

Roadmap 2021

Three year update

May 2015

ST. JOHN'S



Roadmap 2021 Strategic Goals

1 Location of choice for business and investment

2 Magnetic and desirable city for newcomers and young professionals

3 Global leader in ocean technology and a global centre for offshore energy expertise

4 Destination of choice for people seeking authentic visitor experiences

5 A leading Canadian artistic metropolis

What has been achieved in the past 3 years?



**Goal 1:
St. John's is a
location of choice
for business and
investment**

Business friendly

Streamlined the City's commercial tax system

Valuable local business data

Created an online business registration system and directory

Creating a vibrant downtown

Encouraged the development of underutilized upper storeys in the downtown by investigating fire safety alternatives for heritage buildings

Connecting to citizens

Established a framework for public engagement to enable dialogue with the right people, using the right tools, at the right time



**Goal 2:
St. John's is a
magnetic and
desirable city
for newcomers
and young
professionals**

Improving quality of life

Developed the Parks & Open Space Master Plan to revitalize the City's parks, green spaces, trails and street corridors

Welcoming community

Launched a Local Immigration Partnership to improve the integration of immigrants and strengthen the City's ability to attract newcomers

Engaging the next generation

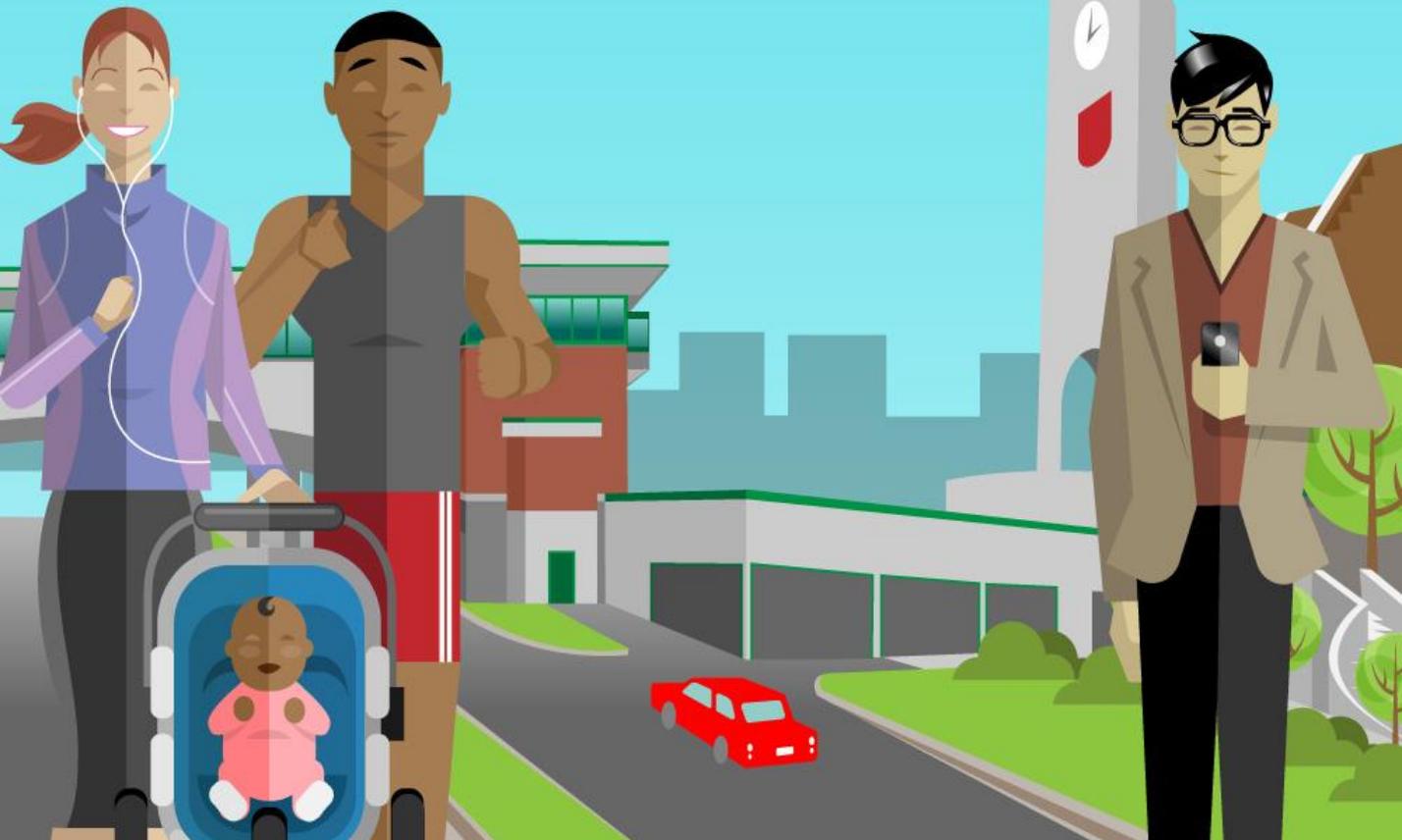
Created the NextUp! Program enlisting the participation of young professionals on City advisory committees

Creating great community spaces

Advanced the development of a community market in the centre city

Understanding the demographics

Undertaking a project to acquire a range of critical demographic and related information





**Goal 3:
St. John's is a
global leader in
ocean technology
and a global centre
for offshore
energy expertise**

Ocean technology media program

Developed editorial coverage of the local ocean technology sector for major international publications

City of ocean excellence

Attracted ocean and energy related conferences to the city including the 1,800 delegate international conference and exhibition OCEANS 2014

Making international connections

Enhanced City involvement in the World Energy Cities Partnership by assuming the presidency and hosting the Annual General Meeting

**Goal 4:
St. John's is a
destination of
choice for people
seeking authentic
visitor experiences**

Creating cultural experiences

Established the Plantation, a unique visitor centre and artisan incubator in the heart of historic Quidi Vidi Village

Supporting festivals and events

Provided \$100,000 annually in direct financial support to local festivals and events, including those that help extend the tourism season

Enhancing downtown experiences

Extended the Music at Harbourside Lunchtime concert series and partnered to offer the summer Metrobus trolley service

Celebrating special anniversaries

Established a Commemorative Program to honour those who lived, fought and died in the First World War



Goal 5:
**St. John's is a
leading Canadian
artistic metropolis**

Planning for a creative city

Hosted the Arts & The City 3 symposium to review the City's Municipal Arts Plan

Funding the future

Supported the arts community through the annual art procurement program and by providing \$200,000 annually in grants to artists and art organizations



What is next?

Scheduled three year review

It's time to take stock - review what's been accomplished and what's left to achieve

What has changed?

What new issues, challenges, trends or opportunities have emerged and how do they impact our priorities?

Engaging our stakeholders

We'll consult our stakeholders and work with our partners, to complete the review of the Roadmap

Keeping the Roadmap relevant

We'll update the Roadmap as required and continue the journey to realize our vision of a vibrant, creative and distinct St. John's



ST. JOHN'S

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