



Jonathan X
COTE
for **MAYOR**

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votecote.ca



Building a **STRONG** Local Economy

"You cannot build a liveable community without building a strong local economy. I am committed to developing a **thriving local economy** in New Westminster."

~Jonathan Cote

Jonathan will build a strong local economy by:

- Protecting and preserving commercial and industrial lands in New Westminster
- Providing the infrastructure needed to attract and retain the businesses of the future
- Encouraging the development of a vibrant and diverse retail sector



Expanding the Present

- Provide multi-channel opportunities for business to **provide regular feedback on civic priorities and to address concerns** and support growth within our city
- **Streamline and prioritize development applications** for employment generating developments
- Work with Metro Vancouver to **create an economic development plan that encourages collaboration, data collection, research, and networking throughout the region**
- Work with business associations to **provide support and incentives to improve the storefronts** on commercial streets.
- **Encourage more diverse retail environments** to discourage residents from leaving the city to do their shopping in other communities
- Work with the Economic Development department to create an **enhanced communication plan** that **focuses on New Westminster's competitive business advantages** such as a dense walkable city, central location and transit accessibility
- Partner with business associations to **expand, enhance and promote "shop local" programs**
- **Share city data and information** that would assist businesses



Building the Future

- **Prioritize the development of commercial office space** in Urban Centres (Uptown & Downtown) and other locations near rapid transit.
- **Develop an incentive program to encourage more office and employment generating development.** These incentives could include bonus density, reduced development fees, and a streamlined development process.
- Focus economic development strategies on **attracting the knowledge based workforce** such as law firms, accounting, education, health offices and sub-regional financial offices.
- **Invest in broadband infrastructure** to attract high tech businesses and the knowledge-based economy.
- Partner with the school district and community organizations to **ensure residents of all ages have access to the digital economy** through programs, policies and services.
- **Explore opportunities to provide tax incentives to restore and protect heritage buildings** in our commercial district.