



Halifax Waterfront Tenant Marketing Meeting

develop
NOVA SCOTIA

March 5, 2021

Agenda

2020 Year in Review

2021 Year Ahead on the Waterfront

- COVID-19 conditions
- Target Markets
- New Halifax waterfront public spaces & project updates
- Budget
- Tenant Marketing Activities
 - Activations
 - Events
 - Experiential/Branding
 - Promotions & Advertising
 - Tenant Coop Marketing Program
- Ideas & Suggestions Discussion



Halifax
Harbourwalk

Welcome Back

Enjoy Your Waterfront Responsibly
Do Your Part. Stay Apart.

←-- 6 ft / 2 m --→
2.5 surfboards



Based on public health guidance from the Province of Nova Scotia due to COVID-19.
(Spring 2020)

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Security:
(902) 471-5070

2020 Year in Review: COVID-19 Pro-active

**Appetite/preference for outdoor events
(250 ppl/ 150ppl), patios, experiences**

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

2020 Salt Yard & Waterfront Enhancements

- 24/7 Security continues; New Signage; Video surveillance enhanced
- Salt Yard Stage & Branding
- Salt Yard Sound System/Music
- Salt Yard Too 'created'
- Physically Distance Seating & Signage
- New Wayfinding Signage
- Expanded Custodial Services
- Added heat to washrooms

* 2020 Ideas postponed:

Water Bottles, Viewing binoculars, wheel guard benches, etc.





Pedestrian Traffic

	Foundation/Salt Yard	
	2019	2020
Jan	17,848	20,285
Feb	17,337	19,871
March (COVID-19)	35,984	26,971
April	39,075	36,884
May	69,659	55,374
June	134,568	80,601
July	225,434	106,142
Aug	233,157	120,541
Sept	142,106	122,271*
Oct	88,059	62,668*
Nov	26,507	46,007*
Dec	17,485	53,271*
TOTAL	1,047,219	750,886

*Evergreen Festival in progress 'lights'; limited to HRM visits

*Summit counter, as Foundation/Salt Yard unavailable)

March 5, 2021



Budget

Tenant Marketing 2020	Budget*	Actual**
Events – Shoulder Season	\$52,000*	\$11,253
Events / Activations – High Season	\$28,000	\$28,000
Experiential / Branding	\$44,750	\$36,983
Advertising / Promotion	\$17,500	\$21,458
Tenant Coop Marketing Program	\$40,000	\$7,810
TOTAL	\$137,433	\$105,504

*Included \$25,000 for Evergreen Festival, unspent due to event restrictions.

**Estimated, year end is March 31, 2020



2020 Marketing Plan: Animation

- **Re-Open City (NEW dates 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, Prom Photos
 - Advertising: TV/Radio/Digital/The Coast
- **Afrifest: Vision 2020 (Aug 2 & Sept 12)**
- **Activations along the Waterfront (30 groups)**
 - Tall Ships Quay (Wed - Sat, July - Sept)
 - Beach Rugby (Wed/Thurs)
- **Splash of Colour (Aug 22)**
 - NEW Murals/Artwork; Family event
 - Legacy: Self-guided Map (March 2021)

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)

- **Events**

- S|E|A| Waterfront Theatre (Salter Lot) Drive In Concerts (Sept 5 & 6)
- Fall Ball Hockey Classic (Sept 19 & 20)
- Oktober Fest @ Beer Garden (Sept 25-Oct 4)
- Nocturne (Oct 12 - 17)

- **NEW: Evergreen Festival**

(Adapted Nov. 28 - Dec 21)

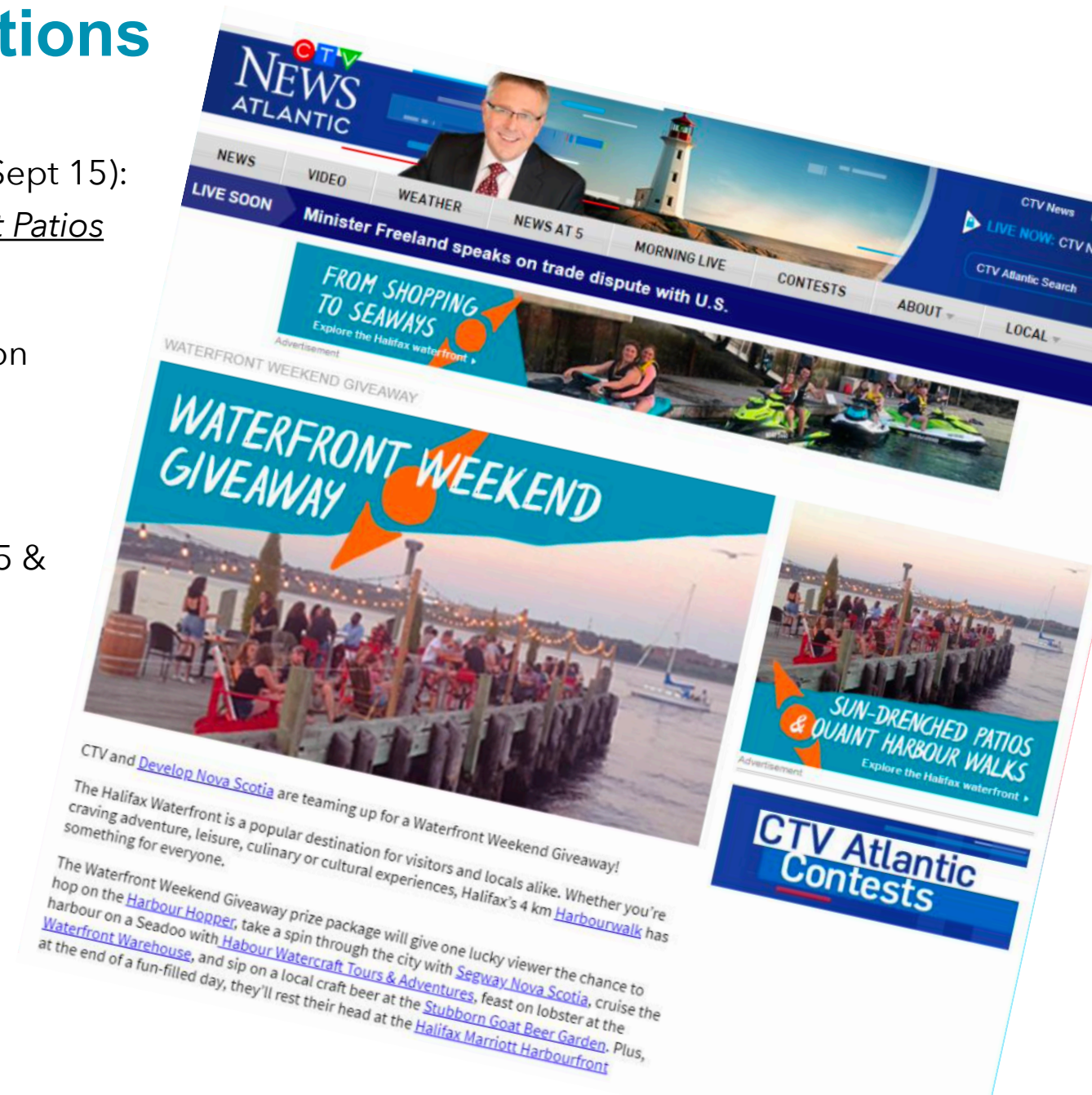
- Evergreen Bright: Halifax Waterfront//HRM
- Evergreen Stage 'Virtual': Jazz East Main Stage
- Evergreen 'online' Market

(background interview)



Marketing: Advertising/Promotions

- The Coast: Re-Open City
- Saltwire/Herald Paid Content articles/digital ads (Aug 3-Sept 15):
Rediscovering Halifax - from the water and Picture Perfect Patios
- Partner Promotion Leveraging:
Discover Halifax / Downtown Halifax Business Commission
- TV/Radio Interviews (CTV/Global/CBC/95.7)
- CTV/Bell Media Campaign (September)
 - Waterfront Getaway Contest Giveaway, CTV Live at 5 & Morning Live (Week of Sept 14)
Winner Pamela Beattie / 7000 email contacts
 - C100/Virgin Radio Campaign
- Tenant Coop Marketing Program
- Social Media/Digital:
 - Boosting/posts/sharing @MyWaterfrontNS
 - Virtual Reality video, inc. [Halifax waterfront](#)
 - Tourism NS #CreatorCoastNS



NS Creator Coast 2020: 8 Influencers

Halifax Waterfront/Georges Island

- Chris Surette & Jan LaPierre: @AforAdventure
- Audrey Bergner & Samuel Jeffrey
@thatbackpacker / @NomaticSamuel
- Cailin O'Neil: @TravelYourself / @CailnOneil
- David Anderson & Sky MacDonald: @daceyandsky
- Kayla Short: @shortpresents
- Lora Pope: @explorewithlora

Lunenburg (included in the stats)

- Danielle Dugay & Stephane Duval:
@chefdanyduguay
- Tom Joseph: @itstomjoseph



INSTAGRAM

Number of Posts: 62
Total Likes: 30,421
Total Comments: 1,253
Total Reach: 331,174



INSTAGRAM STORIES

Number of Stories: 1,074
Total Impressions: 1,430,414
Total Reach: 1,489,696



IGTV

Number of Videos: 1
Total Views: 5,497
Total Likes: 912
Total Comments: 41



INSTAGRAM REELS

Number of Reels: 11
Total Views: 340,279
Total Likes: 6,742
Total Comments: 324



BLOG POSTS

Number of Posts: 11
Unique Visitors: 10,179



FACEBOOK

Number of Posts: 51
Total Reach: 84,146
Total Engagement: 6,595
Total Reactions: 1,687



TWITTER

Number of Tweets: 46
Total Impressions: 72,061
Total Engagements: 2,978



PINTEREST

Number of Pins: 5
Total Impressions: 4,247
Total Closeups: 22
Total Link Clicks: 2



TIKTOK

Number of Videos: 18
Total Views: 19,621
Total Likes: 1,693
Total Comments: 126



YOUTUBE

Number of Videos: 11
Total Video Views: 170,598



CBC RADIO

Number of Interviews: 1
Total Downloads: 60,000

2021: The Year Ahead

COVID-19 Proactive/Responsive

Appetite/preference for outdoor, patios, animation & activations, experiences. (Gathering Limits: 150ppl - 250?)

- Market for 2021: NS/Atlantic Canada
Discover Halifax ITMP (March 4/21):
"BE VIBRANT AND ALIVE, 365"
- OPEN for Business:
 - Create awareness & educate / Build confidence
 - Physical Distancing signage
 - 4+kms of Boardwalk to roam
 - Expanded patios
 - Pop-up Animation/Programming
- Ongoing messaging/communication
incl. weekly tenant email updates



New in 2021

- **Foundation Wharf**

NEW 30,000sqft public space/boardwalk, 775ft dockage. (June '21)

- **Queens Marque**

75,000 sqft Public Space /programmable (Summer '21)

- **Georges Island National Historic Site**

Expanded tour schedule/access (Opened Aug. '20)

- **Cunard**

New residential/commercial/vibrant public space with focus on inclusive play area. Started Feb. '21 / Opening '23

- **Arts District (Salter Block)**

New Art Gallery, vibrant public space for events, exhibitions, programming. Starts Fall 2021

- **Salt Yard**

New Wine Bar

- **Public Calls & RFP's**

Current: 'Activations' & Marine.

Upcoming: Retail & Food (possible)



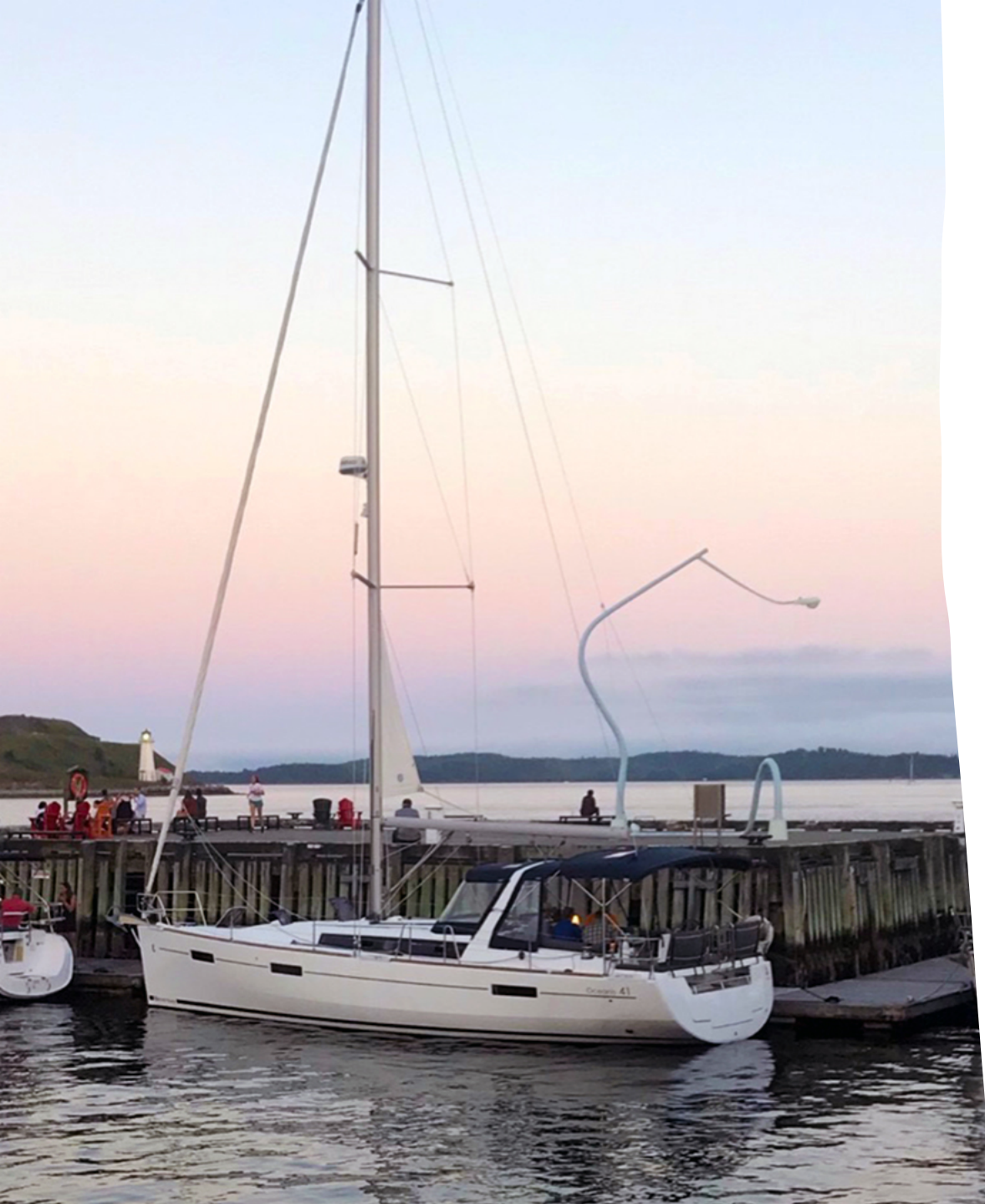
Budget (DRAFT)

Tenant Marketing 2021	DRAFT Budget
Events – Shoulder Season	\$35,500*
Events / Activations –Summer	\$35,000
Experiential / Branding	\$9,600
Advertising / Promotion / Sponsorships	\$20,500
Tenant Co-op Marketing Program	\$22,500
TOTAL	\$123,100

*Includes \$25,000 for Evergreen Festival

Note: Based on projected revenues, adjustments as 2021 unfolds





2021 Waterfront 'Activations'

Goal:

"Always 'something' happening on the waterfront"

- March Break Art Trail & Warming Stations (13-21)
- World Play Day (May 29)
- World Oceans Week (June 1-8)
- Salt Yard Stage performances (June-Sept)
- Classes/Programs on Waterfront
West Coast Swing/Flamenco/Salsa/Kizomba/Tango/Yoga/ etc
- Dartmouth Yacht Club Poker Run (July 10)
- Bluenose 100 Halifax Visit (July 24-27)
- Splash of Colour (Aug)

2021 Waterfront: 'Events'

- Open City (May 8 & 9)
- NEW Summer Kick-off Festival (in discussion) (May-June)
- Halifax Jazz Festival (July 13-18)
- Halifax Int' l Busker Festival (July 28-Aug 2)
- Pop-up Pickleball Weekend (Aug 13-15)
- Mosaic Festival (Sept 18 or 25)
- Mi'Kmaq Native Friendship Centre event (Sept 30-Oct 2)
- Nocturne Festival (Oct)



Nov. 26 - Dec. 19





Experiential/Branding

- **Salt Yard**
 - 'Flags' & lights
 - Salt Yard 'Stage' signage/painting
 - 'Music' subscription
 - Greenery/Plants
- **Lower Water Street Signage**
 - Fence/Sign Holder at Foundation Lot
- **Others?**



Marketing: Promotions & Advertising

- **Event /Programming advertising/coop**
- **Partner Leveraging: DH/DHBC**
- **Saltwire Paid Content x 4**
- **CTV/Bell Media: campaign/contest**
- **Social Boosts**
- **Event sponsorship (support animation)**
- **NEW: Email/Newsletter Campaign**
 - Contest contacts/email sign ups
 - “What’s happening on the Waterfront”: Already sent to Tenants, expanded as a ‘newsletter’ to Waterfront Businesses; Halifax Marinas/Clubs, etc.
- **Tenant Co-op Marketing Program**



Questions/Feedback:

- Evergreen response very positive, look forward to 2021
- Locals/Atlantic Canada bubble likely the market
- Foundation Wharf will be 3ft higher accommodating for sea level rise
- Acknowledge more washrooms and dedicated staff washrooms remain a challenge, service levels need to be enhanced
- Salter businesses not anticipated to be affected for 2021 season
- Seaport activation/public space is evolving, ongoing communication
- Public Calls/RFP process needs to be friendlier and ensure it reaches under-represented communities.
- Continue working towards inclusive and diverse program of entertainment/activation. Everyone welcome.



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Thank You