

MID SASK MONTAGE

Fall 2010

Issue 1

Mid Sask will soon celebrate 15 years of serving our communities so we thought it was time for a change. We hope you like our new look and new format!

We welcome your comments-email us anytime at info@midsask.ca

“We can never be certain about the future and therefore we must continue to be flexible and adaptable so we can react quickly to the needs of our clients and our market place”.

Talal Abu
Ghazaleh



Mid Sask Launching Regional E-Chamber of Commerce

Owning and operating a business in rural Saskatchewan can be a challenge when it comes to staying networked with other businesses and keeping informed and current on information and technology. As well, due to their size, many small business owners find themselves without any extended Medical Benefits for themselves and they are not able to offer any staff a Benefits Package which may help them retain their workforce.

All of that is about to change with the start-up of a completely new venture of the Mid Sask Enterprise Region. Very shortly the MID SASK REGIONAL e-CHAMBER OF COMMERCE will be launched which will offer the regions business members a number of new options:

- Secure on-line Business-to-Business discussion Groups
- Regional Job Postings
- Regional Events Calendar
- Group Benefits Plan (through the Sask. Chamber)
- Webinar Training Opportunities
- Individual Business Websites
- E-Coupons and Hot Deals
- Current Business Information

Membership is open to all Mid Sask region businesses including sole proprietorships, partnerships, limited companies, corporations and non-profit organizations as well as individual and corporate farms. The cost of membership is \$75.00 per year. For more information or to join the Mid Sask Regional e-Chamber of Commerce, please contact our office at (306) 867-9512.



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MID SASK ENTERPRISE REGION

Business Retention and Expansion Project

The Business Retention and Expansion project has moved on from Davidson to Elbow and we are now busy talking to business owners in Beechy and will soon be in Central Butte and Lucky Lake. The goal of the Business Retention and Expansion Project is to get first hand knowledge from business owners to determine if there are any possible gaps or impediments to their business growth or retention and find ways to assist them in maintaining their competitiveness in an ever changing marketplace. Outlook businesses will be contacted later this winter. If you have any questions regarding the BR & E Project, please contact Maureen or Nikkita at 867-9566.

Mid Sask on You Tube?

Mid Sask Enterprise Region has embarked on a comprehensive marketing project for the region. Southwest TV News has been out and about for the past couple of months in the region filming in most all of our communities. Their task is three-fold: to put together videos to be used to attract Entrepreneurs/Investors to the Region; to attract Employees to the Region; and to promote Mid Sask's programs and the Region itself. The videos will be available for larger Trade Show promotions and a condensed version of each will be available on You Tube and as links on our websites.

Used in conjunction with a number of initiatives which will be rolled out in the near future; this marketing project showcases our beautiful region to attract both investors and employees.



MidSask ER Welcomes New Employee

Nikkita Hunt has recently been hired as the Business Retention and Expansion Project Coordinator for the Mid Sask Region. Nikkita arrived here from St. John's, Newfoundland in April and is living in Outlook. She looks forward to getting to know the area and will be visiting businesses over the next few months. Welcome, Nikkita!

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MID SASK COMMUNITY FUTURES DEVELOPMENT CORPORATION

It's that time of year again and MidSask CFDC is on the search for young entrepreneurs throughout our region to participate in the 10th Annual YBEX Program! Youth Business Excellence is an adventure into discovering what it is really like to own your own business. Many students find after they participate in the program that being their own boss is not that bad! We encourage any Grade 7-12 students who are already running their own business or those who have a business idea to check out our YBEX program! We look forward to seeing you at our 10th Annual YBEX Awards on April 30th, 2011 in Outlook!



Check out our "Top 10 Reasons To Take Part In
The 10th Annual YBEX Awards" online at
www.midsask.ca



Starting or expanding your existing business? Looking for some start up funding? I would be pleased to meet you and discuss your business plans!

Application Procedures

- *Potential client contacts Mid Sask for information and documents.*
- *Client attends an interview with Holly to discuss whether the proposal fits within the lending guidelines.*
- *Complete an application form, present business plan and supporting financial documents.*

When necessary the corporation will assist clients in the preparation of a business plan. However, development of the business plan is the responsibility of the applicant.

Holly Vollmer
Business Development
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Community 
Futures Mid-Sask



Western Economic
Diversification Canada

Diversification de l'économie
de l'Ouest Canada

WATERWOLF ADVISORY PLANNING COMMISSION

WaterWolf is moving to the next phase of planning and applying for funding under the “planning for growth” program. Developments in the agriculture sector have added traffic volume to the final section of highway 219 – Chief Whitecap Trail. The result is the highway will be completed to Danielson Park by 2012, completing the new construction access to Lake Diefenbaker from Saskatoon. This accelerates the development opportunity in the Lake region, hence WaterWolf is initiating a Master Plan for Lake Diefenbaker. The intent of the Master Plan will be to identify growth nodes, green areas, potential park development, and infrastructure such as marinas that could happen over the next quarter century. The process will involve all of the players in the region it will be a very public process. Blackstrap Provincial Park has gone through a concept plan in the past year, and Whitecap Dakota is also involved in a very intense concept plan for their first nation that is due for completion early in the new year. These are major players in our Tourism Region, and we will want to share a common development strategy. Lake Diefenbaker has already had a Tourism Destination Area Plan done, and within the WaterWolf Growth Management Plan a plan specific to Lake development is both timely and appropriate. Stay tuned for confirmation of funding and the process to unfold.

For the past few months, WaterWolf Junior Planner Adam Toth has been working towards completing Official Community Plans for each WaterWolf municipality.

When these are finished, they will become part of the larger WaterWolf Growth Management Plan. They will then be adopted in conjunction with municipal zoning bylaws and this plan will be the tool for guiding growth and development throughout the region. A timeline has not officially been set but hopefully this will take effect within the year.

Adam has also tentatively set up a building standards meeting to inform municipalities on the importance of having buildings inspected and conforming to the standards of the National Building Code. Adam and Russ have also been looking at options with regards to waste water upgrades for various WaterWolf municipalities. For more information on WaterWolf give us a call or check out the Growth Management Plan online at www.waterwolf.org.



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Adam Toth B.A.

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LAKE DIEFENBAKER TOURISM DESTINATION AREA PLAN

LDTDAP Project Manager Christian Boyle has been busy implementing a marketing plan focused on target markets for the Lake Diefenbaker Tourism Destination Area. After evaluating the marketplace activities, Christian can say with confidence there is a growing awareness of the Lake Diefenbaker area in key markets such as Calgary, Edmonton, Medicine Hat, Regina and Saskatoon. The proximity of the lake and its great size along with the quality of the water make the LDT area very competitive in those markets.

The most frequent complaint from the public is not keeping up with demand and it is increasingly more difficult to book camping sights. This illustrates the need for the development of more recreational areas and specifically more serviced campsites. Christian will continue to work on the marketing plan and focus on projects designed to improve the quality of the tourism experience.

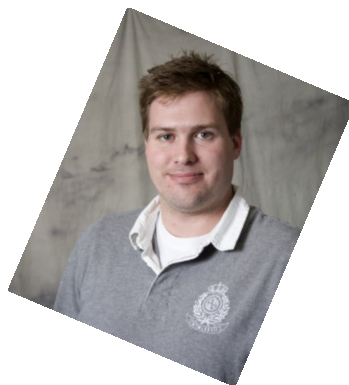
Work is also being done on two projects partially funded by Tourism Saskatchewan and geared towards improving the visibility and accessibility of the Lake Diefenbaker Destination Area.

The first of these projects is the development of a tourism signage strategy that would result in the creation and installation of large gateway signs near key access points to the region with the goal being an increase in visibility and consumer awareness. Currently we have a sign design and signage map developed and are awaiting approval from highway officials before proceeding to installation.

The second project involves researching methods of inputting information on businesses, communities, and attractions into portable GPS units and mobile devices. Christian has discovered several methods of achieving this and is currently developing a streamlined process to enable and promote this concept.

Christian Boyle

Project Manager
Lake Diefenbaker Tourism
Destination Area Plan
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THE LAST WORD

Congratulations to Outlook for winning \$25,000.00 from TSN and Kraft Canada!



Photos courtesy of The Outlook

A celebration broadcast live nationwide was held in Outlook on August 26th. Outlook was one of 10 communities across Canada who received \$25,000.00 in the Kraft Celebration Tour from Kraft Canada and TSN. Hundreds of people –many wearing Rider green—came down to the Outlook Regional Park where TSN held their live telecast of SportsCentre. The funds will go towards refurbishing the Outlook and District Regional Pool. A big thanks to all those who voted for the community!



Also here to assist you....



Jim Tucker

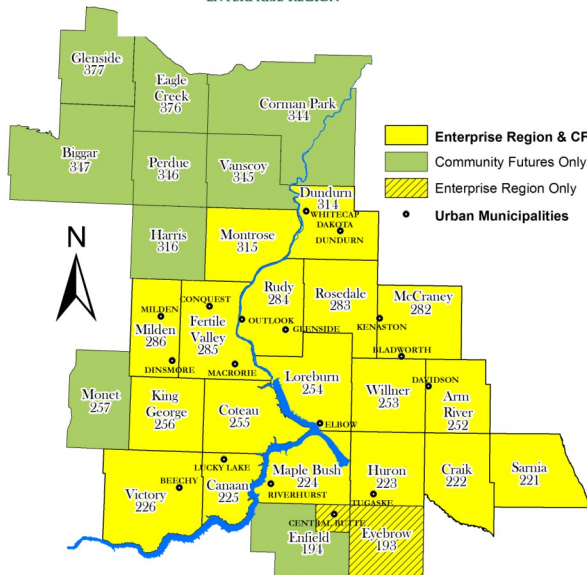
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