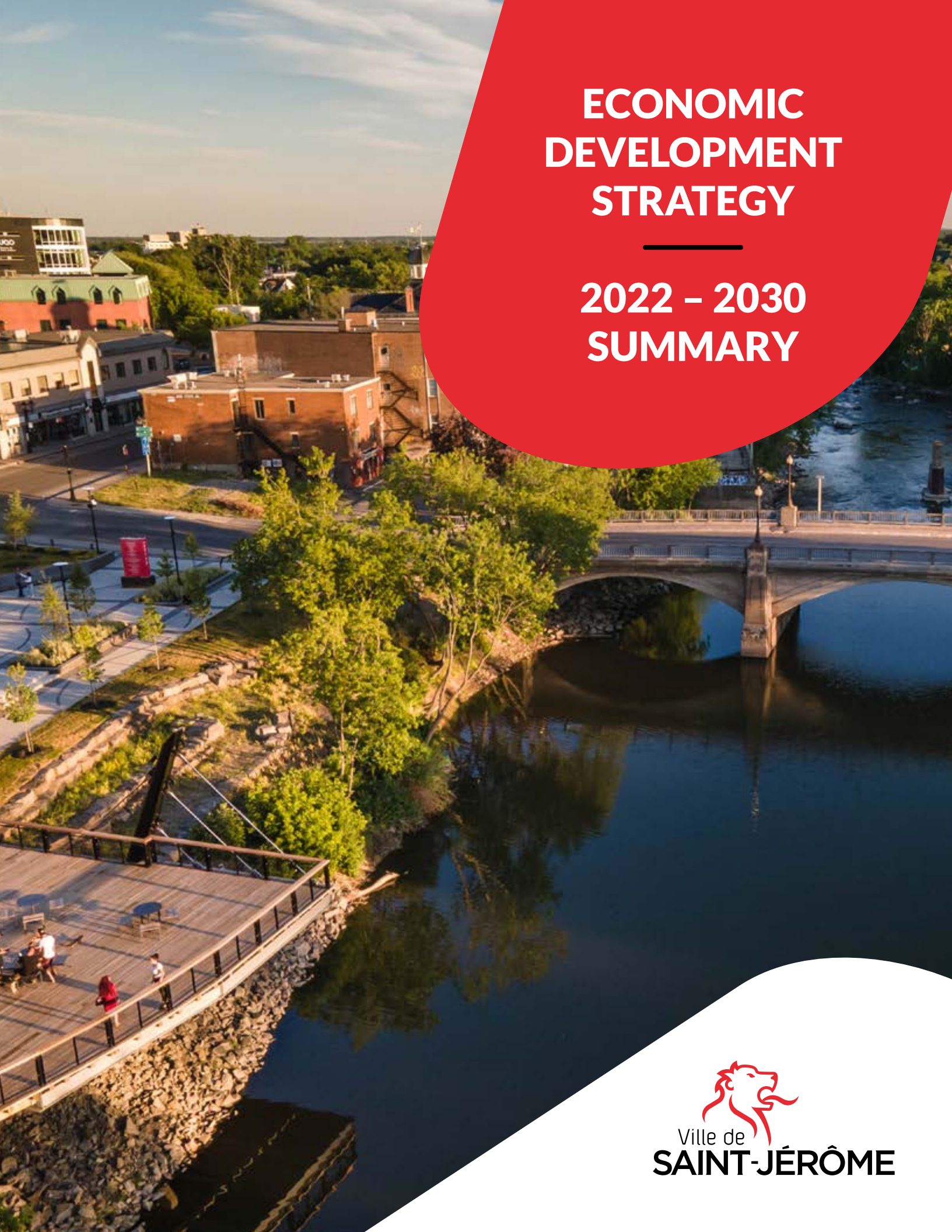


ECONOMIC DEVELOPMENT STRATEGY

2022 – 2030
SUMMARY



“Propelling Saint-Jérôme as Quebec’s capital for transportation electrification and paving the way for innovation, by leveraging its talents, entrepreneurial culture and distinctive built heritage.”



Marc Bourcier
Mayor of Saint-Jérôme



Foreword

Now, more than ever, Saint-Jérôme is positioned as a vital business destination thanks to a dedicated team at the *Service du développement économique et de l'électrification des transports* (SDEET – Economic and Transportation Electrification Development Service) and a bold vision for integrated regional development.

The 2022-2030 Economic Development Strategy is a plan developed in line with the city's economic priorities for its territory with the purpose to guide the municipal administration and elected officials over the coming years.

This strategy fully aligns with the city's integrated approach to sustainable development, which aims to preserve a harmonious natural and built environment, a healthy population and a thriving economy.

The 2022-2030 Economic Development Strategy stems from careful consideration and strategic deliberation on the part of the SDEET. It presents a unified vision for all the city's departments and partners, guiding the implementation of innovative, growth-generating projects designed to ensure Saint-Jérôme's economic prosperity.

It consists of the following five principal segments:



Centrale des affaires

The City of Saint-Jérôme's economic development strategy is ambitious. With a view to offering an agile business environment that prioritizes and supports its partners, the city will soon inaugurate the Centrale des affaires, a central business district. This new environment will become the quintessential place to do business and will aim to support the region's entrepreneurs and promoters, not only to accelerate business project development, but also to encourage new start-ups and major innovation projects.

Industrial zones

Saint-Jérôme aims to become a production and service centre of excellence that will attract cutting-edge expertise pertinent to multiple value chains - transportation electrification in particular - while continuing to develop technical services in the downtown core.

Given the current labor shortage, the goal must shift from creating jobs to generating wealth. This, in turn, will attract high value companies, create high-tech jobs and attract a large pool of skilled labour to the region.

1. Expand the industrial base to increase collective wealth

- Design an innovative, cross-functional and integrated development strategy;
- Develop an evaluation framework for industrial projects and target tax incentives.

2. Develop and consolidate existing industrial sectors

- Diversify and renew the economic structure by attracting new businesses;
- Improve the visual environment of industrial areas and attract investment.

3. Develop the *quartier d'Innovation industrielle (Industrial Innovation District)*

- Develop and promote the *QII*;
- Target business development in innovation niches:
 - Transportation electrification;
 - Composite materials;
 - Environmental technologies;
 - Aerospace;
 - Life sciences;
 - Information and Communication Technologies (ICT);
 - Artificial intelligence.

4. Plan and develop new industrial sites

- Facilitate the servicing of new industrial sites in partnership with real estate developers;
- Develop an industrial land acquisition plan.



MAP



Downtown Extension

The densification and revitalization of the downtown core, including the adjacent *Quartier de la Santé* (Health District), is a vital part of Saint-Jérôme's new integrated approach to sustainable development. The downtown extension plan encompasses the perimeter of the downtown area, the *Quartier de la Santé*, as well as the area bordering these two sectors, located west of the Saint-Jérôme train station.

1. Revitalize the downtown area by creating a stimulating living environment

- Utilise targeted public parking areas as growth levers for residential and commercial project development (densification);
- Facilitate projects on potential development sites;
- Establish a new standard for environmentally-friendly building construction;
- Introduce subsidy programs for building renovation and heritage preservation and enhancement;
- Maximize the transit-oriented development (TOD) area around the intermodal station.

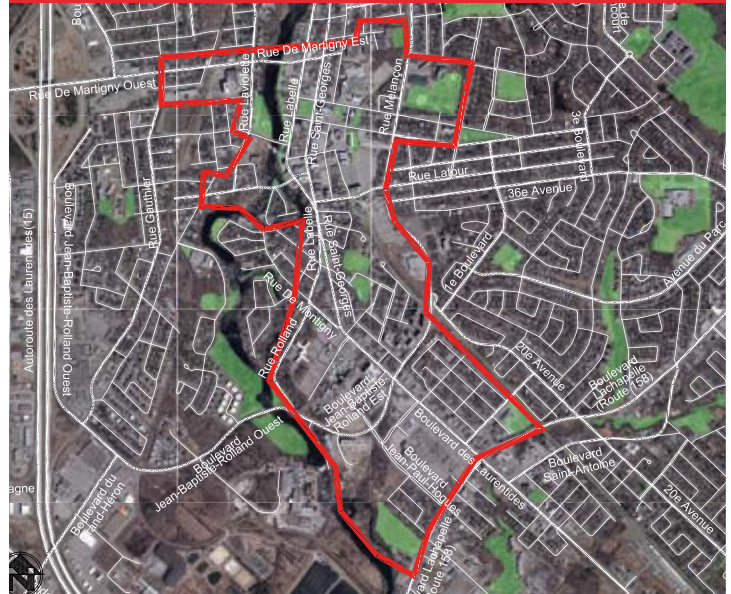
2. Create a culturally effervescent environment

- Develop the *Quartier des Arts et du Savoir* (Arts and Knowledge District);
- Exploit *Place des Festivités*;
- Increase attendance at the *Jardin des Arts*;
- Position Saint-Jérôme as a cultural destination;
- Create a major attraction with the construction of a central municipal library.

3. Encourage and diversify commercial activity

- Support local procurement;
- Review the public market's overall offering;
- Attract new street businesses and support local commercial development;
- Revitalize major commercial thoroughfares.

MAP OF THE EXPANDED DOWNTOWN CORE



4. Develop the *Quartier de la Santé* and the southern sector of downtown

- Densify the area around major thoroughfares;
- Create new living environments;
- Facilitate residential construction through new regulations;
- Target biotechnology companies, e.g. biomedical and research.

5. Enhance the tourism offering and promote Saint-Jérôme as a tourist destination

- Target major players in the hotel industry, including venues and conventions;
- Diversify the tourist accommodation offering;
- Promote Saint-Jérôme's major heritage attractions;
- Diversify and promote tourism activities and business tourism.

Entrepreneurship and Innovation

In collaboration with its partners, the City of Saint-Jérôme aims to become a “business city” recognized for its entrepreneurial dynamism. To this end, Saint-Jérôme intends to implement entrepreneurial channels for businesses on its territory, develop appropriate financial tools to support start-up business projects and reinstate FLI and FLS funds (after a two-year hiatus) in conjunction with the RCM.

1. Attract new businesses to the territory

- Deploy a business attraction strategy targeting growth niches.

2. Support and finance local business projects

- Develop an entrepreneurial path for start-ups;
- Increase collaboration with the Cégep de Saint-Jérôme’s *Quartier général de l’audace*, the *Centre d’études professionnelles Saint-Jérôme*, the *École des entrepreneurs du Québec* and the entrepreneurial incubator at the *Université du Québec en Outaouais (UQO)* campus in Saint-Jérôme;
- Guide and assist entrepreneurs with the various support services available;
- Develop entrepreneurial channels to support companies in their export, technological shift and growth projects;
- Enhance the financing offer for innovative SMEs, in particular by setting up a subsidy program for young entrepreneurs;
- Support the development of shared workspaces and/or innovation research facilities (Living Labs).

3. Support the development of social economy businesses

- Implement a grant program to support social economy businesses;
- Develop a social economy policy in conjunction with members of the industry;
- Identify social problems and develop solutions (Living Lab).



Talent and Quality of Life

Saint-Jérôme's economic and socio-demographic profile presents several challenges, particularly in terms of quality of life, aging population and school enrolment. These challenges have played a major role in defining the actions the city needs to take to enhance its prosperity and quality of life.

To ensure economic growth, the City of Saint-Jérôme will continue to implement concrete actions to meet such challenges.

1. Attract skilled workers and promote talent and research

- Develop and implement a territorial marketing strategy;
- Support the development of educational and research establishments in their growth and outreach projects;
- Implement new measures to welcome and retain students;
- Attract and retain qualified immigrant students and professionals (e.g.: immigration fair).

2. Facilitate access to knowledge

- Use municipal libraries as a development lever;
- Plan to set up a social innovation centre, with a particular focus on entrepreneurship, in the future central library;
- Highlight local success stories related to knowledge and entrepreneurship.

3. Diversify housing options

- Plan and manage housing for young families, students and young professionals in new neighbourhoods;
- Develop social and affordable housing;
- Encourage social diversity and cohabitation.

4. Improve mobility and active travel

- Consolidate the implementation of urban routes promoting pedestrianization, bicycle use and car-sharing;
- Implement an integrated parking plan;
- Adopt a sustainable mobility plan;
- Adapt public transit to meet business needs;
- Create urban routes between various places of interest, including the Quartier des Sports (Sports District), libraries, *Quartier 50+*, Lac-Jérôme nature park, etc.

5. Develop integrated living environments

- Plan the development of new areas to integrate local shops, essential services, businesses, schools and daycare centres;
- Diversify the food offering, particularly around *KMO* and the *Quartier des Sports* (Sports District).

Transportation Electrification

Declared Quebec's capital of transportation electrification in November 2021, Saint-Jérôme has long been a leader in this sector.

Whether it's soliciting the interest of new companies, consolidating links between major players and training opportunities, supporting innovative companies or investing directly in its own facilities, the City of Saint-Jérôme is determined to uphold its status as the nation's capital of transportation electrification.

1. Implement an innovation zone project dedicated to innovative vehicles in collaboration with partners.

- Submission of an innovation zone project dedicated to innovative vehicles to the Quebec government in collaboration with the RCM Committee.

2. Develop and maintain a network of transportation electrification and smart mobility companies

- Implement strategic monitoring;
- Develop and deploy a solicitation strategy;
- Support the development of industrial condominiums dedicated primarily to innovative start-ups;
- Create an innovation research space (Living Lab) for companies in this sector, in collaboration with partners.

Contact the *Centrale des affaires* to obtain the full version of the 2022-2030 economic development strategy.

3. Attract a critical mass of talent

- Develop new training programs aligned with business needs;
- Continue efforts to match training offerings with business needs;
- Promote educational institutions and college technology transfer centers (CCTT) in Saint-Jérôme and support their international outreach efforts
- Sustain and promote the *Institut du véhicule innovant (IVI)* and the *Centre de développement des composites du Québec (CDCQ)* through the creation of a trendy techno campus.

4. Reinforce Saint-Jérôme's status as a laboratory city

- Multiply innovative projects with IVI and CDCQ;
- Position the region within the electric and intelligent mobility ecosystem in Quebec, Canada and internationally by promoting its assets.

5. Accelerate the City's transition to electric transportation

- Develop a conversion plan for the municipal vehicle fleet;
- Consolidate charging station networks (public and private) to support the conversion of the vehicle fleets of citizens and businesses;
- Include application standards (private charging stations) in urban planning and municipal bylaws
- Install charging stations on the bicycle network;
- Electrify public transit and commuter trains;
- Set up an integrated network and infrastructure, including a fleet of self-service electric vehicles, bikeshare, etc.