



# CITY OF YELLOWKNIFE

## 2014-2019 ECONOMIC DEVELOPMENT STRATEGY



### THE ECONOMIC DEVELOPMENT STRATEGY IS BUILT AROUND FOUR BROAD GOALS FOR YELLOWKNIFE.

These goals are what Yellowknife aspires to be in 2019.



City of Yellowknife | Photography by Gilbert Guevarra

## PROJECT PROCESS

The Economic Development Strategy is the result of learning from the past, using the knowledge of today and developing a vision for the future. This collaborative process involved:

- Engaging with 40 community and business leaders to create an understanding of the community's goals, and opportunities for economic development.
- Surveying more than 240 citizens and 110 businesses to gain additional insight into the goals and priorities of the Strategy.
- Designing the Strategy to align with Council Goals and Objectives, the General Plan, the Smart Growth Development Plan, the Harbour Plan and the Development Incentive Program.
- Analyzing relevant data and lessons from other communities.
- Working with Council and Administration to develop the framework for the Economic Development Strategy.
- Gathering feedback from more than 40 community members during an open house meeting on the opportunities, challenges, major themes and strategic priorities of the Strategy.

The mandate for economic development is based on economic development principles as well as feedback from stakeholder engagement and a management session with Council and Administration. Through the actions of the City of Yellowknife, the Economic Development Strategy will:

- Ensure that Yellowknife offers a positive customer service environment;
- Support small and emerging business;
- Promote Yellowknife as a bold and innovative city;
- Market Yellowknife to investors and residents;
- Understand the needs of business to help them prosper; and
- Regularly report on actions and achievements.

The **City of Yellowknife** has links, resources and additional information for interested investors and entrepreneurs at [www.yellowknife.ca/business](http://www.yellowknife.ca/business)

[communications@yellowknife.ca](mailto:communications@yellowknife.ca)  
(867) 920.5660



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# Success of this Economic Development Strategy will be achieved through partnerships.

While Yellowknife's Economic Development Strategy will be rolled out by the City of Yellowknife, working with others is essential to its success. Yellowknife will work to strengthen and enhance those partnerships while implementing the Strategy.

## Business Development

- Conduct annual business visits
- Engage with business during the Business By-law review process
- Extend and enhance support services to businesses
- Research municipal business incubation programs
- Research business incentives
- Help develop and promote Home Based Businesses
- Engage with the mining sector to discover new opportunities in the mining sector supply chain
- Conduct a retail study

## Educational Opportunities

- Develop post-secondary exchange programs
- Open discussions with Aurora College on the opportunities to expand their program delivery
- Seek opportunities to expand the presence of Aurora College in Downtown Yellowknife
- Meet with other post-secondary institutions to consider opening a campus in Yellowknife

## Population Growth

- Expand and coordinate 'Our Yellowknife' and the 'Come Make your Mark' programs
- Meet with mining companies annually to better understand the needs of mining sector workers
- Launch a mining sector worker residency advertising campaign
- Support government recruitment plans and new job openings in Yellowknife
- Include questions related to retirement plans in the Citizen Survey
- Promote services and programs for Yellowknife's retired population
- Launch a 'move home' program targeting those that left Yellowknife for education and employment in southern Canada
- Expand marketing efforts to include programs that provide online living and family support services to fly-in/fly-out workers

## Tourism Development

- Promote tourism and customer service training for front line tourism workers
- Develop a tourism strategy
- Identify and address infrastructure gaps and target conventions
- Create a way-finding initiative in conjunction with the tourism strategy

## Promoting Yellowknife

- Promote land sales to prospective developers
- Update the 'business' and 'visitor' sections of the City of Yellowknife's website
- Continuously update Yellowknife's community profile
- Promote Yellowknife in key domestic and international markets
- Launch an ambassador program for Yellowknife-based executives
- Support partner agencies in their overseas trade missions and investment attraction efforts
- Research best practices in sister city programs for economic development
- Develop and promote 'shop local' initiatives
- Extend the 'Our Yellowknife' campaign to include local businesses and business operators

## Downtown Revitalization

- Collaborate with property owners to turn vacant property into arts and culture spaces
- Participate on committees and groups dealing with homelessness and social issues
- Engage in the 50th Street Revitalization project

## Supporting other Key Initiatives

- Participate in the Community Energy Plan renewal process
- Support other City Departments with the completion of a master plan for heritage, arts and culture



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