

MAKE IT  
**KITCHENER**  
— SINCE 1854 —

## MAKE IT KITCHENER IS ABOUT EMPOWERING PEOPLE AND THEIR PASSIONS.

Our city is propelled by entrepreneurs, investors, artists, machine operators, chefs, agents of change, and so many others. Our four-year economic development strategy is about making Kitchener an inspiring place to be by fueling our citizens' creative engines and making more space for collaborative experiences, whether you're launching your business, building your career, or supporting your community.

### HOW TO BUILD A DYNAMIC ECONOMY:



#### MAKE IT SPARK

We will support experimentation, encourage the intersection of art and industry, and support creative clusters such as music, film, performing arts, and design.



#### MAKE IT START

We will be agile in the provision of services for startups, continue to attract entrepreneurs (locally, nationally, globally), and become a magnet for investment.



#### MAKE IT GROW

We will build Kitchener's identity as a global maker hub, work with existing businesses to support their needs, and help develop cluster supports that make these systems work.

### HOW TO BUILD A GREAT CITY:



#### MAKE IT URBAN

We will continue to develop a dynamic downtown and promote urbanization across the city, lead the way in property redevelopment, and facilitate the creation of sought-after urban amenities.



#### MAKE IT VIBRANT

We will build Kitchener's identity as a festival city, encourage our creative community to use the city as a stage, and support strong communities and neighborhood identities through distinct events and creative expression.



#### MAKE IT CONNECT

We will champion the creation of infrastructure to develop an innovation corridor between Waterloo Region and Toronto, build the partnerships needed to support it, and develop the Innovation District as the heart of the system.

#MAKEITKITCHENER

For more on Kitchener's Economic Development Strategy: [www.makeitkitchener.ca](http://www.makeitkitchener.ca)

