

FOR IMMEDIATE RELEASE

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Council Endorses Maple Ridge's Economic Development Strategy

Maple Ridge, BC: On December 14, Council endorsed the City's new Economic Development Strategy. A top priority for Council, the strategy highlights employment growth, new investments, non-residential development, supporting existing entrepreneurs, the establishment of a post-secondary presence in our community and the acceleration of the redevelopment of our Town Centre. The Strategy will not only focus on designating industrial lands, but also the enriched use of commercial spaces and neighbourhood business nodes.

"Maple Ridge is filled with innovative entrepreneurs and talented skilled workers, with far too many leaving our community each day to work in other areas." said Mayor Mike Morden. "Council is taking active steps to diversify our local economy and tax base, and to reduce our carbon footprint as a community. Over time, there will be viable options to live and work close to home."

"Our Council has a bold vision for Maple Ridge and the Economic Development Strategy, combined with other important policy work around our City's Community Plan, will allow us to take specific steps to shape a more sustainable future for our community and build a stronger, more diverse local economy," said Wendy Dupley, Director of Economic Development. "This is a detailed plan with multiple components that allows us to move quickly on some elements and sets the stage for some of the longer-term goals. The focus is to create places for businesses to start, grow and thrive and for us to increase employment within our boundaries."

Mayor Morden continued, "While the land designation may be 'industrial' use, the reality is that modern manufacturing businesses are not the 'smokestack' businesses of the past. Working in alignment with the regional 2050 plan, quality of life is improved for our citizens, businesses, and builds a better complete community for our future generations."