

Daily Business Buzz

Halifax garnering awards, recognition

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[HALIFAX, NS] – Destination Halifax, the city’s destination marketing organization, and the municipality’s HRMbyDesign Downtown Halifax plan have both scored big with national and international judges during recent industry award ceremonies.

Destination Halifax received a bronze in the category of Consumer Print Materials Campaign for Tourism and Hospitality at the 2010 Summit Creative Awards. The recognition is for a recent LGBT Leisure Campaign entitled: The Rainbow Halifax campaign. The campaign, created by Destination Halifax agency Chester & Company, consisted of print ads, posters and postcards directing consumers to www.rainbowhalifax.com, the organization’s LGBT travel website.

Destination Halifax’s campaign was among thousands of entries in the Consumer Print Materials Campaign for Tourism and Hospitality category and was judged against an international field of the best in the industry with entries from 24 countries.

“We’re thrilled to receive this award,” says Lynn Ledwidge, Destination Halifax director of marketing. “Halifax truly is a welcoming city and we’re pleased to see our LGBT marketing efforts recognized through this international forum. We want to get the message out there – come discover what the greater Halifax area has to offer.”

Meanwhile, HRMbyDesign is being recognized nationally for planning and design excellence - twice. It has already received a National City Planning award from the Canadian Institute of Planners tonight it will receive the Royal Architectural Institute of Canada’s 2010 National Urban Design Award. HRM’s Manager of Urban Design, Andy Fillmore, is accepting the awards on behalf of the volunteer Urban Design Task Force, who, along with the input of thousands of HRM citizens, created HRMbyDesign.

HRMbyDesign is a key element of the Regional Plan adopted by Council in 2006. It’s based on clear and predictable policies and regulations that govern building heights, design, building materials, heritage preservation and overall quality. HRMbyDesign ensures, for the first time, that development in downtown Halifax is subject to review by a citizen-based Design Review Committee to see that every new building makes a positive contribution to the overall look and feel of HRM’s urban core.

Since the landmark planning process was set in motion last fall, the Barrington Street Heritage Conservation District Revitalization Plan was created to encourage conservation, restoration and

commercial revitalization of Barrington Streets historic buildings, streetscapes and public spaces. The Barrington eSpace development for the former Sam the Record Man property is an example of a project that has progressed through this process for downtown revitalization.