



BOARD OF DIRECTORS 2005/2006

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DHBC STAFF

Paul MacKinnon
Executive Director

Kimberly Dossett
Director of Operations

Tracy Bennett
Director of Marketing
& Communications

REVENUE	ANNUAL BUDGET 2006/07 Budget	2005/06 Actual*
Members Levy	\$515,376	\$487,019
Event Sponsorship Revenue	\$ 35,000	\$ 35,185
Program Revenue	\$ 85,986	\$ 76,832
Curbside Waste Program	\$ 23,229	\$ 27,163
Interest	\$ 2,300	\$ 2,446
Merchandising	\$ ---	\$ 15,205
Miscellaneous	\$ 5,355	\$ 6,655
Total Revenue	\$667,246	\$650,505
OPERATING EXPENSES	2006/07 Budget	2005/06 Actual*
Administration	\$137,131	\$125,227
Employee Wages & Benefits	\$211,560	\$200,761
Physical & Social Develop.	\$ 45,800	\$ 48,445
Vehicular & Pedestrian Serv.	\$ 77,575	\$ 42,997
Promotions & Marketing	\$131,490	\$129,804
Events	\$ 40,800	\$ 43,789
Economic Development	\$ 21,690	\$ 18,947
Curbside Waste Program	\$ 20,200	\$ 21,182
Merchandise	\$ 1,000	\$ 1,463
Total Expenditures	\$687,246	\$632,615
Surplus (Deficit)	(\$20,000)	\$ 17,890

*based on audited Financial Statements March 31, 2006

DHBC ANNUAL REPORT 2005 – 2006

Mission Statement

The Downtown Halifax Business Commission exists to make Downtown Halifax a great place to live work and play through improving business conditions, promoting economic development, supporting the common business interests, and creating a positive image.

ADVOCACY

The Downtown Halifax Business Commission represents the voices and opinions of over 1,800 individual business members within the Downtown core. These members range from small entrepreneurs to large multinational firms. All have vested interest in the economic prosperity of the Downtown core. Ensuring that these members have a voice in critical issues that affect the Downtown will remain a priority of the DHBC.

Barrington Street Historic District

Following two consultant's reports in 1998 and 2003, both of which recommended that the key to Barrington's economic revitalization lay in creating a special historic district, Halifax Regional Municipality (HRM) Council formed a stakeholder committee to bring this about. Since January 2005, the DHBC has had a representative on that committee and hosted the majority of the meetings. The committee has written a plan for Barrington Street which was presented to HRM Council in January of 2006. It is hoped HRM staff will bring a recommendation to adopt the plan back to Council in Fall 2006. The DHBC intends to see this initiative instated, and to play a large role in the ongoing management and marketing of the district.

Grand Parade/Birk's Site/Province House

The DHBC has participated in the consultation committee of the joint municipal & provincial task force that is overseeing a new management plan for these important Downtown sites. The DHBC's goals include better programming of Grand Parade, as well as the creation of a skating rink for the winter months.

Urban Streetscape Plan

The DHBC is working closely with HRM Capital District in the implementation of the HRM Urban Design Guidelines and Barrington Streetscape plan.

Urban Design

The DHBC is working closely with the HRM's Urban Designer and the consultants on the project to ensure that new standards are created for the Capital Business District (CBD) that help create a more beautifully built environment. Addressing the ambiguity of height for new buildings in the municipal planning strategy is one of the goals of the urban design standards.

"An organization of some kind is usually necessary to pull things together, stimulate new ideas, and encourage new business. Fundamentally, any time an organization gets people to take control of a place and increase public interest and attention, good things are bound to happen."
– Roberta Brandes Gratz "Cities Back From The Edge"

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Planning & Design Exchange

The DHBC is one of the founding bodies of the Planning and Design Exchange – a group dedicated to making discussion of planning and design more accessible to the public of HRM. This group will serve to educate, promote and advocate for better design, particularly in the Downtown core. Other groups involved in this project are Dalhousie University, HRM, the Province, and the Greater Halifax Partnership.

Sidewalk Cafés

The Downtown Halifax Business Commission was an early leader in the implementation of sidewalk cafés, encouraging HRM to allow their licensing. Now there are over 50 cafés in Downtown Halifax. The DHBC continues to work with HRM Right of Way and Capital District departments to ensure that all cafés meet current guidelines and acceptable aesthetic standards. This year the DHBC worked with HRM to ensure that cafés could open early to maximize the benefit of the Juno 2006 Awards weekend.

*“Any place worth its salt has a parking problem.”—
Dom Nozzi, *Road to Ruin**

BEAUTIFICATION

The Downtown core should have higher standards in its streetscape development and maintenance of existing amenities, compared to cities of equal population and significance. The DHBC will play a role in planning, advocating for, and undertaking maintenance and beautification efforts.

Graffiti Program

The DHBC launched a new coordinated graffiti removal initiative in Spring 2006 in an effort to control the ill-effects of graffiti in the Downtown.

Curbside Collection Service

The Curbside Waste Management program was the first totally user-pay service in North America and works as a cost-effective means for businesses to pay for collection of the garbage they generate. This outstanding service is available to all businesses, institutions, and apartment complexes, (with more than six units), in the greater Halifax region. The program sells garbage, recycle and organic tags. Collection takes place once a week.

Enviro Team

The DHBC hires a team of students to act as ambassadors in the Downtown during June, July and August. The Enviro Team’s responsibilities include maintaining and enhancing the Downtown sidewalks by removing graffiti and posters, and painting public realm items such as garbage cans and lamp posts. The students also serve as a valuable resource for tourists and visitors looking for directions or wanting advice as well as giving historical tours on board Fred the Bus.

Clean Sweep

The DHBC presents this annual cleanup event as a kick start to the summer maintenance services the DHBC provides through the Enviro Team program. Corporate and volunteer involvement has grown and many Downtown businesses take part by entering their own teams and issuing challenges to competitors and friends. Over 100 volunteers participate annually in this long-standing DHBC event.

Banners

The DHBC manages the hanging street banner program in the Downtown to promote special events and programs. This year the Atlantic Film Festival, Nova Scotia Tattoo, Neptune Theatre, Art Gallery of Nova Scotia, Children’s Wish Foundation, Statistics Canada, Halifax Play Hard/2006 Juno Awards and Metro United Way have all used the banner program to promote their activities/events to tourists, residents, and visitors in the Downtown and Spring Garden Road area.

Cooperative Maintenance Program

The DHBC partners with HRM Capital District and the Waterfront Development Corporation to ensure that the maintenance of Downtown is coordinated and maximized given the limited resources. It is our intention that this service will continue to be enhanced.

Kiosks

The Downtown Halifax Business Commission is responsible for the twice monthly maintenance of the poster kiosks and pole collars which were built in 2003 in response to the Mayor’s initiative to address indiscriminate posterage in the Downtown.

MARKETING & EVENTS

The DHBC promotes the Downtown core as a place to work, shop, dine, be entertained, and reside. Our marketing programs promote existing businesses, as well as promote the area as a place for new business

to locate, making it attractive for developers, as well as business occupants. The DHBC will also work with event coordinators to ensure that all events held in the Downtown core are successful.

FRED - “Free Rides Everywhere Downtown”

The DHBC, in partnership with Metro Transit, operates the Fred the Bus program. This free shuttle makes getting around in Downtown Halifax easy. From July to October, Fred shuttles both Haligonians and visitors throughout the Downtown — 7 days a week. The DHBC Enviro Team members ride along with Fred, providing commentary on historical highlights in the Downtown and other visitor information as well as recording rider counts for the season.

Holiday Parade of Lights

The Downtown Halifax Business Commission held the 10th Annual Chronicle Herald Holiday Parade of Lights in 2005. This event draws approximately 75,000 people to Downtown Halifax. The Parade includes approximately 50 entries, including spectacular floats, majorettes and bands.

Event Promotion & Sponsorship

This year saw several significant events in the Downtown, including the Juno Awards 2006, Buskers, Shakespeare by the Sea, the Blue Nose Marathon, Atlantic Jazz Festival, the Atlantic Film Festival/AI Fresco Film Series (25th anniversary), and the new HarbourFest. The DHBC coordinates with all of these event organizers to assist in promoting the events, and ensuring maximum resulting spin-off for DHBC members.

Advertising Campaign

In the Spring of 2004, the DHBC launched a brand new advertising campaign. This will be the last year in an extensive three year campaign which utilizes television, and outdoor media to promote the Downtown area to HRM residents.

Retail Recruitment

For many years the attraction of retail in the Downtown core has been done by individual property owners without a cohesive strategy. Commercial leasing agents do not typically direct their retail clients to locate in the Downtown core. The DHBC Board determined that we will assist in the process of Downtown revitalization by proactively approaching retailers and providing them with the information they require. In the first phase, the DHBC

created an information package that makes a solid business case for the Downtown by showcasing our unique attributes. Following this, a retail strategy will be created and we shall aggressively approach retailers who would enhance the Downtown business mix.

COMMUNITY INVOLVEMENT

Not only is it important for our own 1,800 members and funding partners to know what we do, it is also essential that we liaise with the rest of the community to ensure that we are not duplicating tasks that other organizations perform.

Downtown Update/Quarterly Newsletter/Website

These information tools give the DHBC membership an in-depth look at what is currently happening in the Downtown. Features include inside information on planning, articles on our membership and details on events in the Downtown.

Online DHBC Directory

In order to help members communicate with one another, as well as increase business-to-business transactions, the DHBC has produced a frequently updated online directory of all its members, which is promoted to the membership.

Annual Carmichael Lecture

The 5th Annual Carmichael Lecture was held in March 2006. Former Mayor of Toronto, David Crombie spoke about his work to protect the culture of Toronto’s unique neighbourhoods and encourage proper development of the waterfront.

Capital District Task Force

The DHBC is a stakeholder on the Capital District Task Force and continues to provide a voice for Downtown Halifax in the effort to strengthen the Municipality’s urban core. The DHBC played an integral role in establishing the vision and guiding plan for the Capital District and will continue to ensure that the best interests of Downtown Halifax are met.

Joint Initiatives

The DHBC continues a strong relationship with the other business commissions, representing Spring Garden, Downtown Dartmouth and Quinpool Road. The Directors meet on a regular basis, and the business commissions partner on a number of cooperative projects.

THREE WISE MEN

The Urban Thinker

Paul MacKinnon



Jane Jacobs was an urban giant. The author of “The Death and Life of Great American Cities,” ironically, lived most of her life in Toronto, after moving to Canada from New York in the 1960s. The still prolific Jacobs passed away at the age of 89 this spring, but her legacy lives on in several generations of new urbanists.

Three of those urbanists came to Halifax over a 2 week period in April, and for those of us interested in Downtown revival, their arrival here was akin to the confluence of bands that graced the Metro Centre stage for the Juno Awards. David Crombie (former mayor of Toronto), Ken Greenburg (world renowned urban planner) and Larry Beasley (Director of Planning in Vancouver) all had definite ideas for Halifax, based on their own experiences of what has worked elsewhere around the globe.

No city has a pre-packaged solution for Halifax, but we have much we can learn from these three wisemen. And like the wisemen of old, they came bearing gifts, bold, commonsense, and spur.

Crombie was the Chair of the 2008 Toronto Olympic bid. It was ultimately unsuccessful internationally, but its community support was a consistent 80%. Quite an accomplishment, after the disaster of the 1996 bid. His advice for Halifax, as we wrestle with the costs of the 2014 Commonwealth Games bid, was that this is an amazing opportunity. Not an opportunity to host the games (which lasts only a couple of weeks) but to use as a springboard for realizing our dreams. As an example, Barcelona used the 1992 Olympics to create a port and become a European economic success story. He advised, rather than blindly supporting or blindly rejecting the bid, to dream big, and then see if those dreams fit in with the infrastructure of the Games' needs.

Greenburg was here to consult on the Grand Parade, Province House and Birk's site project. He envisions things like an outdoor skating rink on Grand Parade, an accessible grounds for Province House, a signature (but compatible) building on the corner of Barrington/George, to act as the entrance to the Barrington Street Historic District, and a tree-lined green avenue running down George Street, to connect the Downtown with the waterfront.

Beasley was one of the overseers of Vancouver's renaissance over the past 20 years. There, as here, population growth in a concentrated area is what is needed to rejuvenate the downtown. Their policies not only bring people Downtown to live, but ensure a social mix, with new developments requiring 20% affordable housing and 25% non-market family housing. He advocated the end of a system that sees concillors burdened with the responsibility of making decisions on new developments – such decisions should be left to specialized staff, working from clear policies, that set height limits and design guidelines. He advocated mandatory new residential developments in existing neighborhoods, but to allow those neighborhoods to decide what form this would take.

Jane Jacobs passed away at the age of 89 this spring, but her legacy lives on in several generations of new urbanists.

Just as Jane Jacobs passed a torch to these men whose work has touched many cities, so too is a torch being passed to us. Halifax is going to grow. Halifax is going to develop. Halifax is going to have new people move in. And we, its citizens are the ones who are going to decide what this place will look like over the next 20 years. I challenge you to do the following:

- Listen to David Crombie's remarks (free CD copies are available from the DHBC office)
- Get involved with the urban design study: www.halifax.ca/capitaldistrict/urbandesign_000.html
- Read the Grand Parade/Birk's site/Province House position paper: www.halifax.ca/capitaldistrict/grandparade.html

And if I ever write a book, please buy it!

Downtown Halifax Business Commission



LOOK AHEAD TO 2006 SUMMER EVENTS AND PROGRAMS

The Downtown Halifax Business Commission (DHBC) is pleased to offer these and other programs and events which are made possible by the generous and continued support of our members through both sponsorship and volunteers.

Fred the Bus Has a NEW Look

You may not recognize Fred the Bus, (Free Rides Everywhere Downtown), but you certainly won't miss him, when he makes his Downtown debut on July 8, 2006. Fred will return to the streets with not only a new schedule and a new route, but also a flashy new look.

Halifax's favourite free shuttle will continue to run daily until the end of October to accommodate the rush of visitors arriving at the end of each summer. Fred shuttles both locals and visitors alike in a 40-minute loop throughout Downtown Halifax from 10:30am to 5:30pm. This convenient, free shuttle service is an essential link in our vibrant Downtown.

From Pier 21 Fred runs along Lower Water Street to Ferry Boat Lane, past Historic Properties to the Casino. Fred then heads up to Barrington Street to Spring Garden Road to Brunswick and then up Sackville Street up and throughout the Halifax Citadel, turning right continuing on Sackville Street. Fred turns left on South Park Street past the Public Gardens and then down Spring Garden Road to Barrington Street. Fred follows Barrington Street until Cornwallis Park and turns passing the Superstore, the Via Rail Station and the Westin Hotel before proceeding back to Pier 21.

Thanks to sponsors: Alexander Keith's Brewery, Barrington Place Shops, Bishop's Landing, Casino Nova Scotia, CTV, the Halifax Citadel, HRM, Kool FM, Maritime Museum of the Atlantic, Metro Transit, Park Lane Mall, Pier 21, Scotia Square and Spring Garden Area Business Association.

Out to Lunch – Summer Music Series

This summer, music is sure to fill the air as the DHBC hosts a variety of lunch time concerts throughout the Downtown. Stay *tuned* for more details.

20-Minute HRMakeover

The name has changed, but the goal of cleaning up the Downtown remains the same, as dedicated citizens take to the streets once again in an ongoing effort to address the

Downtown's litter problem. On June 7th the business commission is partnering with Halifax Regional Municipality for the first 20-Minute HRMakeover city-wide clean up event.

This event is sure to help spruce up the city for the busy summer season and will offer a great experience for all of its participants. Keep an eye out for volunteers and our new 2006 Enviro Team on Wednesday, June 7th. For more information on how to get involved call 423-2179.

Enviro Team

A cleaner Downtown is on the way! The eight member Enviro Team will hit the streets the first week of June. The team acts as Downtown ambassadors and clean-up crew throughout the summer. Armed with brooms and dustpans, the Enviro Team cleans over 75 blocks on a daily basis.

The Enviro Team works from early June to the end of August and provides necessary additional cleaning services throughout our district. The Enviro Team sweeps sidewalks, removes graffiti and posters, maintains poster collars and kiosks, provides historical commentary on Fred the Bus, and provides assistance and information to visitors on the street level. Watch for these friendly summer sweepers in their red shirts beginning the first week of June.

Paint the City: Halifax

In a dynamic celebration of visual art, Paint the City will infuse the streets of downtown Halifax with colour and creativity.

For two full days, 100 local artists and their works will blanket the downtown core from the waterfront to the Public Gardens. An estimated 25,000 passersby will be treated to the beauty and colour of summer in the city appearing before their eyes as interpreted by the artists.

Paint the City: Halifax is presented by the Downtown Halifax Business Commission, HFX Art Map and the Spring Garden Business Association. For more information regarding the festival visit www.halifaxartmap.com/ptc.