



## ECONOMIC DEVELOPMENT

The Economic Development Department markets Martensville and supports business development in the community to meet the needs of business and residents.

The Department works with the community to facilitate the most conducive environment for businesses to start, expand, and thrive to add to the employment opportunities in the community, and is active in regional partnerships and relationships to ensure a collaborative approach to building a strong regional and provincial economy.

The primary focus areas for the Department are to:

- Assist entrepreneurs and small businesses to start up and expand;
- Build the profile of Martensville, market it as a place to live, work, and invest; and
- Initiate and support commercial, industrial, and residential growth and attraction.





# THE MUNICIPAL SUSTAINABILITY PLAN (MSP) AND ECONOMIC DEVELOPMENT

This plan was developed in 2014 and is being used to guide departmental plans and budgets, and to deliver the programs and services our City requires, particularly as the City grows. It also takes into account the availability of human and financial resources. It outlines the strategic direction City Council and Administration will take to achieve our community vision:

***“Martensville is a community of families, friends, and neighbours where we work, play, and grow together in a safe, active, and healthy environment - Martensville is a great place to call home.”***

The Plan focusses on the priorities of City Council within five pillars of sustainability – Governance, Culture, Social, Environment and Economy. These are fundamental areas that will propel our community to the forefront of municipal best practices and achieve sustainability. The Plan sets out goals for each pillar, and strategies to achieve them.

The MSP is reviewed quarterly by Council and Administration and is slated to be reviewed in early 2017. However, within the current plan are a number of areas where Economic Development is noted as a lead role on specific strategies:

Pillar	Goal	Key Strategies	Performance Measures
Social	Develop more diverse facilities to meet the changing needs of citizens	Look for fundraising opportunities to assist with raising capital dollars for facility expansion	Process used successfully for the MAP and currently adapted for additional facilities
Social	Develop more diverse facilities to meet the changing needs of citizens	Identify the importance of a Communication Plan and associated needed resources	Review of the Communication Plan, update
Social	To Communicate the growth plan that enables Martensville to increase its population from 7,700 to 10,000 over a 4 year time frame	Become a Regional Centre of Commerce	Concept Planning
Social	To Communicate the growth plan that enables Martensville to increase its population from 7,700 to 10,000 over a 4 year time frame	Communication initiatives for Martensville on areas such as <ul style="list-style-type: none"><li>• Population Growth</li><li>• A Progressive Community</li><li>• Critical mass of young families</li><li>• Focus on the provision of green space that is family friendly, facilities</li><li>• Balance between development and recreation</li><li>• Provide wider array of shopping and retail offerings</li><li>• Future services and amenities to fit the community</li></ul>	Ongoing use of the of the Martensville Communication Plan Strategies
Economy	To maintain and revitalize the core area of Martensville	Increase the non-residential tax base	Available commercial land inventory is sold
Economy	To maintain and revitalize the core area of Martensville	Identify potential commercial and development sites in planning zone around Martensville so use is defined before development is proposed	Ongoing task
Economy	To maintain and revitalize the core area of Martensville	Work with developers to encourage commercial development	New commercial development areas set to become available.

# 2017 ECONOMIC DEVELOPMENT PRIORITY AREAS

Based on the direction set out in the Municipal Sustainability Plan as well as through identified needs and opportunities there are five key areas being looked at for Economic Development in 2017.

## Industrial and Commercial Attraction Strategies

- Based on current community assets and land uses, focus industrial and commercial attraction efforts toward uses or companies that are an optimal fit with the community. Increased industrial activity helps diversify the local economy while creating more jobs within the community.

### Action Steps

- Create a sector profile highlighting industry in Martensville. The profiles will include infrastructure and utilities available for industry, locations of industrial and commercial areas and available lands as well as additional features to assist to attract industry and business.
- Promote potential and future commercial areas for business, this may include Lake Vista Common, South Industrial, commercial areas adjacent to the overpass project, and areas west of Highway 12.
- Identify and target those sectors that are most compatible with current land uses, especially in respect to industrial uses.
- Communicate and provide the sector profile out to industry and additional partners such as SREDA, industry associations, and realtors.

## Entrepreneurial Development and Support

- Small business plays an important role in our economy. Businesses that employ 10 employees or less make up over 70% of all businesses in Canada and in Martensville that figure is 80%. Small business make our communities vibrant, provide local goods and services, provide employment and help build the tax base. Entrepreneurs by their nature provide innovation and invest in their communities.

### Action Steps

- Continue to work with and assist those looking at starting or growing their business in Martensville
- Maintain local market information and maintain inventories of spaces for business to grow and start-up
- Provide expertise and access to resources that can assist entrepreneurs develop their plans for start-up.
- Continue to build relationships with the local Chamber of Commerce, and agencies such as Square One that can assist and advocate Martensville as a place for small business.





## Seniors Housing

- Martensville currently has a very young population with 75% of the population under the age of 45 but as the community continues to grow and gain additional amenities the population will begin to further diversify, age and gain additional seniors in our population. Martensville is an attractive community for seniors because of our vicinity to Saskatoon but our small community atmosphere with growing number of amenities that are easier to access than in Saskatoon. Martensville offers grandparents a chance to be near their families that may reside in the community or in nearby Saskatoon.

### Action Steps

- Put together a Request for Proposals to find those that are interested in working with us to examine the feasibility, nature and characteristics of what an affordable seniors housing project may look in Martensville
- Work with existing builders and developers that are looking to diversify housing options that are aimed toward seniors living
- Determine strategies to address support systems to increase the appeal of Martensville for seniors living such as transportation in and around Martensville.

## Build and Enhance Existing Tools for the community to be 'Investment Ready'.

- Information and communication is important aspect of promoting the community and advocating it as a place to live, work and invest. Ensuring that we have this information readily available, accurate and accessible will support business attraction, entrepreneur support as well as advocate Martensville as a place to live.

### Action Steps

- Ensure market information on Martensville is up to date and is in an accessible location to serve as our community profile, this includes improving access and visibility of the Economic Development website as the central place for business development information and resources
- Build on current communications initiatives within the City's Communication Plan, specifically more initiatives aimed specifically at business.
- Work with SREDA to do an economic analysis of our current incentive policy to better understand its effectiveness and cost or benefit to the community.

## Develop and maintain the Communications for the City of Martensville

- Communications are an important aspect for Civic Governments in respect to accountability and transparency. Residents and stakeholders are interested in how public resources are being utilized and what the impact or expectations will be. Stakeholders are also interested in new initiatives, activities and projects that are being developed in the community and look to their local government as a reliable source for this information.

### Action Steps

- Review and assess the actions 2016 Martensville Communications Plan, look for areas to continue on, expand on or reassess for 2017
- Develop a new website for 2017 that will improve the flow of information to residents
- Continue to provide support across for all departments for communications on any news items and projects
- Develop and maintain positive relationships with the media
- Conduct research on our Communications tools to find where we have improved and areas that should be reassessed