



## Victoria 3.0 - Draft Economic Action Plan Ready for Feedback

Date: Thursday, January 16, 2020

For Immediate Release

VICTORIA, BC — The City of Victoria is seeking public feedback to help shape its draft economic action plan, *Victoria 3.0 – Pivoting to a Higher-Value Economy – 2020-2041*. The draft plan will be introduced this evening at a gathering of residents and business owners who participated in the economic roundtable discussions hosted by Mayor Lisa Helps last fall. Their input helped to shape the plan.

Accompanying the City's *Official Community Plan to 2041*, *Victoria 3.0* has a vision for a sustainable, growing, influential city that creates high-value jobs now and for the future. The aim of the plan is to create a diverse, resilient, inclusive economy over the next two decades.

The City is making this plan now to:

- Stimulate and support innovation
- Build on the economic stability offered by our large public sector employment base
- Diversify our economy
- Respond to the big changes that will have an impact on sustainable economic growth, including automation and climate change.

The draft plan has been shaped by the latest research and thinking in 21st century city building and economics.

A section of *Victoria 3.0* is dedicated to addressing the needs of small businesses – from mitigating the impacts of city construction projects on business operations, to creating a Downtown Ambassador program to increase a sense of safety and welcoming in the downtown for all. Small businesses are key to providing the amenity-rich lifestyle that will help Victoria to attract and retain the workforce of the future. There is also a focus on youth, newcomer and Indigenous businesses.

*Victoria 3.0* also lays out some big, bold moves including:

- Learn from Other Cities (2020-2041)
- Tech is #1 Tell and Sell Victoria's Tech Story (2020-2041)
- Create an Innovation District (2020-2022)
- Create an Ocean Futures Cluster (2020-2022)
- Redevelop the Victoria Conference Centre (2020-2031)
- Re-Do Victoria's Brand and Story (2022-2026)

The plan is meant to be reviewed at the beginning of each term of Council with future Councils establishing future Big Moves.

The community is invited to read *Victoria 3.0* and provide input by completing an online feedback form or emailing [engage@victoria.ca](mailto:engage@victoria.ca) by **midnight on Thursday, January 30, 2020**.

Public feedback will help inform the draft plan that will be presented to City Council for their consideration early this year. For more information, visit: [victoria.ca/prosperity](http://victoria.ca/prosperity).

### **QUOTES:**

#### **Mayor Lisa Helps, City of Victoria**

“The vision of *Victoria 3.0* is that as the Capital City, Victoria is future-ready and globally-fluent. *Victoria 3.0* identifies how we can use our status as a small powerhouse to build a high-value economy that meets our needs now and anticipates the future.”

#### **Kate Moran, PhD, PEng, President and CEO, Ocean Networks Canada**

“I feel strongly that *Victoria 3.0* builds upon our key strengths — a rich high tech sector, innovative citizens, and global leaders in all things ocean — that positions us as **the** city to follow on the world stage.”

#### **Bruce Williams, Interim CEO, South Island Prosperity Partnership**

“The South Island Prosperity Partnership is involved with *Victoria 3.0* because of the impact the strategy will have across the entire South Island Region. All municipalities are planning for sustainable growth in their future. Our Region may include 13 municipalities but we all represent one economy. We look forward to working with the City of Victoria, First Nations, and all municipalities to engage with small, medium and large business enterprise to create a prosperous economic roadmap for the South Island.”

#### **Suzanne Bradbury, Owner, Fort Properties**

“I believe when you review Victoria’s past it reveals the one true constant of our shared history is CHANGE. As the global rate of change accelerates, the time is now to grab the reins and steer that change or let ourselves be steered by it. As a roundtable participant and contributor, it’s clear the *Victoria 3.0* vision is a plan to manage change in a manner that leverages the best shared results for our citizens, city and planet. This plan will require the best of all of us and is the truest way to honour, protect and nurture the city and the region we call home.”

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#### **For More Information:**

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