

News Release

Council Endorses Regional Economic Strategy

(March 22, 2011) – The new economic strategy for the municipality was endorsed by Regional Council this afternoon. “A GREATER Halifax – the 2011-16 Economic Strategy for Halifax” lays out a five-year plan to help grow the economy of Halifax and the region. It is an evolution of the previous Economic Strategy that applied to early 2011.

The Strategy puts forward five strategic goals to promote a positive business climate, nurture talent, build a vibrant regional centre, create a unique international brand and maximize growth opportunities. These goals flow from the Strategy’s Vision: “As the economic engine for the region, Halifax is a truly international city where people learn, work, easily start and grow a business, capitalize on ideas and live within a diverse, vibrant and sustainable community.”

A GREATER Halifax sets out clear implementation and monitoring tools and places an emphasis on ensuring alignment. Mayor Peter Kelly noted that the Project Steering Committee had direct input from business, government, not-for-profit organizations, post-secondary institutions and the community-at-large.

“The new strategy accurately reflects our collective economic vision for the municipality and the region,” said Mayor Kelly. “This gives us a solid resource with which to make HRM an even better place to live and work.”

The economic strategy was prepared in concert with HRM’s Corporate Plan for this year. It aligns HRM’s corporate goals with those of the economic strategy, therefore increasing opportunities for implementation.

"Now that Council has endorsed A GREATER Halifax, I am excited about quickly moving forward with our partners to launch the Strategy and begin implementation," said Paul Kent, President and CEO, Greater Halifax Partnership. He added, "I hope that we will be able to maintain the significant volunteer commitment and engagement we saw when developing the Strategy."

The Council report and the final draft of the plan can be viewed at <http://halifax.ca/council/agendasc/110322rc-agenda.html>

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CONTACT:

Mayor Peter Kelly
HRM
490-4010

Jonathan Wilkie
Greater Halifax Partnership
490-5994