



## **MEDIA RELEASE**

**November 30, 2011**

# **Mapping the future**

The release of the City of St. John's Strategic Economic Roadmap is a welcome addition to the city's planning toolkit, and should provide clarity and consistency on how St. John's will prosper over the course of the next decade.

Board of Trade Chair Jo Mark Zurel congratulated the city on finalizing its 10-year plan for economic growth in the city and thanked past Board chair Derek Sullivan for his participation in the process as a member of the Advisory Committee.

"During his term as chair, Derek worked diligently on behalf of the Board to build strong working relationships with both the staff and council members at the City of St. John's. I'd like to thank him specifically for his continued commitment to this project even though his term as chair ended partway through the process," said Mr. Zurel. "It's a testament to Derek's commitment that he continued to give his own time for the betterment of the city he loves."

Immediate past chair Derek Sullivan says he was grateful to be one of the voices to represent business in the development of the document. "I think this process gave city staff and councillors a greater sense of what business' role is in the economic development of a city. Everyone around the table recognized that this is an exciting time in the city and that the right steps have to be taken to ensure continued success here."

The private sector is the economic driver of metro region and the Board was pleased to have the opportunity to directly represent the needs and aspirations of its 850-plus member companies.

"The challenge I issue to the city now is move forward with the direct involvement of the business community," said Mr. Sullivan. "This economic roadmap needs to be implemented and it needs to feature partnerships and collaboration with the private sector which drives and sustains economic growth."

The St. John's Board of Trade is a non-partisan, business advocacy organization that is the principal voice of business for over 850 members and their tens of thousands of employees. Its mission is to improve the local business climate, enhancing its members' ability to do business through advocacy and member services. Twitter: @stjohnsbot

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