

## Proposed Content of Section I – The Economy

The Economy section provides direction for how the City of Saskatoon (City) will facilitate and/or support the growth and diversity of economic development in the city and region. It includes how the city and region may collaborate and/or promote initiatives and/or cost sharing. In addition, it provides guidance for growth and diversification of economic development; the attraction, growth and diversity of businesses within the city; as well as the cooperation, collaboration and economic partnerships among the City, and its local, municipal and provincial partners, and authorities.

This section is proposed to include the following three subsections:

1. Regional Economic Development;
2. Growth & Diversity; and
3. Collaboration & Partnerships.

Details on each subsection and the source of its content is included below.

### **I1.0 Regional Economic Development**

This subsection includes policies that establish how the city and region may collaborate and/or promote initiatives of cost sharing and the growth and diversification of the economic base. The sub-headings include:

- Coordinate and Facilitate Business Growth and Creation among Regional Partners;
- Support Initiatives to Strengthen and Diversify the Region's Economic Base;
- Promote the Region as a Tourist Destination; and
- Support Cost Sharing Mechanisms for Local Infrastructure between Municipalities.

In order for Saskatoon to thrive, the economy of the city and surrounding region must be flexible, diversified, and globally competitive. Efforts to support the city's economic growth will consider the strengths of the region as a whole. Planning will provide the direction necessary to encourage coordinated development and investment that builds upon regional strengths as well as opportunities within individual jurisdictions. Policies complement the work of the Saskatoon Regional Economic Development Authority (SREDA) and reinforce that land use and development are linked to economic development.

This section is an entirely new addition to the OCP. The proposed new policies have been informed by the following documents:

- [Saskatoon North Partnership for Growth Regional Plan](#); and
- [Saskatoon North Partnership for Growth Regional Plan – Regional Service Strategy](#).

Topics that the proposed policies address are listed below under the sub-heading that they are propose to be included:

#### Coordinate and Facilitate Business Growth and Creation among Regional Partners

The strong, vibrant economy of Saskatoon and the surrounding region has been a key driver of economic prosperity in Saskatchewan. A coordinated approach to economic development with regional partners including the P4G partners, First Nations and Métis communities, Indigenous communities and organizations, and SREDA and other agencies, will ensure the region continues to support current activities and is prepared for future economic opportunities. To help achieve this vision, policies on the following topics are proposed to be included in this section:

- Coordinating economic development with regional partners; and
- Coordinating land use and development policies with regional partners.

#### Support Initiatives to Strengthen and Diversify the Region's Economic Base

Strengthening the P4G region's economic base will ensure stable business expansion and growth in the region. To help achieve this vision, policies on the following topics are proposed to be included in this section:

- The equitable distribution of employment;
- The support for the agricultural and natural resource industry; and
- Value-added businesses in rural areas.

#### Promote the Region as a Tourist Destination

Capitalizing on the region's unique position in the agricultural sector and its varied recreational opportunities will generate significant interest and economic opportunities in the area. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Commercial tourism and related development.

#### Support Cost Sharing Mechanisms for Local Infrastructure between Municipalities

Creating a vibrant regional economy requires adequate local infrastructure to support economic growth within neighbouring jurisdictions. A cost sharing mechanism to build infrastructure in the region allows for expenses and benefits to be shared among all jurisdictions. To help achieve this vision, policies on the following topics are proposed to be included in this section:

- Extension of services and intermunicipal servicing agreements;
- Coordination of joint application submissions for provincial or federal funding; and
- Regional service planning with First Nations and Métis communities and Indigenous organizations.

## **12.0 Growth and Diversity**

This subsection includes policies relating to the growth and diversity of local to internationally-reaching businesses. The sub-headings include:

- Business Attraction & Support;
- Increase Downtown Commercial and Residential Growth;
- Growth in International and Out-of-Province Based Business;
- Encourage and Strengthen Entrepreneurship and Small Business; and
- Residential, Industrial, and Commercial Land.

Saskatoon is a hub for natural resource and agricultural industries in the province and contains a large variety of retail and service industries. Home-based and commercial business licenses continue to grow year-over-year as the city promotes innovation and entrepreneurship. High quality education and a competitive business environment attracts people from across Canada, as well as new immigrants who continue to view Saskatoon as a place of opportunity. Increased cultural diversity in the city can have numerous economic benefits, including cultural events, tourism, and education.

This section is an entirely new addition to the OCP. The proposed policies have been informed by the following documents:

- [Saskatoon Speaks - Community Vision \(June 2011\)](#);
- [City of Saskatoon Strategic Plan 2018 - 2021](#);
- [City of Saskatoon - Municipal Manual 2018](#); and
- [SREDA Saskatoon Business Incentives 2018](#).

The topics that the proposed new policies address are listed below under the sub-heading where they are proposed to be included:

### **Business Attraction & Support**

Many factors go into creating an attractive business environment. Suitable site locations, strong infrastructure networks and skilled workers all drive decisions by businesses to invest (or continue to invest) in a location. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Programs and incentives for business attraction, growth and long-term job creation.

### **Increase Downtown Commercial and Residential Growth**

A vibrant downtown, one that boasts a variety of uses and employment opportunities, is the hub of any economically strong city. New Downtown commercial development, low office and retail vacancy rates and a growing Downtown residential population are key to growing the City's economy. To help achieve this vision, policies on the following topics are proposed to be included in this section:

- A city centre plan to guide development in the City Centre;

- Incentives and regulations to encourage development in the Downtown; and
- Working with the Downtown Business Improvement District.

#### Growth in International and Out-of-Province Based Business

Increasing the number of new businesses by attracting international and out-of-province based businesses can increase investment and employment within the city. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Attracting international and out-of-province based businesses.

#### Encourage and Strengthen Entrepreneurship and Small Business

Entrepreneurship spurs economic innovation and growth. Ensuring Saskatoon has a thriving small business community will keep wealth within the city and encourage the growth of a creative economy. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Access to information, programs and tools for entrepreneurs.

#### Residential, Industrial, and Commercial Land

In addition to a strong private development community bringing new serviced land to market, the City is in the unique position of providing serviced residential, industrial and commercial land through the Saskatoon Land Bank. The availability of both private developers and Saskatoon Land helps ensure an adequate inventory of serviced land. Serviced residential, industrial and commercial land maintains a stable, predictable market and allows the city to continue to grow. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Maintaining appropriate levels of serviced land.

### **I3.0 Collaboration & Partnerships**

This subsection includes policies relating to cooperation, collaboration and economic partnerships among the City, and its municipal and provincial partners, and authorities. The sub-headings include:

- Foster Relationships with Existing Partners; and
- Indigenous Inclusion.

Creating an economically viable city requires strong cooperation, collaboration and partnerships among the City, its municipal and provincial partners and authorities.

This section is an entirely new addition to the OCP. The proposed policies have been informed by the following documents:

- [City of Saskatoon - Municipal Manual 2018](#); and
- [Saskatoon North Partnership for Growth Regional Plan](#).

Topics which the proposed policies address are listed below under the sub-heading where they are proposed to be included:

Foster Relationships with Existing Partners

- Partnerships with local business groups

Indigenous Inclusion

The City and the P4G partners support the inclusion of First Nation and Métis communities and Indigenous organizations in planning for the region. The general intent of these policies is to encourage collaboration and partnerships with rights holders and stakeholders, while also supporting the provincial and federal governments in meeting Treaty obligations in the region. This is important not only to provide for ongoing dialogue on issues of mutual concern, but also to work together on projects that can provide benefits to all participants. To help achieve this vision, policy on the following topic is proposed to be included in this section:

- Ongoing dialogue of joint interest and long-range planning and development.