

Growth Update

Ambassadors Northwest

John Collin, City Manager

Kerri Marshall, Commissioner – Growth

Matt Pearson, Senior Advisor Growth

February 13, 2025



Why Growth?

- Population growth rate of **1.3%** lagging Provincial average of **5.8%** (Census 2016-2021)
- Second **slowest** growth rate in Canada
- Over the past 10 years Thunder Bay's tax base has grown by **0.63%**, significantly lagging inflation of **31.7%** (Based on CPI).
- Cities purchasing power has **diminished significantly** every year over the last ten years forcing tax/rate increases above inflation

Growth Department

Communications & Public Relations

Development Services

Strategy & Engagement

Task Force Growth

Developer's Workshop – Oct. 9th, 2024

- **Better Customer Service:** Enhancing processes to make development easier and faster.
- **Building Growth Capacity:** Expanding tools, knowledge, and communication to support growth.
- **Updating Policies for Growth:** Modernizing rules and regulations to encourage development.
- **Opportunities for Growth:** Exploring innovative strategies to attract investment and development.

LET'S BUILD THUNDER BAY ACTION PLAN INTERIM REPORT



Task Force Growth

**Assembled to identify,
inform, develop, and
support renewed focus on
Smart Growth.**

Denise	Atkinson	Tipi Horse Connects	CEO
Andrew	Bishop	Thunder Bay Pulp and Paper	VP-Finance
Janine	Black	St. Joseph's Care Group	President & CEO
John	Collin	City of Thunder Bay	City Manager
Brian	Davey	Nishnawbe Aski Development Fund	CEO
Sean	Davies	Maintair Aviation Services	Co-Owner
Rene	Gallant	Synergy North	CEO
Chris	Heikkinen	Thunder Bay Port Authority	CEO
Graham	Ingham	Thunder Bay Airport	CEO
Jessica	Logozzo	Thunder Bay Regional Hospital	VP Strategy and Regional Transformation
Christine	MacKay	Fort William First Nation	CEO
Jack	Mallon	Royal LePage	Agent
Kerri	Marshall	City of Thunder Bay	Commissioner - Growth
Dr. Nathanael	Moulson	Royal Military College	Assistant Professor - Business
Paul	Norris	Tbaytel	CEO
Matt	Pearson	City of Thunder Bay	Senior Advisor - Growth
Kara	Pratt	Waterfront BIA	Executive Director
Raechel	Reed	Fort William BIA	Co-Ordinator
Charla	Robinson	Thunder Bay Chamber of Commerce	President
Adam	Rose	RJ Burnside and Associates	VP-Engineering
Michelle	Salo	Confederation College	President
Dr. Gillian	Siddall	Lakehead University	President
Dr. Karl	Skogstad	Lakehead Univeristy	Associate Professor - Economics
John	Stephenson	Form Architects	Principal
Jamie	Taylor	Thunder Bay CEDC	CEO

Smart Growth Action Plan

The **Task Force Growth** will lead the creation of a comprehensive **Smart Growth Action Plan** end of Q2 of 2025. Prioritizing sustainable development, employment opportunities, and community well-being.



Growth Work Plan

Viable Waterfront Strategy & Action Plan

City Branding

Address Housing Growth

Land Employment Action Plan

One Stop Development Shop

Smart Growth Action Plan

Community Improvement Plan

Viable Revitalization Action Plan – North Urban Core

Strategic Divestment of City Owned Assets

Vacant & Dilapidated Building Program

Viable Revitalization Action Plan – South Urban Core

Thank you

Contact:

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