



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)

•  (Nov. 26 - Dec. 19)





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





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Thank You