

# *City Market*

## Strategic Plan

*Project Launch*

Growth Committee

September 2021





# What is it

A 10-year plan with a vision, mission, goals, and objectives for a thriving City Market.







## Project Rationale



# Deliverables

- 10-year strategic plan for the City Market.
- Robust public and stakeholder engagement.
- A series of analyses to maximize public benefit of the Market







## Deliverables

- 5 Year Action Strategy along with key performance indicators.
- Capital improvement plan with corresponding visual renderings.
- A fresh marketing strategy for the City Market.



# Guiding Principles

*The City Market is:*

- A Place of **Passion**
- A Place of **Prosperity**
- A Place of **Business**
- A Place of **Excellence**
- A Place of **History**
- A Place of **Gathering**



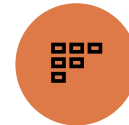




# Project Management



Staff Oversight  
Team



Staff Support  
Team



Steering  
Committee



Consultants



Stakeholders  
and Public



Growth  
Committee



Common  
Council



# Steering Committee

- 2 Members of Common Council
- 4 Members of the Public
- 2 Members of Growth Agencies
- 2 Representatives of Market Vendors
- Staff Oversight Team





# Stakeholders

This list is non-exhaustive, and unordered

## **City Market Vendors**

- Permanent Vendors
- Pop-Up / Temporary Vendors
- Former Vendors

## **Neighbours**

- Brunswick Square & Businesses
- Irving Oil
- JD Irving Ltd.
- UNB Saint John
- Percy Wilbur, Developer 99 King
- Service New Brunswick
- Historica
- Admiralty Beaty
- NB Power
- Nearby Restaurants
- Other Local Small and Medium Businesses
- Businesses backing South Market St

## **Arts and Culture**

- Imperial Theatre
- Third Shift
- Area 506
- Local Galleries, Artists, Musicians, and Buskers
- Chinese Cultural Centre
- Other local/regional farmers markets
- Symphony NB
- SJ Theatre Company

## **People**

- Uptown Residents
- Non-Uptown Residents
- Cruise Visitors
- Other Tourists
- City Staff

## **Other Stakeholders**

- Envision Saint John
- Chamber of Greater Saint John
- Uptown Saint John
- Waterloo Village

- Saint John Newcomers Centre
- PULSE
- Port Saint John
- PRUDE Inc
- Black Lives Matter
- Eastern Circle
- Aquila Tours
- Robert Boyce, Architect
- City Market Contractors
- Delivery Businesses

## **Committees**

- Growth Committee
- Saint John Ability Advisory Committee
- Cruise Saint John Business and Community Liaison Committee
- Saint John Community Arts Board
- Planning Advisory Committee
- Heritage Board
- Saint John Local Immigration Partnership



# Project Timeline

Project  
Launch  
Sept 2021

Stakeholder  
Engagement  
Oct 2021

Data  
Analysis  
Jan 2022

Draft  
Strategic Plan  
Mar 2022

Validate &  
Approve  
Oct 2022



# Growth Committee

1

Provide  
feedback on  
project  
(quarterly)

2

Champion  
project and  
keep Council  
informed

3

Participate in  
stakeholder  
engagement

4

Endorse  
strategic plan





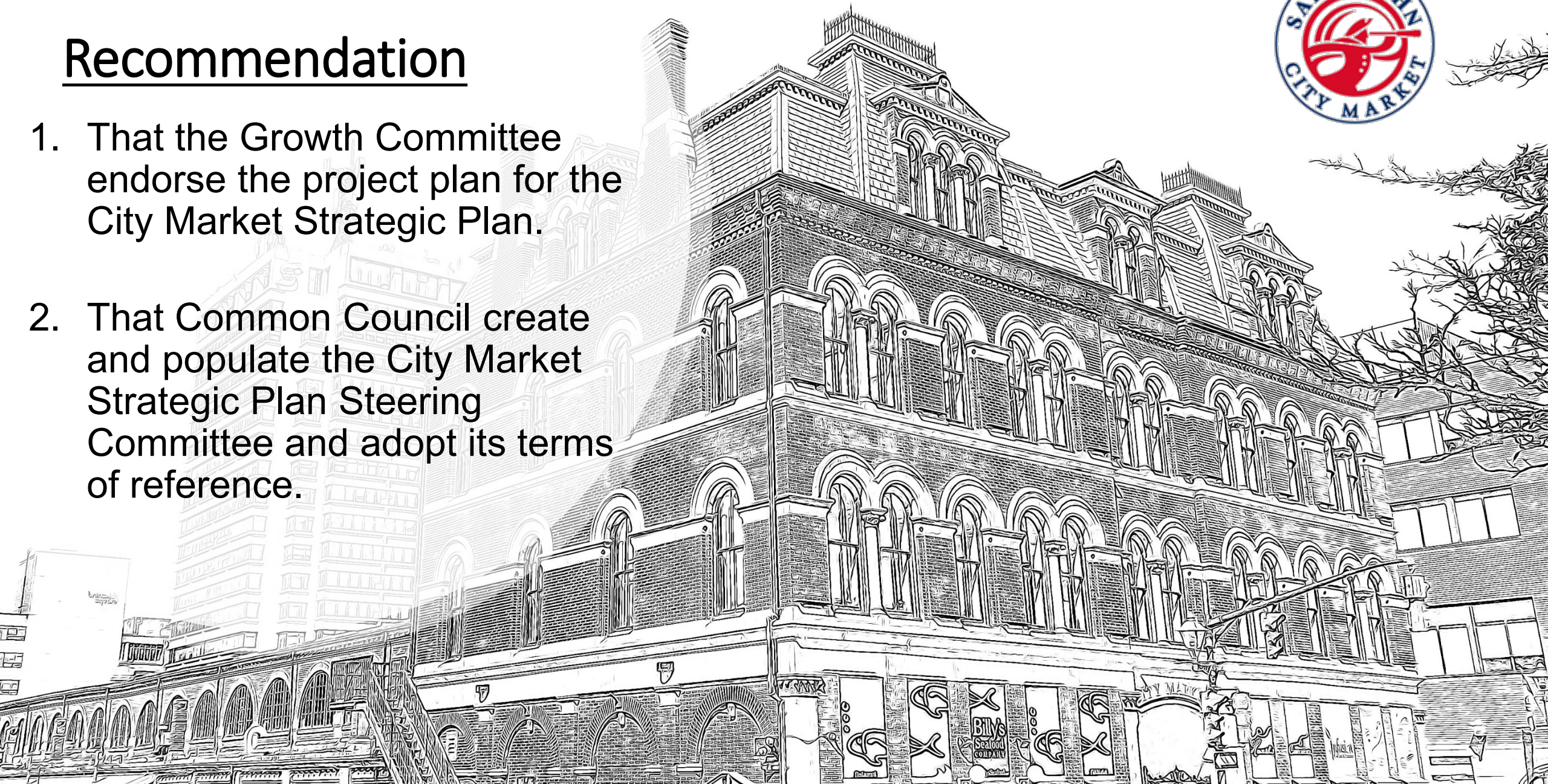
## Next Steps

- Council creates steering committee and adopts terms of reference
- Issue RFP
- Public call for Steering Committee
- Kick-Off Meetings
- Draft Public Engagement Plan



# Recommendation

1. That the Growth Committee endorse the project plan for the City Market Strategic Plan.
2. That Common Council create and populate the City Market Strategic Plan Steering Committee and adopt its terms of reference.





# Questions

