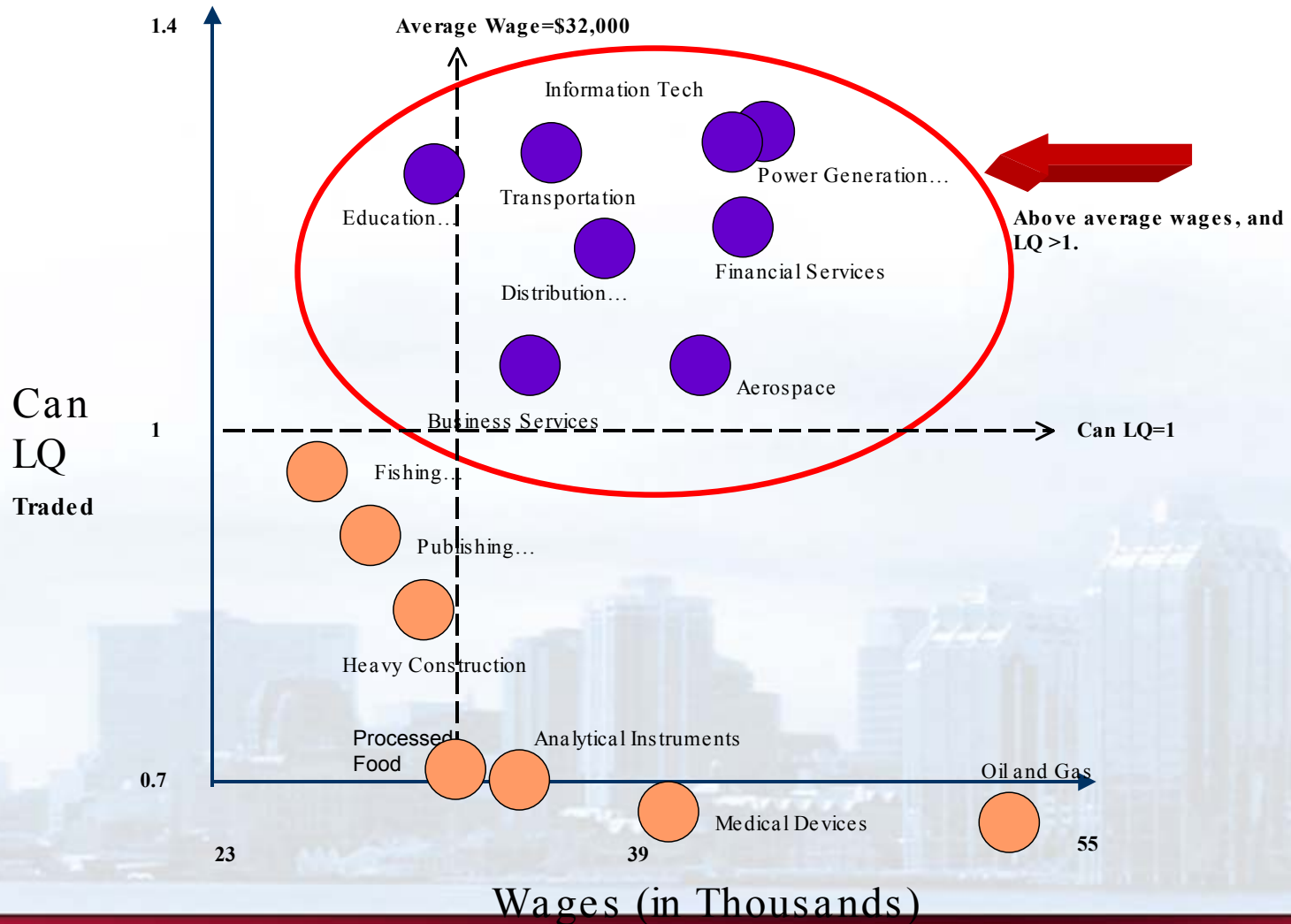
- The right industry focus

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- Smart people
- Creative community attracting those smart people
- Positive business attitude
- Competitive business climate
- A partnership approach

= Growth

Location Quotients By Industry



Recent Inward Investment

OLYMPIA  CAPITAL
INTERNATIONAL

Butterfield Bank 

 UNITED



MARSH

CITCO


wellness through innovation

W C M™ WestEnd Capital Management





Greater Halifax Growth Funnel – December 2006

	Inward Investment	SmartBusiness Initiative	2006 Total
Requests for Information and SmartBusiness Consultations	175	252	427
Qualified Contacts and SmartBusiness Referrals	34	239	273
Negotiations and Direct Interventions	17	151	168
New Investments and Expansions	8	18	26
Jobs Retained and Created	1530	515	2045



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