

E-Mail Newsletter from Mayor of Okayama City “Challenge of Legendary Okayama” (10)
February 19th Issue

Hello, I'm Omori, Mayor of Okayama City.

Yesterday, I announced the budget for fiscal year 2014 which is the first initial budget since I assumed Mayor of Okayama City.

The point to which I pay the most attention was whether financial stability in future could be secured so that we will not leave a big bill for children.

The important key in this point is a fund for an adjustment of financial resources. This is a fund to make up for a revenue shortfall. The balance of the fund is about 20,500,000,000 yen. I felt relieved for now to confirm that the fund amount piles up a little, compared with about 19,600,000,000 yen at the time of initial budget making last year.

Next, I will introduce the following 3 policies that I emphasized and discussed.

The first is the activation of the city center.

We have done an investigation about a shopping area since last year because a large commercial establishment is going to appear near Okayama Station this fall.

From "The trend of visitors' will after AEON Mall opening", I found out that a considerable number of visitors to the central Okayama City can be expected from other prefectures as well as Okayama prefecture. The business area in Okayama City, which is within the prefecture east and relatively small at present, is expected to be widely expanded because of its opening.

Therefore, I decided to take various measures and lead to activation with the keywords "Improvement of Migration" and "Attractiveness-Making" in the city center so that many visitors to Okayama City can enjoy and we can improve economic effects.

The second is "the development toward the city where women can be active".

While population is decreasing, birthrate is declining and the proportion of elderly people is increasing, achievements by women are indispensable for further development of our country.

Therefore, I'd like to draw out female potentialities and support further social participation by women and their showing abilities as well as the existing efforts to form the gender-equal society. I would like women to take social leadership and improve their additional values, not just depending on female labor.

The last 3rd is "the development to the city plenty with history and culture".

Surprisingly, the degree of Okayama Prefecture people's love to their local area is the 42nd place in 47 prefectures in Japan, according to last year's statistics of a private think tank. Our degree of information access, which indicates how much information people put out, was the 46th place. It means that we cannot neither tell nor boast our prefecture enough to others living outside Okayama prefecture.

I think the reason is that Okayama's history and culture isn't sufficiently recognized among us. It's necessary for us to re-recognize our historical and cultural properties in Okayama City to improve this situation. I believe it is important that the city development making the most of the city's attractive points is promoted at present.

The above three things are the subjects which I'd like to put the emphasis in particular during the next fiscal year for Okayama City 's further development.

I leave the details of the policies out in this time.