

A Strategic Economic  
Plan For St. John's

# ROADMAP 2021 HIGHLIGHTS



# CITY OF ST. JOHN'S STRATEGIC ECONOMIC ROADMAP HIGHLIGHTS

Something extraordinary is happening here. The heart of North America's most easterly city pulses with renewed vigour in this era of unparalleled promise, prosperity and pride.


Over the past decade, St. John's has been energized as a hub of economic activity. Fuelled by offshore petroleum and a wealth of other natural resources, this is a city that has made significant strides forward. Newfoundland prosperity has generated a collective confidence and optimism for the future. Despite global economic challenges, we have found ourselves in an enviable position. We must seize the moment.

Roadmap 2021 encourages us to come together – as entrepreneurs, industry partners, community leaders, citizens and local government – to grow our city.

The Roadmap is about embracing new directions, leveraging opportunities, building partnerships, developing linkages and taking new approaches to support the advancement of Newfoundland and Labrador's capital city. It is about effectively managing the opportunities and challenges of a city on the move.

Roadmap 2021 is a plan to guide the city's economic development over the next ten years. It articulates a bold vision, sets guiding principles, identifies strategic goals and outlines a series of priority actions to be undertaken by the City of St. John's and its various partners. Roadmap 2021 will carry us forward as we build on our past achievements and chart a course to create a strong, vital and liveable St. John's.





**Cities, not countries, are the fundamental elements of a developing economy and have been so from the dawn of civilization.**

*- Financial Times, May 3, 2006*



# VISION

St. John's is a vibrant city capitalizing on its energy, creativity and distinctiveness to embrace economic progress and enhance quality of life.

# GUIDING PRINCIPLES

## **Leveraging Our Uniqueness**

St. John's distinctiveness is a major advantage. Understanding and cultivating that uniqueness is crucial to achieving the city's potential.

## **Nurturing Innovation and Creativity**

Today's economy is fuelled by innovation. Only by seeking out and encouraging innovative and creative approaches will St. John's continue to grow and prosper.

## **Working in Partnership**

A city does not, and cannot, work in isolation. Advancing the economy requires cooperation and partnership at every turn. A partnership philosophy - between entrepreneurs, community leaders, industry partners, and municipal government - is fundamental to achieving our goals.

## **Investing in Our People**

People make a city and a community. People also drive the economy. Working together, communicating with each other, and celebrating achievements will build an engaged and motivated community.



# GOALS

Five strategic goals provide a clear focus for the future. The action plan to implement these goals is detailed fully in the master document available online at [stjohns.ca](http://stjohns.ca), or by scanning the QR code on the back cover of this document.

By 2021, St. John's will be:

## **A location of choice for business and investment**

Business and investment activity brings employment, opportunities and innovation. Retaining and nurturing business is key to generating long-term, predictable economic activity. Our aim is to create an environment that enables business to grow, diversify, and flourish in a city that celebrates business achievement.

## **A magnetic and desirable city for newcomers and young professionals**

A qualified workforce is an essential ingredient for economic development and innovation. Securing a vibrant and healthy workforce necessitates a focused approach to both retaining and attracting professionals and skilled labour. We need to encourage diversity and nurture our young professionals.



# GOALS

## **A global leader in ocean technology and a global centre for offshore energy expertise**

St. John's has a critical base of research facilities, companies and expertise related to offshore petroleum development and ocean engineering and technology. Local expertise in harsh environments has specific application to opportunities emerging in other jurisdictions including the North. The core competencies that have been developed locally can be leveraged and applied around the globe.

## **A destination of choice for people seeking authentic visitor experiences**

Tourism makes an important contribution to the St. John's economy. St. John's offers visitors an intriguing blend of history, culture and natural experiences, all within an urban setting. Compelling provincial marketing campaigns are increasing awareness and opening opportunities for future growth. We must build on this momentum.

## **A leading Canadian artistic metropolis**

The arts community in St. John's is distinct and original. The vibrancy, attractiveness and liveability of the city are inherently tied to the arts. Artists also make a significant economic contribution to the region. Our aim is to support artistic endeavours, nurture relationships and foster an engaged community.



**We are the only barriers to the greatness of our city.  
Remember who we are and what makes us special.  
Then modernize. Innovate. Take risks.**

*- Emad Rizkalla, President and CEO,  
Bluedrop Performance Learning Inc.  
Member, Roadmap Advisory Committee.*



# THE JOURNEY AHEAD

Roadmap 2021 gives us a framework to forge a vibrant future and grow a capital city that will be a strong, economic engine for Newfoundland and Labrador. It builds on our strengths and it addresses the challenges facing our economy with innovative strategies and actions.

## **Working together**

The journey to the next decade will be both challenging and exciting. But together, we will create something far greater than what any one group or organization could achieve alone. Roadmap 2021 is about shared focus and unified action.

## **Rolling with the times**

Technological advancements and the application of social media has fundamentally changed the way people communicate and access information. Information technology will play an important role in how we achieve and deliver Roadmap 2021.



# THE JOURNEY AHEAD

## Opening the lines of communication

Solid economic development relies on ongoing dialogue. We, along with our industry partners, recognize the value of keeping the lines of communication open.

## Keeping it fresh

To realize our vision, we need to continuously plan for change. New issues, challenges, trends and opportunities will emerge throughout the ten-year life of the strategy. Roadmap 2021 will be reviewed regularly and modified to ensure priorities are met.

## Moving forward

The economic outlook for St. John's is brighter than at any other time in our long and storied history. Roadmap 2021 charts a course for the next decade, armed with a clear vision and energized with a new sense of purpose.

**We are ready to take the next steps!**







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