

Strategic Direction

Building a Robust Economy

Direction Statement **Create the conditions that encourage investment, diversify economic growth, and cultivate a strong workforce.**

1 Strategic Goal **Establish economic development partnerships**

Key Initiatives

- Create a roundtable of elected representatives and stakeholders to identify and prioritize economic opportunities for the region.
- Promote Prince Albert as the cultural and economic hub connecting Northern and Southern Saskatchewan.
- Leverage provincial/federal funding through joint applications with other agencies.
- Support the attraction of major events to Prince Albert in partnership with local, provincial and national organizations.

2 Strategic Goal **Growth and diversification of the City's property tax base**

Key Initiatives

- Develop incentives to attract investments and business activities in strategic areas of growth.
- Prioritize the development of City infrastructure to attract long-term investment and support economic development in new strategic sectors.
- Complete a Land Availability Audit.
- Implement a strategic zoning review to enable new economic uses.
- Launch a City-Wide Business Retention and Expansion (BRE) Program.

3 Strategic Goal **Revitalization of the City's Downtown core.**

Key Initiatives

- Develop and implement a long-term downtown renewal strategy to reestablish the core as a commercial-friendly, walkable, and livable community.
- Invest in streetscapes, riverfront improvements, and attractions to encourage resident and tourist engagement with businesses downtown.
- Continue evolving the relationship with the Downtown Business Improvement District to achieve growth in downtown tourism and economic opportunities.
- Evaluate vacant spaces in the downtown core and suitability for re-use.
- Launch a downtown business retention and expansion (BRE) program.
- Involve residents & businesses in shaping the vision and priorities of the downtown core.
- Promote and assist with facilitating the Arts & Culture programs & services located within the City's Central Business District.

