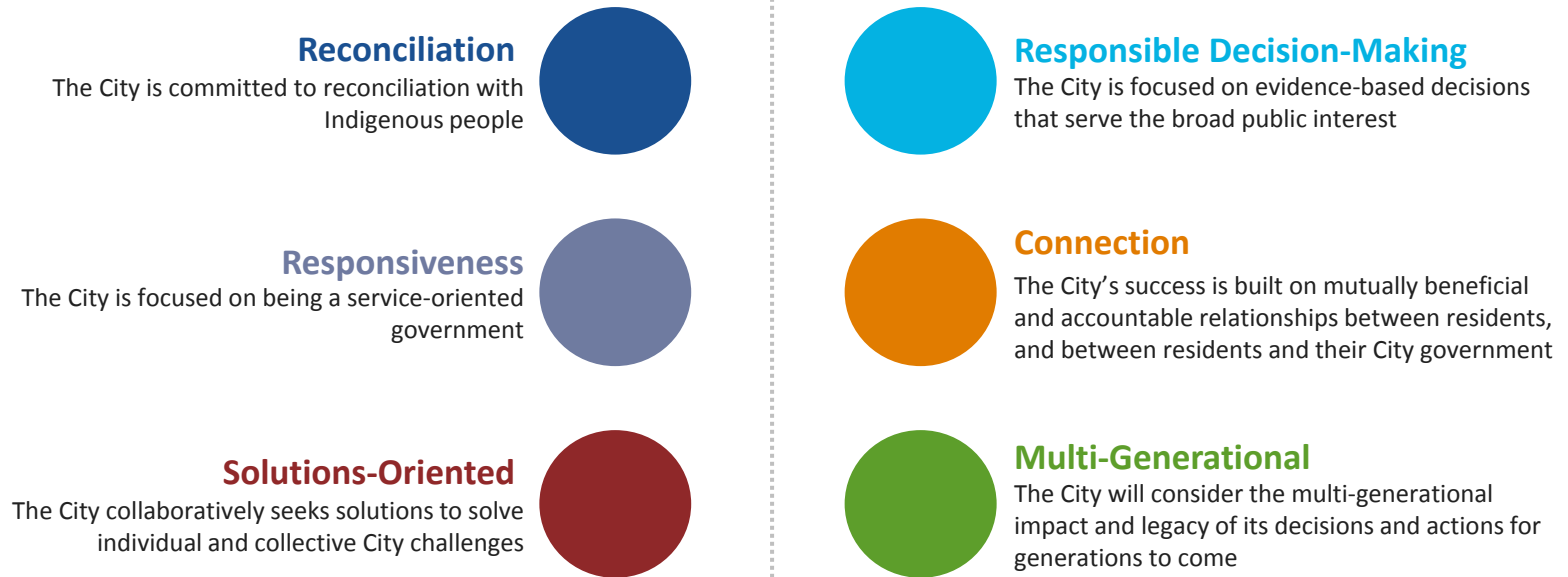

The City of Yellowknife's Vision

Yellowknife is a welcoming, inclusive, and prosperous community with a strong sense of pride in our unique history, culture, and natural beauty.

The City of Yellowknife's Mission

Council will provide leadership, vision, and direction in responding to the needs and aspirations of the community by working cooperatively with staff and residents to provide municipal infrastructure, programs, and services that are environmentally, socially, and fiscally responsible.

The City of Yellowknife's Values:



GOAL: Growing and diversifying our economy

Strategic Initiatives & Activity Description

1. Foster a robust and diversified tourism sector

- Implement a governance structure for the DMO and visitors services that will be effective in attracting, serving and maximizing the economic benefits of tourists

2. Maximize benefits from an expanded post-secondary institution



- Continue to advocate for an expanded post-secondary institution in Yellowknife
- Work with partners to maximize the community and economic development benefits from an expanded post-secondary institution in Yellowknife

3. Refresh and implement a Yellowknife economic development strategy

- Work with local residents, businesses, and community organizations to refresh and action an economic development strategy for the City

Key Performance Indicators

KPIs

Increase in KPI 
 Decrease in KPI 

	Number and diversity of business licenses	Business confidence survey findings
Benchmark	TBD	TBD
Directional Target		

GOAL: Delivering efficient and accountable government

Strategic Initiatives & Activity Description

1. Enhance long-term financial and asset management planning

- Develop a long-term financial plan to ensure the fiscal sustainability and affordability of the City
- Develop and resource an asset management plan to guide long-term decision-making

2. Integrate a culture of continuous improvement into corporate culture



- Invest in professional development for staff and Council
- Implement a manageable and staged process for the regular review of City policies, processes, long-term plans and programs on a set cycle to ensure relevance and drive continuous improvement
- Develop and implement a plan for City staff retention and succession to manage program and operations impacts




3. Confirm clear service level standards for key City programs and services

- Establish, monitor, and report service level standards for the City’s high demand and/or resource intensive programs and services to support performance management and longer-term resource allocation decisions

Key Performance Indicators

KPIs

Increase in KPI 
 Decrease in KPI 

	Asset condition/ sustainability	Credit Rating	Employee satisfaction	Citizen satisfaction with city services and programs
Benchmark	TBD	Aa2	TBD	TBD
Directional Target		Stable to Improving		



GOAL: Ensuring a high quality of life for all, including future generations





Strategic Initiatives & Activity Description

1. **Prioritize adaption to, and mitigation of, climate change**
 - Review and prioritize efforts that the City can implement to mitigate and adapt to climate change, including applying a climate change lens when evaluating City initiatives and activities and continuing to implement relevant plans
2. **Redefine public transit**
 - Strengthen the service model to respond to user needs, and to attract new users to the system
3. **Work with partners to address pressing social issues**
 - Work with partners to address public disturbances
 - Focus on bringing partners and funding to support the implementation of the City’s 10-year plan to end homelessness
4. **Develop a City of Yellowknife Arts and Culture Master Plan**
 - The City will engage the community in developing an Arts and Culture Master Plan to guide long-term decision-making and investment in arts and culture

Key Performance Indicators

KPIs

Increase in KPI 
 Decrease in KPI 

	Citizen’s survey on quality of life	GHG Reduction	Homelessness Level	Transit ridership
Benchmark	TBD	TBD	TBD	TBD
Directional Target				

Driving strategic land development and growth opportunities

Strategic Initiatives

1. Diversify development options

- Develop policies and programs that incent local investment in the development of diverse housing stock*, commercial, and industrial options


2. Promote development across the City

- Streamline the planning and building regimes to ensure greater consistency in requirements and clarity in fulfilling approval conditions
- Work with the development community to design policies and plans that support the development or redevelopment of properties in the downtown

*Diverse housing stock refers to the range of housing types included on CMHC's [Housing Continuum](#)

KPIs

Key Performance Indicators

	Assessment Growth	Non-residential permit value	Development of underdeveloped or undeveloped lots	Housing Diversity (Index)*
Increase in KPI 	TBD	TBD	TBD	TBD
Decrease in KPI 