



# Halifax Waterfront Tenant Marketing Meeting



August 27, 2020

# OPEN for Business

## COVID-19 Pro-active

- Create Awareness & Educate
- Build Confidence
- Physical Distancing signage/stickers
- 4+kms of Boardwalk to roam
- Expanded patios
- Pop-up Animation/Programming
- Ongoing messaging/communication



# Security

## Standard Practice

- 24/7 security with nightly checks to ensure kiosks are secured, patrols the area regularly
- Security cameras in place

## In response to recent activity

- Full review of security
- Added additional security personnel overnight – focus on Salt Yard – while review underway
- Making enhancements to locking mechanisms
- Reviewing additional video surveillance options
- Installing signage to deter criminal acts





# Current Climate

- **Public Health Guidelines**
- **Atlantic Bubble Marketplace**
- **Appetite/preference for outdoor events (250 ppl), patios, experiences**
- **Pedestrian Traffic** (\*As of Aug 22/20)

Foundation/Salt Yard		
	2019	2020
March	35984	26971
April	39075	36884
May	69659	55374
June	134568	80601
July	225434	106142
August	233157	87654*
<b>Total</b>	<b>737877</b>	<b>393626</b>



# Budget

Tenant Marketing 2020	
Events – Shoulder Season	\$52,000
Events / Activations – High Season	\$28,000
Experiential / Branding	\$44,750
Advertising / Promotion	\$17,500
<b>TOTAL</b>	<b>\$137,433</b>

## Salt Yard & Waterfront Enhancements

- Salt Yard Stage & Branding
- Salt Yard Sound System/Music (nearly complete)
- Salt Yard Too 'created'
- Physically Distance Seating & Signage
- New Wayfinding Signage
- Expanded Custodial Services

*\* Postponed to 2021: Great ideas like Water Bottles, Viewing binoculars, etc*





## Marketing Plan: Animation

- **Re-Open City June 27 - July 16**
  - COVID-friendly photos/video
  - 3 Social Media Influencers engaged
  - Pop-ups with Atlantic Cirque, The Woods, Re-Discover NS Day & Royal NS Tattoo
  - Advertising: TV/Radio/Digital
- **Afrifest: Vision 2020 (Aug 2)**
- **Splash of Colour (Aug 22)**
  - NEW Murals/Artwork: Gritty to Pretty on I Heart Bike, Salt Yard Too (building/planters), Playground
  - Family Chalking event
  - Self-guided Map

# Marketing: Animation

## Salt Yard Stage

- Salt Yard Sessions with YAC (Fri. 4:30-6:30, July - Sept)
- TD Halifax Jazz Pop-Ups (Sat. 2 - 4, Aug 22, 29 & Sept. 5)
- East Coast Block Party (Sun. 12 - 4pm, Aug.)
- Mosaic Festival (Sat. Sept. 19)

## Along the Waterfront

- Tall Ships Quay Events (Wed - Sat until Sept)
- Beach Rugby (Wed/Thurs)





# Marketing: Animation & Events

## Upcoming EVENTS

- S|E|A| Waterfront Theatre (Sept 4 - Oct 4)  
Weekends Concert Series + Ball Hockey
- Nocturne (Oct 13 - 17)
- NEW: Evergreen Festival (Nov. 28 - Dec 21)
  - Halifax Waterfront/Downtown Halifax
  - Outdoor Patios, Kiosks
  - Main Stage
  - Animation
  - Light installations
  - Business based events/programming



# Marketing: Advertising/Promotions

- The Coast: Re-Open City
- Saltwire/Herald paid content articles/digital ads (2 done)
- Social: boosting/posts/sharing
- Partner Leveraging:
  - Discover Halifax
  - Downtown Halifax Business Commission
  - Tourism Nova Scotia:  
*#CreatorCoastNS*
- TV/Radio Interviews (Global Moring Aug 26)





# Marketing Plan: Fall Program

## **CTV/C100 Campaign (September)**

- Waterfront Getaway Contest Giveaway, CTV Morning Live (Week of Sept 14)
- C100 Radio Campaign with Giveaways (Sept)

## **Social Media Influencers/Travel Media**

- Tourism NS #CreatorCoastNS
- 2-3 specific to waterfront

## **Digital Ads based on Events**

## **Saltwire/Herald Paid Content/Digital**

- 1 more edition

## **Saltscares Mag/Digital**

## **Tenant Co-op Marketing Program**

# Fresh New Public Spaces Underway

- **Queens Marque**

Accessible landscaped and programmable Public Space. Opening: 2021

- **George's Island National Historic Site**

Public Wharf open, Parks Canada offering Sat/Sun tours until Sept. 6/20

- **Maersk Wharf**

Expanded boardwalk, wharfage, floating docks. September 2020-March 2021

- **Arts District**

New Art Gallery, vibrant public space for events, exhibitions, programming.

- **Cunard**

New residential/commercial/vibrant public space with focus on inclusive play area (additional public engagement).  
Begins Nov. 2020





# Questions & Feedback



August 27, 2020



**Thank You**