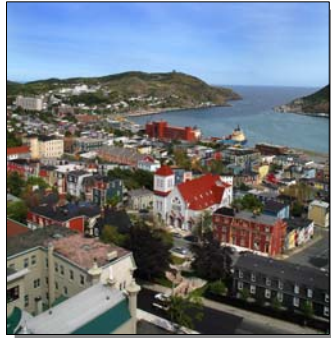


**Address to the St. John's Board of Trade
Mayor Dennis O'Keefe
April 7th, 2010**



ST. JOHN'S

2010 municipal budget



Expenditures	\$203.8 m
Capital Out of Revenue	\$16.6 m
Multi-Year Capital	\$25.0 m
Stimulus Program	\$103.0 m

ST. JOHN'S

Infrastructure



- Petty Harbour Long Pond Water Treatment Plant, \$37 million
- Bay Bulls Big Pond Pre-Treatment Plant, \$35 million
- Riverhead Wastewater Treatment Plant
- St. John's Convention Centre reconfiguration/expansion



ST. JOHN'S

Partnerships for mutual benefit



- Partnerships are key
- Government of Canada
- Government of Newfoundland & Labrador
- Municipalities
- St. John's International Airport Authority
- St. John's Port Authority
- St. John's Board of Trade

ST. JOHN'S

Local Economy



Offshore Energy

- 50% of Canada's conventional light crude
- St. John's main service centre
- \$800M+ impact on St. John's economy

Ocean Technology

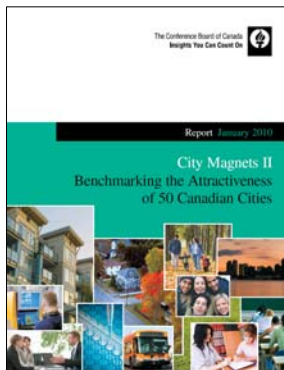
- One of the fastest growing segments of the provincial economy
- Based largely in the metro area
- \$250M contribution to the NL economy

Tourism

- Room nights sold in 2009 + 2.2% (+12,000 room nights)
- Taxes generated since 2000 approx. \$13 million

ST. JOHN'S

Conference Board study



"[St. John's]...feverish activity in the oil and gas sector has helped lift St. John's onto the "A" list of cities...St. John's record-high productivity has recently outpaced that of Calgary and Edmonton. St. John's also outranks all cities except Kingston in the Health category and is among the top four cities in Environment."

City Magnets II: Benchmarking the Attractiveness of 50 Canadian Cities Conference Board of Canada, January 2010

ST. JOHN'S

The metro economy 2009

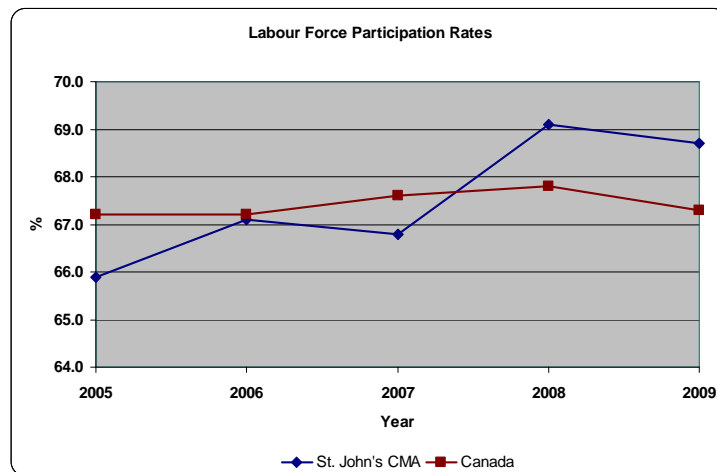


- Retail trade +3.7%
- Labour force +1.3%
- Employment +0.7%
- Unemployment 8.3%
- GDP -6.9%
- Population +1.1%

Source: City of St. John's 2009 Economic Review

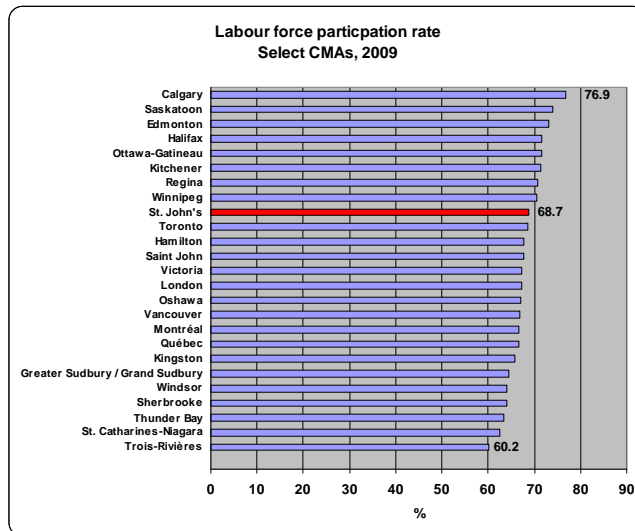
ST. JOHN'S

Labour force



Source: Statistics Canada

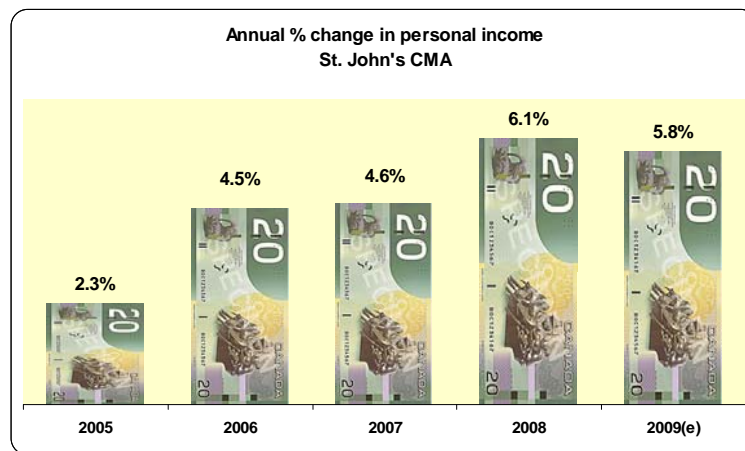
ST. JOHN'S



Source: Statistics Canada

ST. JOHN'S

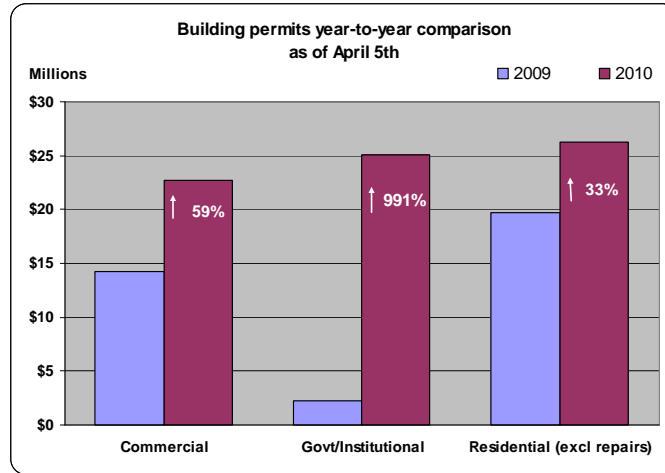
Personal incomes



Source: City of St. John's 2009 Economic Review

ST. JOHN'S

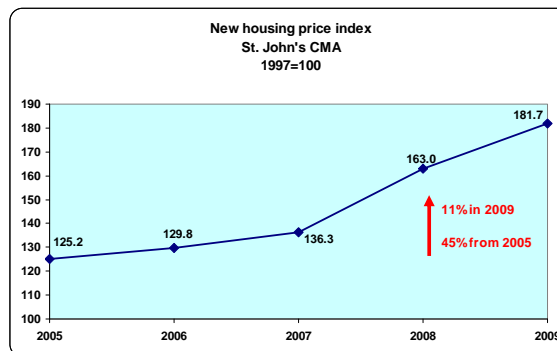
Housing and construction



Source: City of St. John's

ST. JOHN'S

Housing and construction



Average price of a new single detached unit (4th qtr 2009)

St. John's CMA = \$296,737 City of St. John's = \$320,457

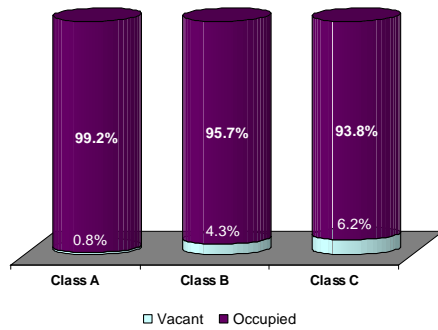
Source: Statistics Canada, CMHC

ST. JOHN'S

Commercial real estate

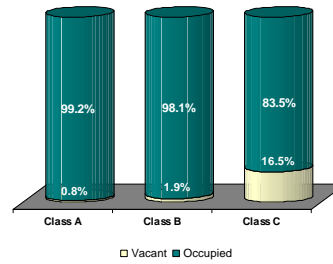
Total Office Market

Occupancy vs. vacancy rates
4th quarter 2009



Downtown Office Market

Occupancy vs. vacancy rates
4th quarter 2009



Source: Cushman Wakefield LePage

ST. JOHN'S

Commercial space is essential to economic growth

- St. John's is facing a shortage of commercial office space.
- Lack of commercial space undermines our competitiveness.
- Major industrial projects on the horizon will continue to impact the demand for commercial space.
- Creating capacity is critical to continued growth.



ST. JOHN'S

Every commercial development matters

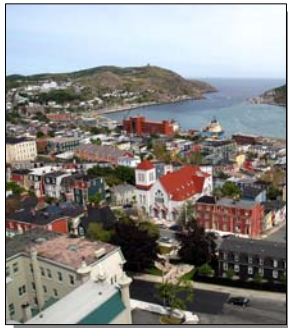


Each development brings immediate and lasting impacts:

- municipal tax revenues
- building permit revenues
- construction work
- private sector contracts
- much needed space for a range of uses (eg. office, retail, not-for-profit, public spaces)
- lasting contribution to the viability, and vitality of the city and the downtown core

ST. JOHN'S

Do we want a future?



- Watershed time for the St. John's.
- Faced with enviable opportunities.
- Work collectively.
- Capitalize on the benefits of offshore industry. Benefits we fought hard to ensure.
- This debate is about securing our future.

ST. JOHN'S

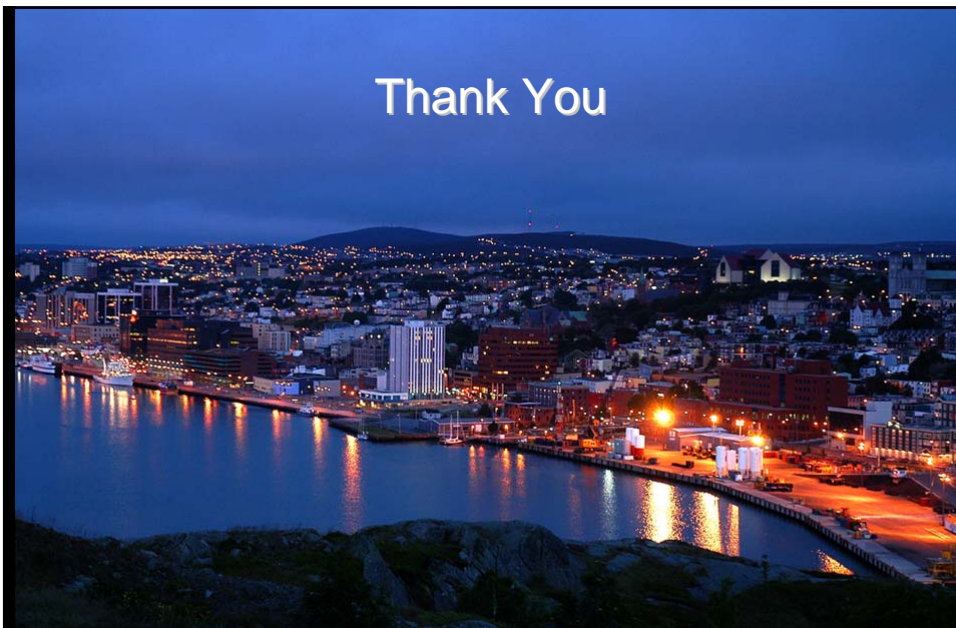
**St. John's Welcomes the
2010 JUNO Awards**

**JUNO Week
April 12th – 18th**



ST. JOHN'S

Thank You



ST. JOHN'S