

2023-2026 STRATEGIC PLAN



MISSION

To passionately pursue a more prosperous and vibrant Downtown.

VISION

Canada's Favourite Downtown.

VALUES

Agility, Community, Data Driven, Inclusion, Diversity, Equity & Accessibility (IDEA), Leadership, Professional Relationships.

STRATEGIES

Advocacy
Partnerships
Placemaking
Promotion



ATTRACT PEOPLE

TARGET:

By 2026, Downtown Halifax's annual visitation will exceed 14.5M; the residential population will be 22K with an employee base of 20K.



INCREASE SALES

TARGET:

By 2026, Downtown Halifax's ground floor sales will be \$430M and ground floor vacancy will be under 10%.



INCITE INVESTMENT

TARGET:

By 2026, significant progress will be made on 30 new Downtown Halifax projects, there will be 1K new residential units, and HRM will have committed to a significant streetscape project.