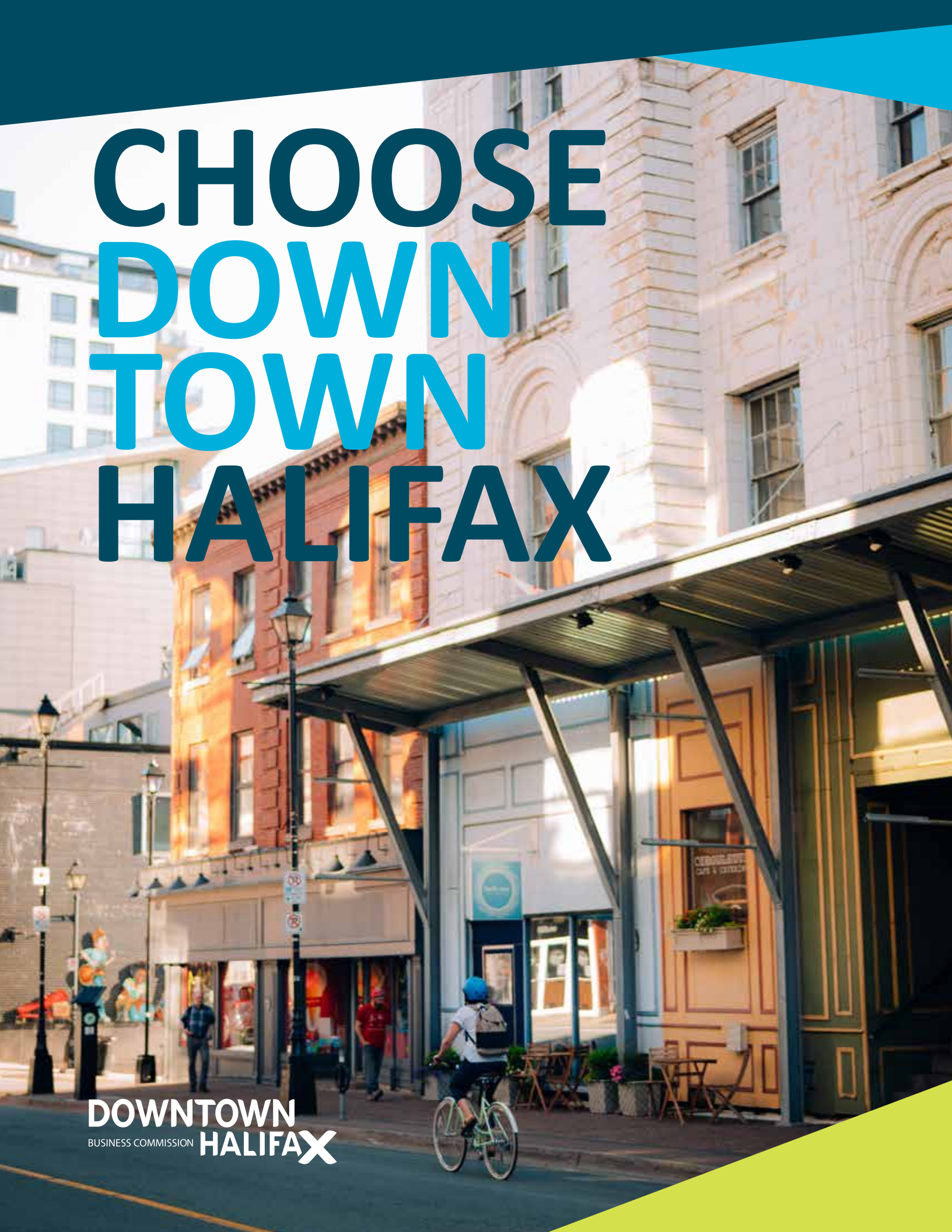


# CHOOSE DOWNTOWN TOWN HALIFAX

**DOWNTOWN**  
BUSINESS COMMISSION **HALIFAX**



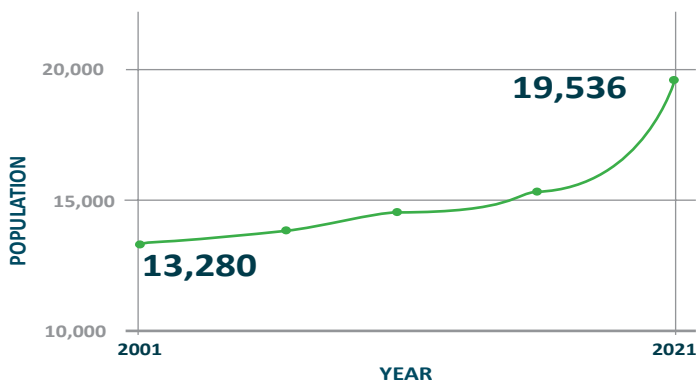
# There's a reason Downtown Halifax is known for its vibrancy...Our People!

## RESIDENTS

Over the span of 2016 - 2021, the greater Downtown Halifax area grew its residential population by 26.1%, *making it the fastest growing downtown in the country.* 60% of this population are between the ages of 15 and 34.

Source: Halifax Partnership's Halifax Index, June 2023

## DOWNTOWN POPULATION: 2001 to 2021



Source: Ben MacLeod, Statistics Canada Census Data

## WORKERS

Downtown Halifax has an employment base of **22,000**.

**4,200** of them are employed directly in ground floor business sectors (*food & drink, retail, accommodation and personal services*).

The other **18,000** work in an office environment.

Source: Data Axle Canada 2023 Business Data, Dalhousie Transportation Collaboratory (DaiTRAC)



## VISITORS

Downtown Halifax is attractive to visitors for many reasons. Aside from the city's history, many come for the world-class attractions and events, Halifax's Seaport, the Waterfront, and of course the unique and local restaurants and shops. Downtown Halifax hosts **14,558,808** visitors annually.



## VISITATION TO DOWNTOWN:

SEASON	2022
SPRING	3,786,533
SUMMER	3,930,192
FALL	3,804,934
WINTER	3,037,129

Source: Copyright 2022 - 2023 Environics Analytics Group

*July - September 2023 saw over 4M people visit Downtown Halifax, an increase of 5% compared to the previous summer.*

## DOWNTOWN SPENDING:

SECTOR	Sept. 2022 - Sept. 2023
FOOD + DRINK	Businesses: 131 Sales: \$124M
RETAIL	Businesses: 78 Sales: \$148M
ACCOMMODATION	Businesses: 14 Sales: \$110M
PERSONAL SERVICES	Businesses: 30 Sales: \$12M

Source: Dalhousie Transportation Collaboratory (DalTRAC)

Total revenue for all Downtown Halifax businesses was **\$8.3 Billion** representing **21.1%** of all sales in HRM.

**Downtown Halifax's ground floor sales growth in 2023 outperformed the entire city by 3.4%**

## DOWNTOWN INVESTMENT

Now is the time! Downtown Halifax is in a transformation stage with over 24 development projects currently in the works (*including over 1,800 residential units*). In addition to these developments, the Cogswell District is currently under construction. **It is the biggest city-building project in Halifax's history.**

### Cogswell District: Downtown's Newest Neighbourhood

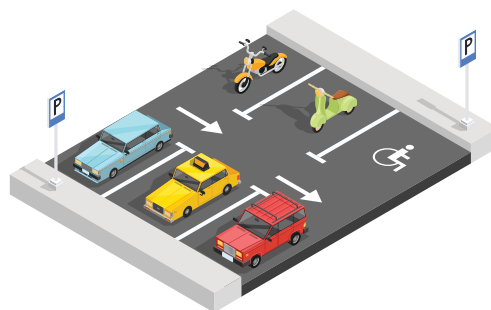
- \$122.6M in public infrastructure.
- Over 16 acres of road infrastructure converted into mixed-use neighbourhoods.
- High-quality dedicated cycling lanes, multi-use paths, new parks, and open spaces.
- A reimagined transit hub on Barrington Street.
- A significant central urban square that will transform this once traffic-centric area into a livable, pedestrian-friendly area.
- 10,000+ square feet of new commercial ground floor space.
- Residential units that will house 2,500+ people.

## PUBLIC PARKING SPOTS

**7,909** Downtown Halifax

**1,915** Spring Garden Area

*27% vacancy rate for on-street spaces.*



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