

Halifax Waterfront Tenant Marketing Meeting



Agenda

1.0 Welcome & Introductions

2.0 Overview 2021

- Covid-19 Impacts/Opportunities
- Waterfront Projects Review
- Activations & Events

3.0 Marketing Plan & Budget Discussion

- Events / Activations October May
- Events /Activations June September
- Experiential/Branding
- Promotions & Marketing

4.0 Next Steps

- Finalize Marketing Plan
- Marketing Committee Meeting Schedule

5.0 Adjournment (11am)





2021: COVID-19 Impacts/ Opportunities

Waterfront is an open/welcoming public space Current Gathering Limits: 150 ppl

- Market for 2021: NS/Atlantic Canada
- 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
- Year-Round potential





New in 2021

Foundation Wharf

30,000sqft boardwalk, wharfage, floating docks. (June '21)

Queens Marque

Public Space / Programmable (Fall '21)

Georges Island National Historic Site

Opening June 19

Cunard

New residential/commercial/ public space. Now underway, opening '23

Arts District

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

Salt Yard

New Wine Bar, more vendors expected

RFPs & Public Call for Activations

Waterfront +, Marine-based & Vendors



Budget (tentative)

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

*include \$25,000 for Evergreen Festival Note: Excludes Tenant Coop Marketing Program







2021 Waterfront Activations

Always 'something' happening on the waterfront!

- Splash of Colour Art & Mural Trail
- World Play Day (May 29)
- World Oceans Week (June 1-8)
- Salt Yard Stage performances (June-Sept)
 DHBC: Tunes at Noon, YAC, etc
- Classes/Programs on Waterfront West Coast Swing/Flamenco/Salsa/Kizomba/Tango/Yoga/ etc
- Bluenose 100 Halifax Visit (July 24-27)
- Dartmouth Poker Run
- Splash of Colour (Aug)

2021 Waterfront: Events

• Open City: May 8

• NEW: Patio Lantern Festival (May 21-Canada Day)

Halifax Jazz Festival (July 13-18)

Halifax Busker Festival (July 28-Aug 2)

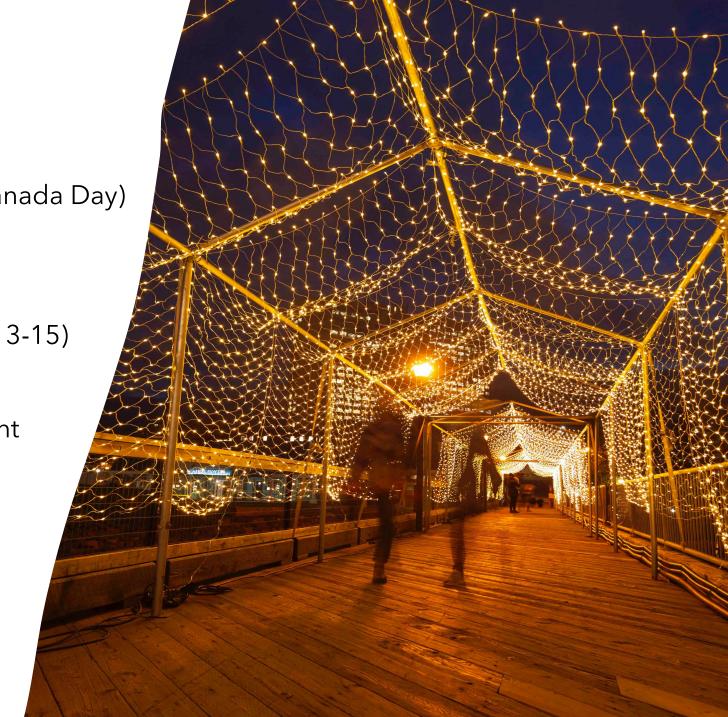
• Pop-up Pickleball Weekend (Tent Aug 13-15)

Mosaic Festival (Sept 18 or 25)

 Mi'Kmaq Native Friendship Centre Event (Sept 30-Oct 2)

Nocturne Festival (Oct 13-16)







Experiential/Branding

Salt Yard

- Pennants & lights
- Salt Yard 'Stage' signage/painting
- 'Music' subscription
- Greenery/Plants

Lower Water Street Signage

- Fence/Sign Holder at Foundation Parking Lot
- Signage on 'shipping container' in Foundation South Parking Lot

Others?



Marketing: Promotions & Advertising

- Advertising Coop (ie. Halifax Visitors Guide)
- Partner Leveraging: DH/DHBC; Tourism NS
- Saltwire/Herald: Paid Content x 4
- CTV/Bell Media: campaign/contest
- Social Media/Digital (Halifax Noise?)
- Event sponsorship (support animation)
- Influencers/Travel Media: passport program?
- 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, Public etc
- Tenant Co-op Marketing Program (\$22,500)



Other Ideas...

- Leverage Patio Lanterns Fest, keep information coming
- Waterfront 'passport' campaign with fellow tenants cross promoting each other, engage public to visit and explore more: map/listings, prize - program during Patio Lanterns?
- Encourage opening in May/ASAP to take advantage of pent-up demand
- Advertise/Partner with Halifax Noise and Influencers

Next Steps

- Marketing Feedback/Ideas based on April 9th discussion: Due April 16
- Focus on May/June early season launch to kick into Summer
- Marketing Plan Review Meeting: Fri. May 7, 10am via Zoom
- Committee Schedule:
 1st Friday of the month





