

Halifax Waterfront Tenant Marketing Meeting



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

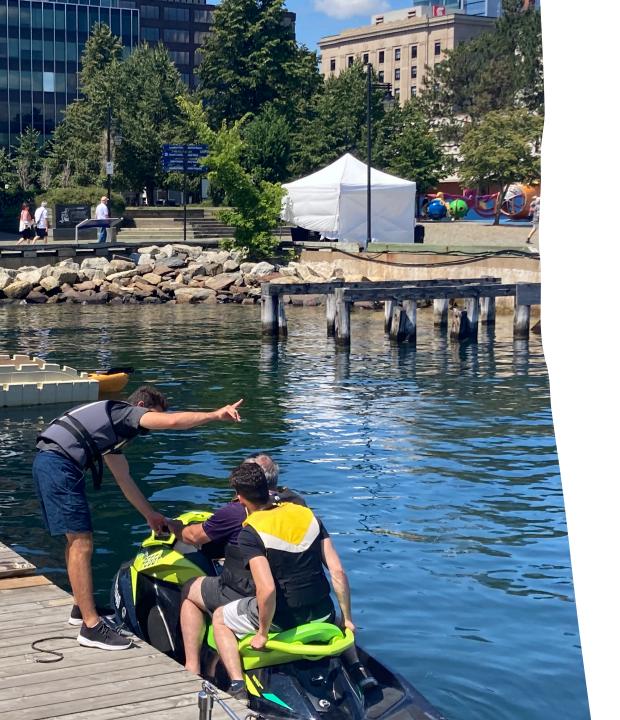
Making enhancements to locking mechanisms

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*	
Total	737877	393626	



Budget

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

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

Saltscapes Mag/Digital
Tenant Co-op Marketing Program

August 27, 2020

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



