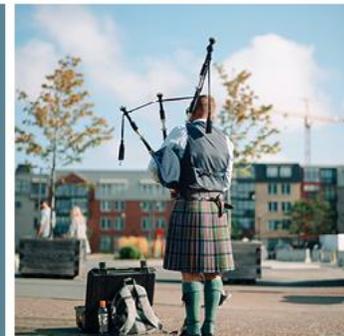


**HALIFAX
INTEGRATED
TOURISM
MASTER PLAN**

**YEAR TWO
PROGRESS REPORT**



MASTER PLAN FRAMEWORK

Working together, the Halifax region will harness our local culture to build and promote a model, sustainable tourism destination. By remaining authentic to our heritage and Halifax's distinct vibe, diversity, creativity, and talent, we will share our unique communities and a quality of life that is deeply connected to our ocean advantage.



VISION

TO BE WIDELY RECOGNIZED AS
THE FAVOURITE CITY IN CANADA.

GOALS



GROW TOURISM
REVENUES



ENRICH THE LIVES
OF RESIDENTS



GROW TOURISM
EMPLOYMENT



ALIGN WITH
RELATED STRATEGIES

STRATEGIC THEMES



BUILD AND
ENHANCE HALIFAX'S
KEY DEMAND
GENERATORS



ATTRACT HIGHEST
YIELD AND GROWTH
MARKETS



MAKE IT EASY
TO GET HERE
AND VISIT



BE VIBRANT
AND ALIVE, 365



DEVELOP
RESPONSIBLE
TOURISM



ESTABLISH, IDENTIFY,
AND APPOINT
TOURISM LEADERSHIP



Year Two Progress Report

How we got here

In 2021, the Integrated Tourism Master Plan (ITMP) was launched to anchor a framework and vision for tourism in Halifax, to shape economic growth, and to build a bright future and better communities for visitors and residents.

The goal was to lead with a community-first approach to maximize tourism benefits for the 210 communities in the Halifax Regional Municipality, to shine the spotlight on the diversity of the region.

It's not a plan for Discover Halifax alone, but a plan for all shareholders and stakeholders in tourism and their main beneficiaries - those who live and work in here.

And because no single organization can do this effectively on their own, the ITMP relies on the collective impact of combined efforts and resources of stakeholders.

Having reached the halfway mark, much work has been accomplished on many of the 28 initiatives, and some have been seen through to fruition.

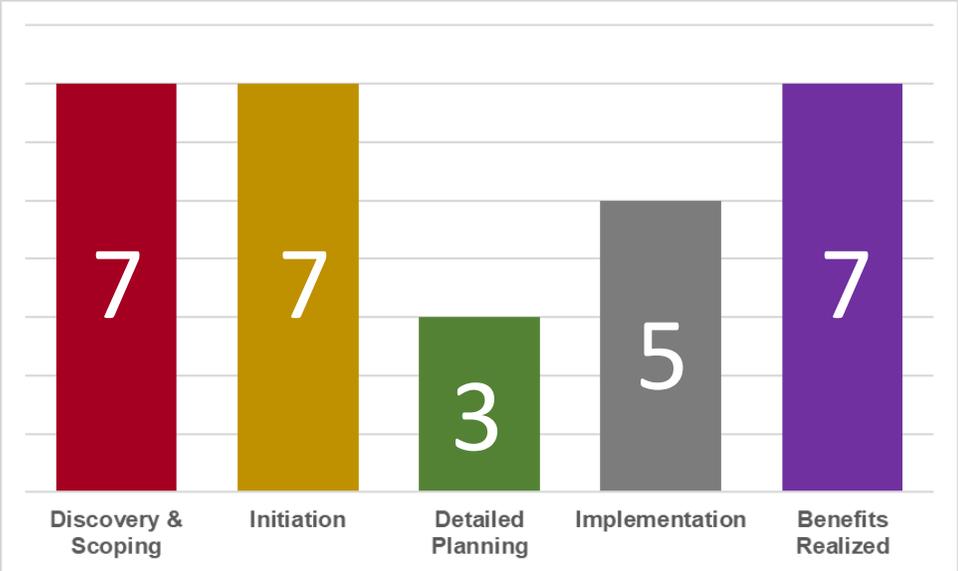
On the following pages, you'll read about progress and updates on the initiatives, and gain a sense of where the next two and half years will take us as we continue work to achieve the objectives and goals of the ITMP.

Monitoring & Evaluation

Discover Halifax regularly monitors and updates the stages of the 28 initiatives, and their subprojects, within the Integrated Tourism Master Plan.

As a collaborative project involving many partners and stakeholders, and to keep information current, we encourage feedback and updates.

The graph directly below shows the stage of all initiatives, and the dashboard below shows the stage for each initiatives and any subprojects.



Discovery and Scoping

To advance to the next stage, the project concept must be developed.

Initiation

To advance, the business case must be development and approved. A sponsor should be identified, or a project manager assigned. Resources are approved and allocated.

Detailed Planning

The project plan must be developed to advance to the next stage.

Implementation

To reach the next stage, services have been delivered or the project has reached completion.

Benefits Realized

At this stage, the project has been completed, either partially or fully, and benefits are being captured.

DISCOVERY & SCOPING

INITIATION

DETAILED PLANNING

IMPLEMENTATION

BENEFITS REALIZED

INITIATIVE	LAST YEAR	THIS YEAR	CURRENT STATUS
Create an investment filter as a tool to help assess tourism impacts of proposed investments	Benefits Realized	-	
Attract more people to skilled labour program for the restaurant sector	Initiation	Initiation	
Implement the Wild Islands Plan	Initiation	Initiation	
Enhance demand generators for Designated Arts, Entertainment and Heritage Conservation Districts	Discovery & Scoping	Discovery & Scoping	
Create an experience development program	Initiation	Detailed Planning	
Launch Halifax Music City Strategy	Detailed Planning	Detailed Planning	
Develop and enhance culinary experience program	Initiation	Initiation	
Create two events, including a signature event	Implementation	Initiation	
Create a community-led vision for the Dartmouth waterfront to disperse	Discovery & Scoping	Discovery & Scoping	
Enhance the canoe-kayaking competition facility on Lake Banook	Implementation	Implementation	
Implement the Peggys Cove Master Plan	Benefits Realized	-	

DISCOVERY & SCOPING
INITIATION
DETAILED PLANNING
IMPLEMENTATION
BENEFITS REALIZED

INITIATIVE	LAST YEAR	THIS YEAR	CURRENT STATUS
Fully implement the Harbour Islands Visitor Experience Strategy: A. Georges Island	Benefits Realized	-	
B. McNabs Island	Discovery & Scoping	Discovery & Scoping	
Implement the Marine Visitation Plan	Initiation	Initiation	
Develop the new waterfront Art District as a place for everyone to experience Nova Scotia art and culture	Detailed Planning	Discovery & Scoping	
Complete a needs analysis for additional and enhanced outdoor performance venues	Discovery & Scoping	Discovery & Scoping	
Establish an “Events Attraction Office” to lead implementation of the STAT Pro Report recommendations	Implementation	Benefits Realized	
Expand Stopover program at Halifax Stanfield International Airport	Initiation	Initiation	
Develop business case for increased marketing investment in fly markets	Detailed Planning	Benefits Realized	
Develop an incentive program to attract strategic conferences in low-season	Initiation	Implementation	
Adopt ride-hailing services	Benefits Realized	-	
Action the Halifax Rapid Transit Strategy	Implementation	Implementation	
Support policy process for short-term rentals	Detailed Planning	Implementation	

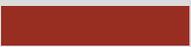
DISCOVERY & SCOPING

INITIATION

DETAILED PLANNING

IMPLEMENTATION

BENEFITS REALIZED

INITIATIVE	LAST YEAR	THIS YEAR	CURRENT STATUS
Increase the availability of public washrooms throughout the region	Discovery & Scoping	Initiation	
'Internet for Nova Scotia' – improve broadband throughout region	Implementation	Implementation	
Evolve Discover Halifax to become backbone organization for Integrated Tourism Master Plan	Detailed Planning	Benefits Realized	
Develop a plan for sustainable growth of the cruise sector	Discovery & Scoping	Discovery & Scoping	
Develop the business case for heritage tourism in Halifax	Discovery & Scoping	Discovery & Scoping	
Supporting the development Wije'winen (Reimagined Mi'kmaw Native Friendship Centre)	Initiation	Detailed Planning	



Success Stories

Celebrating project milestones

The ITMP is a dynamic plan with each project at different stages of development. Each project that crosses the finish line or makes significant progress is a milestone worthy of recognition and acknowledgement. In the last year, several projects have done just that, creating positive impacts in the Halifax region.

Establish an Events Attraction Office

INITIATIVE #16

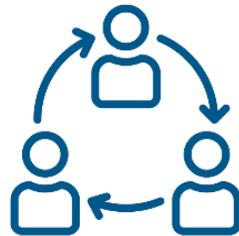
Discover Halifax will soon create a new events office to organize and coordinate event attraction to the region. Building on the strengths, and working collaboratively with industry stakeholders (like Events East, the municipality, and the province), the office will identify and pursue new opportunities that could attract visitors from around the world.

Working closely with local businesses, organizations, and event planners, we will showcase the many assets and attractions of our region and play a role in driving tourism and economic growth by creating successful and memorable events. We will also provide support to encourage and to grow local festivals in our community.

Halifax has much to offer in terms of venues, services, and experiences. The events office will provide a range of supporting services to help event organizers plan and execute their events, including assistance with logistics, marketing, and promotion.



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



**BE VIBRANT
AND ALIVE
365**



Develop business case for increased marketing investment in fly markets

INITIATIVE #18

Thanks to a historic agreement developed between the Halifax Regional Municipality and the Hotel Association of Nova Scotia, Discover Halifax has financing in place to permanently expand its marketing program outside the Maritime provinces to include domestic cities with direct flights to Halifax

We're seeing results from our pilot project in 2021 and 2022. Website traffic, a strong measure of interest and intent to travel, has grown extensively in the new primary fly markets of Ontario, Alberta, and Newfoundland. In 2022, those markets experienced over 67 per cent growth compared to pre-pandemic numbers in 2019. And our reputation score continues to climb among Canadian fly-market respondents.

We will continue to work to build trust as a destination among these potential visitors. Our goal is to reach new audiences and show what makes Halifax a unique and unforgettable destination.



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



**MAKE IT EASY
TO GET HERE
AND VISIT**

Develop an incentive program to attract strategic conferences in low-season

INITIATIVE #19

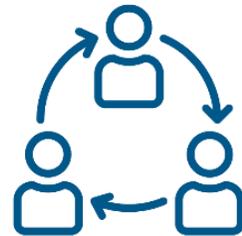
Competing for meetings and conferences is an extremely competitive industry, nationally and globally. It has a long sales cycle with most events planned between two and five years in advance, and most Canadian Destinations have formalized incentive programs to help attract these events.

To secure strategic events in investment industries like oceans, life and science, technology, and events between November and May, the Halifax region needs an appropriate incentive program. We're currently the only destination without such a program.

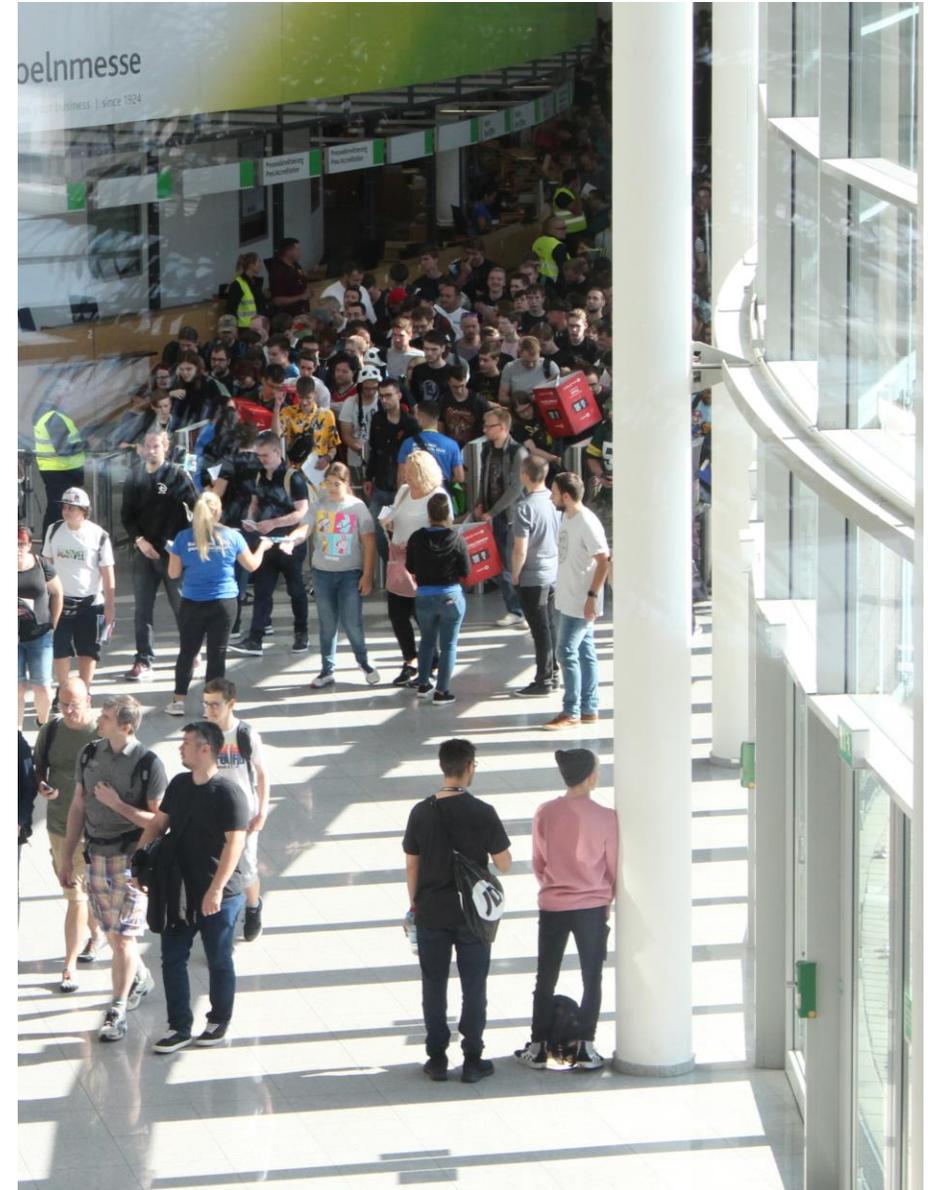
Offering financial support to conference organizers who choose to host their events in Halifax during the low-season months removes a significant financial burden for conference organizers.



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



**BE VIBRANT
AND ALIVE
365**



Develop an incentive program to attract strategic conferences in low-season

INITIATIVE #19 - continued

Financial incentives could be used by event organizers for many initiatives, including:

- Expanding marketing efforts to delegates;
- Transportation to and from the airport, or around the destination; or
- Enhance the overall delegate experience.

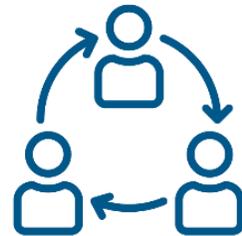
By targeting conferences during the low-season, Discover Halifax hopes to boost tourism and generate economic activity during a traditionally slow time for the tourism industry.

Additionally, the program will help to diversify the city's economy and establish Halifax as a year-round destination for business events.

To qualify, conferences must meet certain criteria, but should bring economic benefit to the region in increased hotel bookings, restaurant sales, and local business activity.



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



**BE VIBRANT
AND ALIVE
365**





Evolve Discover Halifax to become backbone organization for ITMP

INITIATIVE #25

Discover Halifax is expanding focus to include the development of Halifax as a destination, reflecting a growing trend among organizations to take a more holistic approach to maximize tourism benefits.

Moving the needle on the ITMP requires an approach that can effectively mobilize the resources necessary to positively impact outcomes. No single organization can do this effectively on their own. Becoming the support behind the ITMP for all tourism organizations is truly an example of the power of collective impact.

Discover Halifax will help coordinate the many organizations and partners that benefit from tourism in our region, combining the efforts and resources of multiple entities in a common agenda.

As we try and create new opportunities for local businesses and job growth in the tourism sector, we will ensure our destination reflects a growing recognition of the importance of sustainable tourism practices. By taking a long-term view and investing in destination development, Halifax is positioning itself to become a more competitive and appealing destination in the years to come.



**ESTABLISH,
IDENTIFY,
APPOINT TOURISM
LEADERSHIP**



**DEVELOP
RESPONSIBLE
TOURISM**

Supporting the development Wije'winen

INITIATIVE #28

Much progress to build a new Wije'winen (or Mi'kmaw Native Friendship Centre) has been made, and there's a lot to celebrate and be proud of. Late last year, further federal funding was secured for the reimaged Friendship Centre, and more recently, HRM sold the former Red Cross building site to the Mi'kmaw Native Friendship Society for a \$1.

According to the Society, the total project cost remains a moving target, but work continues to acquire the appropriate permits and engage the community for feedback on the final design.

Envisioned with sustainability in mind, the new Friendship Centre will feature solar panels, a green roof, and a rainwater harvesting system. In a nod to Turtle Island, and with respect to the Indigenous teachings that originate with the turtle itself, the new centre will be shaped as a turtle, and incorporate natural landscapes throughout.

The new Friendship Centre will allow for expansion of additional facilities to highlight Mi'kmaw language and culture, and include a space for truth and reconciliation, as well as other programs.

The Mi'kmaw people have a long and rich history in Nova Scotia, and the new Friendship Centre is an important step towards recognizing and celebrating this heritage. It will provide a welcome and supportive space for Mi'kmaw people living in Halifax, as well as for non-Indigenous people who are interested in learning more about Mi'kmaw culture.



**ESTABLISH,
IDENTIFY,
APPOINT TOURISM
LEADERSHIP**



**DEVELOP
RESPONSIBLE
TOURISM**





ITMP Year One Progress Report

The following success stories and project updates were shared in 2022, as part of the ITMP one-year status update.

SUCCESS STORY

Peggy's Cove

INITIATIVE # 11

Peggy's Cove is one of Nova Scotia's most magnetic attractions. Expansive granite rocks, a bold coastline, crashing waves, and its historic lighthouse—Peggy's Cove exemplifies the quintessential Nova Scotia that visitors love and residents cherish. But it is a living community first—an active fishing village and home to year-round residents.

The popularity of Peggy's Cove has created longstanding challenges of crowds, traffic congestion and circulation, servicing and maintenance, and inadequate transportation and pedestrian infrastructure. In addition, it was vulnerable to coastal flooding and rising sea levels. And it wasn't accessible to everyone.

Develop Nova Scotia's work with the community of Peggy's Cove began in 2018 through the Tourism Revitalization of Icons Program—an infrastructure funding program from Tourism Nova Scotia to improve the visitor experience.

Develop Nova Scotia believes that the best places to visit aren't built for visitors. They worked closely with the community to create a comprehensive master plan that focused on enhancing livability, sustainability, safety, and accessibility for locals, which will benefit the visitor too.

COVID-19 presented challenges to the destination and local business, but it also presented an opportunity to leverage the plan that Develop Nova Scotia built with the community to build back better (and do so while visitation was low).

Building on the existing funding, Develop Nova Scotia assembled additional funding from the Government of Canada (through ACOA) and from the Province of Nova Scotia for a total investment of nearly \$10 million to support the first phase of the Peggy's Cove Infrastructure Improvement Strategy.

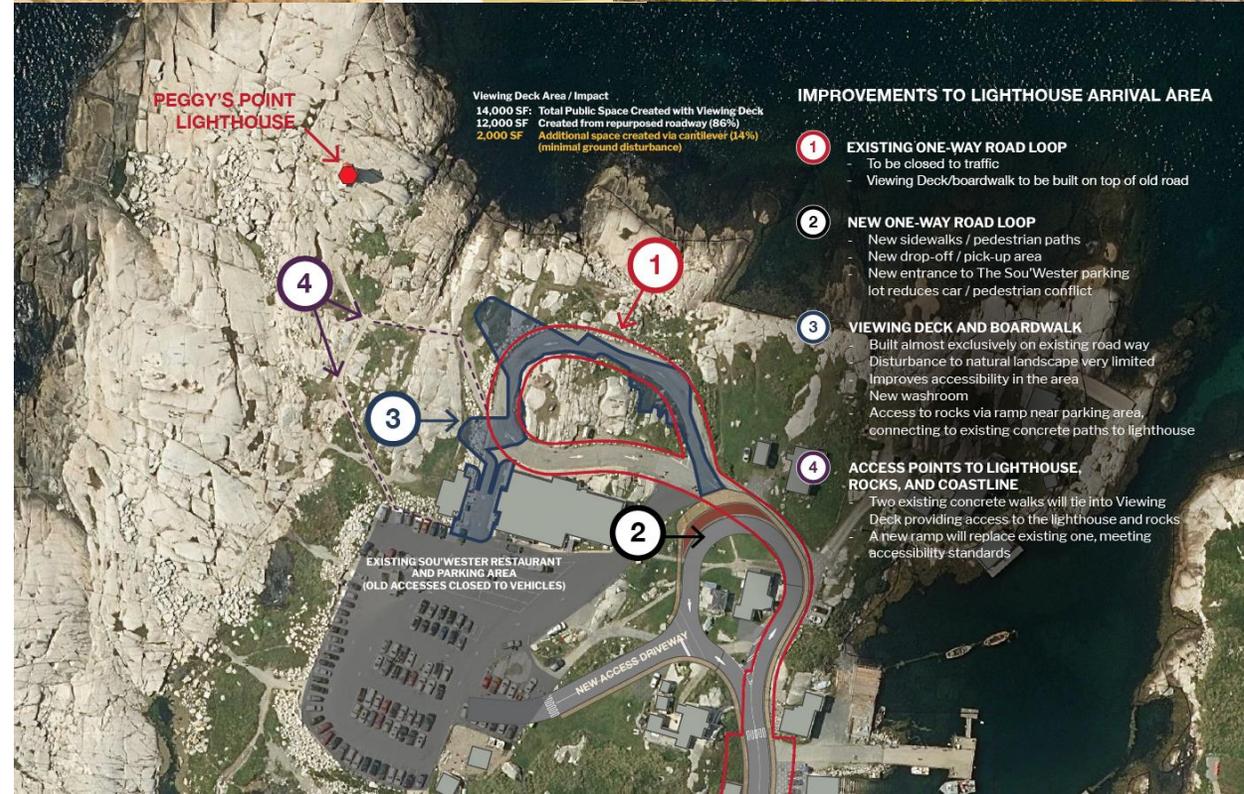


Construction began in the fall of 2020 and the work included:

- road and parking improvements
- new pedestrian infrastructure
- new accessible public washrooms in key areas
- new breakwater
- the restoration and repair of the deGarthe Studio (a provincially owned asset that is important to community history)
- a new viewing deck that replaces an old road with an accessible place for everyone.

With the majority of the work completed in fall 2021, the work has brought dazzling reviews from locals and visitors, increased visitation and business activity, and a renewed interest in private investment in the village.

It can be challenging to justify investment in social infrastructure—it often doesn't have a clear business case on its own. But this work demonstrates that if we invest in building places for people, especially locals, the places we build will be authentic and create the conditions for businesses to thrive and investment to flow. And perhaps most importantly, these places will contribute to enhanced quality of life for everyone.



PEGGY'S POINT
LIGHTHOUSE

Viewing Deck Area / Impact
14,000 SF: Total Public Space Created with Viewing Deck
12,000 SF: Created from repurposed roadway (86%)
2,000 SF: Additional space created via cantilever (14%)
(minimal ground disturbance)

IMPROVEMENTS TO LIGHTHOUSE ARRIVAL AREA

- 1 EXISTING ONE-WAY ROAD LOOP**
 - To be closed to traffic
 - Viewing Deck/boardwalk to be built on top of old road
- 2 NEW ONE-WAY ROAD LOOP**
 - New sidewalks / pedestrian paths
 - New drop-off / pick-up area
 - New entrance to The Sou'Wester parking lot reduces car / pedestrian conflict
- 3 VIEWING DECK AND BOARDWALK**
 - Built almost exclusively on existing road way
 - Disturbance to natural landscape very limited
 - Improves accessibility in the area
 - New washroom
 - Access to rocks via ramp near parking area, connecting to existing concrete paths to lighthouse
- 4 ACCESS POINTS TO LIGHTHOUSE, ROCKS, AND COASTLINE**
 - Two existing concrete walks will tie into Viewing Deck providing access to the lighthouse and rocks
 - A new ramp will replace existing one, meeting accessibility standards

EXISTING SOU'WESTER RESTAURANT
AND PARKING AREA
(OLD ACCESSES CLOSED TO VEHICLES)

NEW ACCESS DRIVEWAY

SUCCESS STORY

Georges Island

INITIATIVE # 12

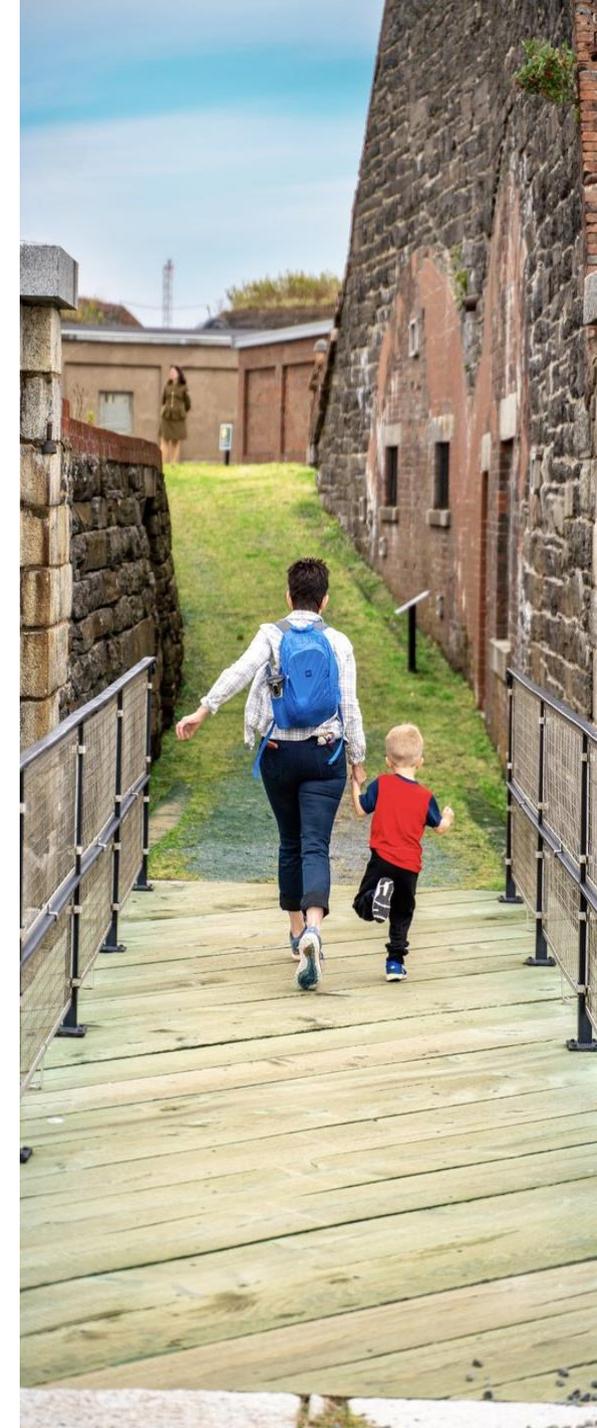
Since Georges Island National Historic Site opened to the public in the summer of 2020, some 22,000 visitors have explored the historical gem that has long been admired from afar. Georges Island was declared a national historic site in 1965, but it wasn't until 2020, when a new wharf was installed, that the island was finally regularly accessible to the public.

The story of Georges Island's long-awaited opening to the public is steeped in the value of partnership. Opening the iconic landmark was realized through funding support between the Government of Canada and the Province of Nova Scotia, along with Develop Nova Scotia and Parks Canada. With the proper funding and operational support from Develop Nova Scotia (wharf construction and management) and Parks Canada (Georges Island infrastructure), the island is now within reach to residents and visitors alike.

For the past two years, Georges Island has hosted predominantly residents who have been eager to visit this island in the middle of the harbour. A key piece of the puzzle has also been transportation, provided by Ambassatours Gray Line. The local tour operator offers an eco-friendly transportation approach by transporting groups directly to the island.

"Georges Island is nostalgic for residents; people have grown up looking at the island in the middle of our harbour. The opening of Georges Island finally gave residents a chance to experience it," says Emily Sine, a project coordinator with Parks Canada.

Georges Island encapsulates everything that adds vibrancy to our region and showcases some of Halifax's best assets: our signature tourism icons, historical places, ocean advantage, and our natural outdoor resources. Opening the island gives residents a new place to explore in their backyard and attracts visitors seeking authentic experiences.



Stuart Starritt is a resident who had the chance to visit Georges Island with his family in 2020. For the Starritt family, the opportunity to explore the island was a bucket list item during their summer staycation.

"The adventure to Georges Island was two experiences—you enjoy a boat ride in the harbour and tour the island," says Starritt, who has lived in Halifax for 18 years. "The opportunity to visit Georges Island was an additional local destination to explore in our backyard. Our entire family enjoyed the cultural and historical experience."

This summer, Georges Island will open for its third season and welcome visitors over 45 days. As the project has progressed, Parks Canada is now defining the right fit for the operation by implementing what was learned during the pandemic and exploring new opportunities to preserve a sustainable visitor experience and successful operations.

Additionally, Parks Canada will add more permanent interpretive signage to help tell a more inclusive story of Georges Island history. For example, while taking in the view of Kjiptuktuk (Halifax Harbour), visitors can learn about Mi'kmaq life in Kjiptuktuk. Another panel shows visitors where Acadian prisoners were held during the Deportation of 1755-64.

Once again during the upcoming summer, local boaters can enjoy complimentary daytime berthing through Develop Nova Scotia's marine program. This is available at the public wharf during Parks Canada hours of operation, as available.

The evolution of Georges Island will continue to make a difference for residents and visitors who choose to embark on the island adventure.



SUCCESS STORY

Adopt ride-hailing services

INITIATIVE # 20

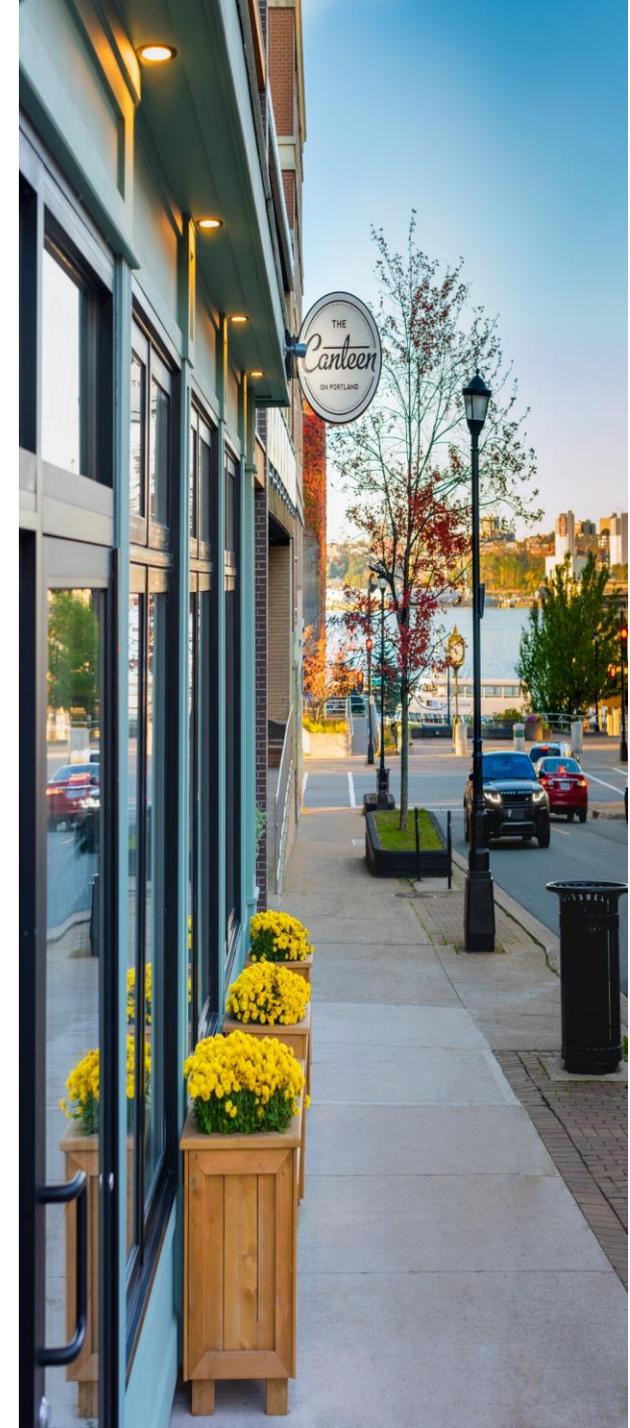
When people visit modern cities, they expect access to certain services, like accessible transportation. Therefore, the ability to get around without wait times for transportation has a major impact on the visitor experience. Halifax's adoption of ride-sharing services now makes it easier for people to get around our region.

In 2020, Halifax Regional Council approved ride-hailing services like Uber and Lyft for the region. These services add to the availability of reliable transportation and provide visitors access to ride-hailing services common in other modern cities globally.

Throughout the ITMP process, Discover Halifax heard that ride-hailing was one way to make it easier for people, both residents and visitors, to get here and get around. There was a clear gap in transportation

services for Halifax as a destination due to the geographic size of the region and the expectation many visitors have to find these types of modern services in a city the size of Halifax serviced by an international airport. The services also provide access to areas of the region not previously serviced by other transportation options.

The ITMP's Investment Filter predicts that the implementation of ride-hailing will have a measurable positive impact on the region. The timing of Uber's official launch in Halifax in December 2020 and the COVID-19 pandemic has not provided an ideal opportunity to measure the impact of ride-sharing services. Discover Halifax looks forward to assessing the impact as leisure and business travellers return to the region.



Create an investment filter as a tool to help assess tourism impacts of proposed investments

INITIATIVE # 1

Before completing the Tourism Master Plan (ITMP), projects were related to Halifax's tourism sector without a consistent assessment of the benefits to the visitor economy.

Through the development of the ITMP, an Investment Filter has been created as a tool to assist in assessing the strategic impacts of tourism projects. Both proponents and potential investors can use the tool. As Discover Halifax evolves into a Destination Management Organization, the organization will have the capacity to leverage the Investment Filter tool further through its expanded expertise and provide an analysis of the economic impact and strategic alignment of new and proposed initiatives.

To date, the Investment Filter has assessed several projects, including the Sheet Harbour Marina project. The Marina project will allow boaters to connect with the land and visitors to connect with experiences on the water and the 100 Wild Islands.



**BUILD & ENHANCE
HALIFAX'S
KEY DEMAND
GENERATORS**



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



Create two events including a signature event

INITIATIVE # 8

Through extensive research, it was determined “an event, like sporting, concert or festival” was the number one reason why Maritime residents visited the Halifax region in what is considered the “shoulder” or “low” season. This season refers to November through February, when the weather typically discourages people from getting outside and enjoying the region. We need to change that and celebrate the stark beauty of our winter wonderland, cheer for our favourite team or band, and stay active.

The inaugural Evergreen Festival, led by Develop Nova Scotia and Discover Halifax, came to life in November 2020. In its first year, many partners, stakeholders, sponsors and businesses collaborated to bring the event to life and help the economy recover. Despite challenges brought on by COVID, the festival attracted more than 75,000 visitors.

The second Evergreen Festival in November 2021 expanded upon year one with an enhanced collection of outdoor activities that showcased Nova Scotian culture, food, spirits, craft, art and music that celebrate the best of the season. More than 85,000 people took part in the Evergreen Festival between November and December 2021. The Evergreen Festival vision came to life through support from ACOA's Business Development Program, Province of Nova Scotia, and Halifax Regional Municipality.



**ATTRACT
HIGHEST YIELD
AND GROWTH
MARKETS**



**BE VIBRANT
AND ALIVE
365**



Enhance the canoe-kayaking competition facility on Lake Banook

INITIATIVE # 10

When Lake Banook was chosen to host the 2022 Canoe Sprint World Championships, several short- and long-term improvements were recommended to prepare for the competition and add legacy pieces to the site. In July 2022, the event will bring together athletes from 70 countries and attract more than 10,000 spectators.

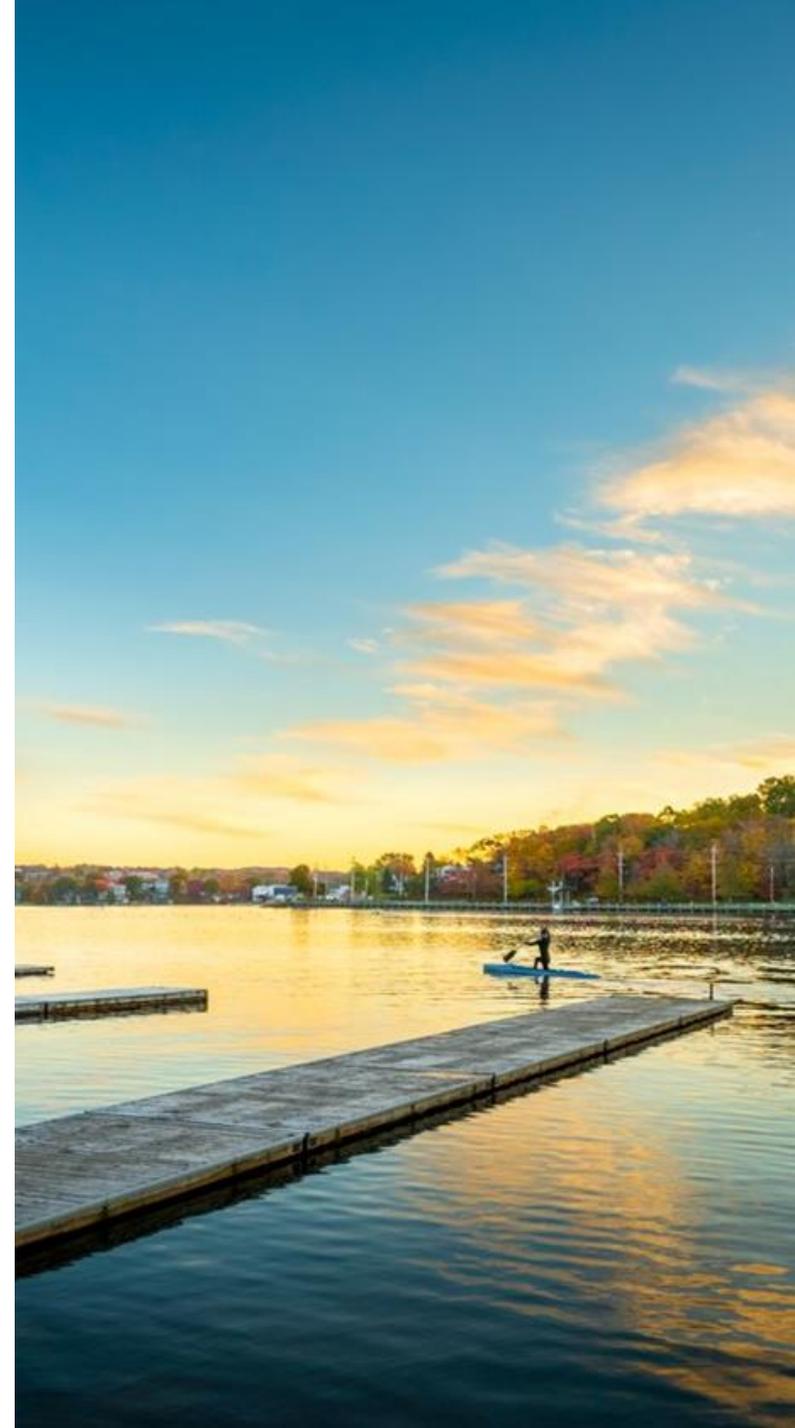
As the competition nears closer, several significant upgrades have been made available to paddling beyond the event, including new accessible docks purchased for the competition. In addition, new bleachers, a new staircase, and terraced walls have been completed at Silver's Hill Park, designed for spectators. Birch Cove Park, where the athletes' village is typically set up, has received beautification and accessibility upgrades, including accessible washrooms, an expanded gym, and enhanced facility storage. This spring, beautification projects will be completed, including light installation, trail development, and landscaping.

The project is scheduled to be completed by July 1, 2022, for athletes, spectators and the broader community to enjoy during the 2022 Canoe Sprint World Championships and future events.

Long-term renovations will help make Lake Banook a world-class venue and attract future competitions, like the North American Indigenous Games in 2023, creating a legacy piece for the community. Funding investments from the Province of Nova Scotia and Halifax Regional Municipality enable Lake Banook to be more accessible, functional, and continue to be a community asset.



**BUILD & ENHANCE
HALIFAX'S
KEY DEMAND
GENERATORS**



Implement the Marine Visitation Plan

INITIATIVE # 13

As part of the Marine Visitation Plan, Develop Nova Scotia is leading several projects to improve waterfront infrastructure and public space.

Along the Halifax Waterfront, people can now enjoy more public space at the water's edge, thanks to an expanded boardwalk that offers more wharfage near the Salt Yard area of the waterfront. The Halifax Waterfront expansion is part of the Foundation Wharves project, aiming to improve waterfront infrastructure and public space.

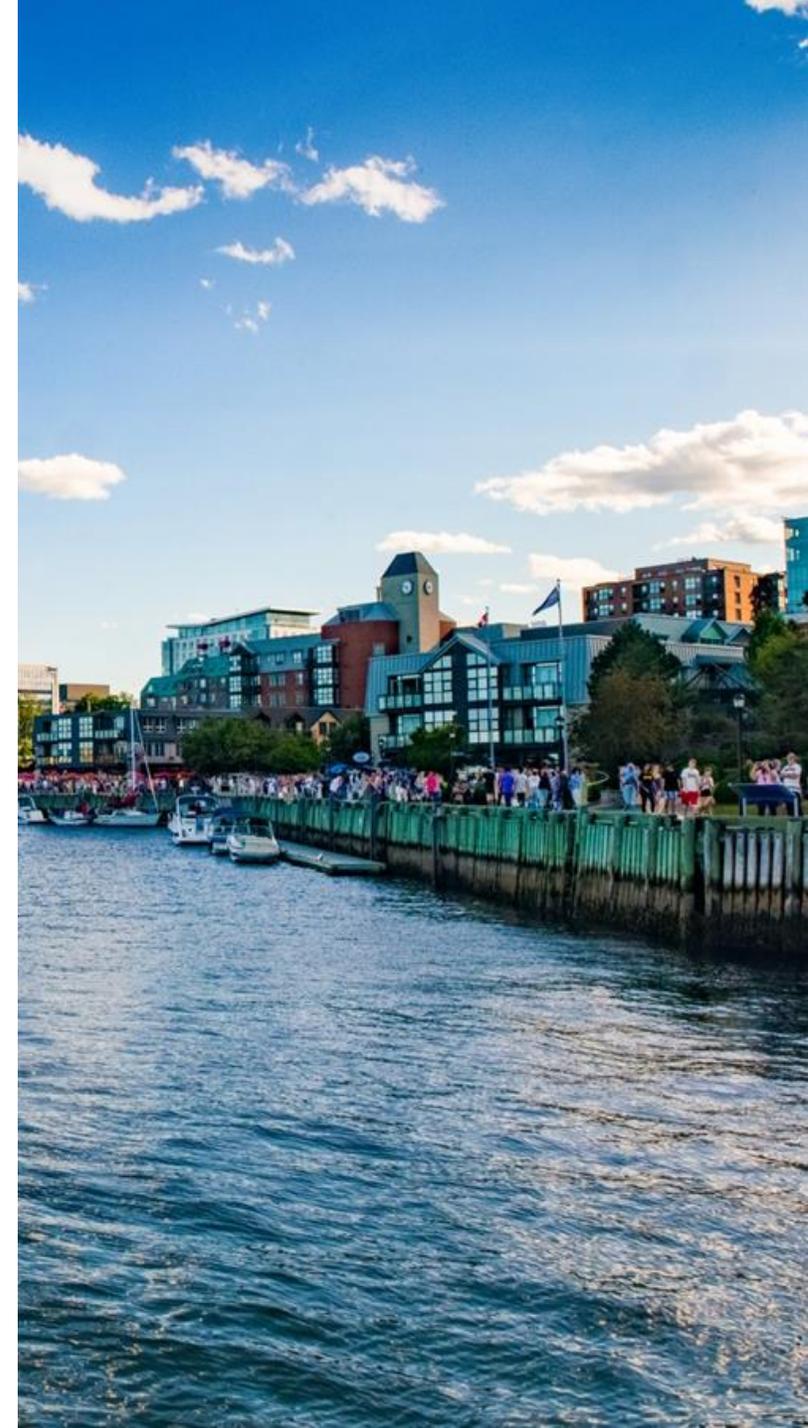
For those accessing the Halifax Waterfront by boat, the project also includes the addition of more floating docks. With the new docks in place, the Halifax Waterfront Marina now offers more than 1.5 kilometres of public berth space and 2400 feet of floating docks.

Further down the boardwalk near the Maritime Museum of the Atlantic, work is underway to improve coastal infrastructure and enhance the experience of museum-goers and waterfront users who visit. The revitalization of the Acadia Wharf is a collaborative project led by Develop Nova Scotia, Maritime Museum of the Atlantic, and other partners.

These projects, along with other significant developments along the Halifax Waterfront, will continue to build on Halifax's ocean advantage in a way that will support its economic prosperity.



**BUILD & ENHANCE
HALIFAX'S
KEY DEMAND
GENERATORS**



Marine enhancements throughout the region add value for visitors and give residents amenities to access and enjoy. In 2021, a dock and boardwalk were completed in Fisherman's Cove, providing access to boats, which helps to increase visitation. Funding partners include the Government of Canada, the Province of Nova Scotia (through Develop Nova Scotia), and Halifax Regional Municipality. In the St. Margarets Bay region, marine enhancements and infrastructure improvements have been supported by Halifax Regional Municipality to prepare for the 2022 World Sailing Championship

Growing rural economic development in communities like the Eastern Shore and St. Margarets Bay impacts the entire region.



Increase the availability of public washrooms throughout the region

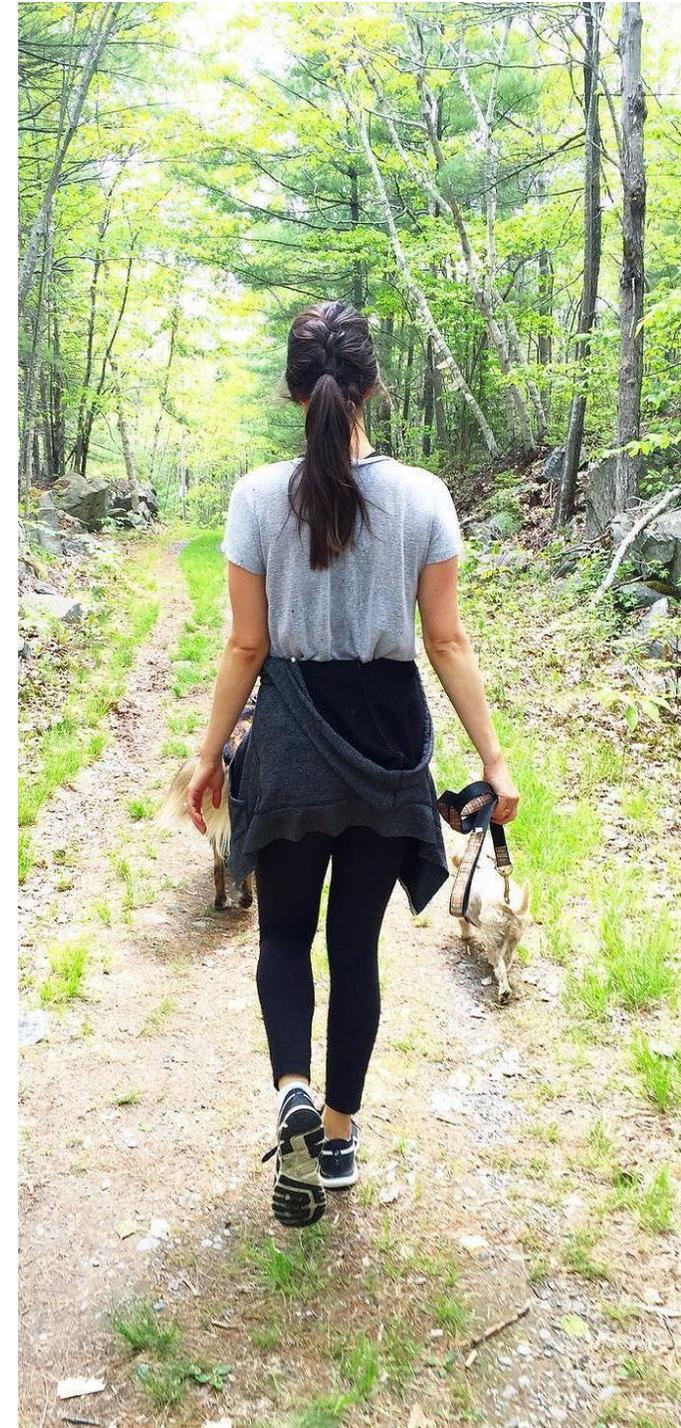
INITIATIVE # 23

The ability to find accessible, clean public washrooms throughout the region can significantly impact the visitor experience. Throughout the ITMP consultation process, we heard that access to public washrooms needed to increase.

As project leaders, the Halifax Regional Municipality has made progress in this area, developing a decision-making process for park washroom improvements. In August 2020, the Municipality also added a point representation to the Open Data Map, so people know the location of public washrooms available for use. This important work continues to progress. In August 2021, new accessible washrooms were added to Fort Needham Park. The addition of park washroom facilities like Fort Needham plays a vital role in enhancing HRM's overall network of public washrooms.

As project partners, Develop Nova Scotia ensures that access to public washrooms is part of community engagement and discussions as part of public space planning with partners. A recent example of this includes the Cunard Project on the Halifax waterfront. Accessible public washrooms were also built in key areas in Peggy's Cove. Additionally, a recent Develop Nova Scotia Business Development Opportunity was awarded to Legendary Hospitality Group, current tenants at the Beer Garden and Wine & Spirits Bar locations on the Halifax waterfront, and new public washrooms are included as an enhancement.

|



‘Internet for Nova Scotia’ – improve broadband throughout the region

INITIATIVE # 24

Like residents, visitors expect high-quality internet and cell service throughout their travel. They use these services to book experiences online, make accommodation reservations, check-in, post and research reviews, and access maps for directions and to get around. Access to reliable internet is paramount and the Internet for Nova Scotia project is helping ensure visitors are connected.

Since the first Internet for Nova Scotia Initiative projects were announced in February 2020, approximately 60,000* of a total 90,000 homes and businesses that are part of Develop Nova Scotia’s agreements with providers now have the network in place to provide new or improved high-speed internet. Connections continue to happen daily, and the overall project is currently on track for the end of 2023.

There are approximately 4,300 remaining underserved homes and businesses—1,000 of those without commercial power. Develop Nova Scotia is working with qualified providers, with a variety of technologies including satellite, on potential solutions. Work will continue to reach as close to 100% of homes and businesses as possible.

With projects announced to date, including a municipal led project in Pictou County, access to internet connections will extend to 99% of Nova Scotia.

**as of March 2022*





DISCOVER
HALIFAX