
[Background \[1\]](#)

MANDATE

To increase business and industry competitiveness, realize the region's economic potential and compete globally.

BACKGROUNDER

In partnership with Enterprise Saskatchewan, on January 21, 2009 the South Central Enterprise Region (SCER) incorporated as one of thirteen non-profit Enterprise Regions (ER's) in the province. Replacing the Moose Jaw Regional Economic Development Authority (MJ REDA) and the Red Coat Regional Economic Development Authority (REDA), SCER includes regional representation from diverse stakeholders in key sectors of the economy, communities, and other organizations. The City of Moose Jaw also has representation on the elected Board of Directors, who provides the leadership necessary to build a high performing regional economy.

The service area consists of 29 rural municipalities, 10 towns, 15 villages and the City of Moose Jaw serving a population of 51,830 and covering 26,500 square kilometers.



The South Central Enterprise Region receives both operational and matching project funding from Enterprise Saskatchewan. Its head office is located in Moose Jaw, providing the administrative and human resources necessary to development objectives.

Regular membership is open to any individual residing in the region who has an interest in economic progress. There is no charge to become a member. Board members must hold a membership and be a member in good standing, regularly attend meetings, and maintain confidentiality on all pertinent matters.

The South Central Enterprise Region works with the regional business community to achieve the following strategic imperatives:

- Build its economy: *investment; new businesses (entrepreneurs); new jobs; expanded and healthier businesses*
- Foster a culture of enterprise and innovation: *collaborative and creative urban and rural development*
- Build on its competitive advantage: *enhanced infrastructure to attract new opportunities*
- Develop its leaders and good governance in support of economic development

What services will the South Central Enterprise Region provide?

- Leadership on economic strategy
- Project development and initiative
- Facilitation, engagement and collaboration
- Research, marketing and communication (i.e. location and opportunities)
- Information and statistical analysis

How will we do this?

The South Central Enterprise Region will work in partnership with existing businesses in key industry sectors to create wealth and promotion of a favorable business environment to attract investment and jobs. Capacity building will happen through initiatives that may include networking, planning, maximizing the existing infrastructure, regional training (SIAS Palliser Campus, community colleges), applied research (universities), and other federal and provincial government programs.

Key deliverables include:

- Strategic Plan for the Enterprise Region
- Attraction, expansion and retention of businesses
- Promotion of economic development opportunities in the Enterprise Region
- Prompt response to all enquires seeking information about the region for the purpose of new business start-ups or expansion (enhancement) of existing businesses
- Current community profile information for the Enterprise Region, providing potential investors and businesses with information including: business and work related opportunities, education and skills training, research, asset mapping; infrastructure; and website links to other government and community-based services.

What will be different?

- A proactive and collaborative approach to economic development
- “*Action is King*” Attention will directed towards the implementation of communities’ economic development ‘Action Plans’
- Promotion and marketing of the entire South Central Enterprise Region, including the City of Moose Jaw and the *Moose Jaw-Regina Industrial Corridor*.
- Strategic use of limited taxpayers’ dollars on those projects that have the best opportunity of generating a “economic” return on investment (such as jobs, new or expanded businesses, an increase in both corporate and personal wealth, enhancement of infrastructure assets for development, and an expanded the tax base), while building pride through a positive “Can-Do” attitude.

How will we measure success?

- growth of regional tax base (increase in the number of people and number of businesses)
- increase in investment
- increase in individual and corporate wealth
- engaged communities, especially our young people
- positive attitudes (also about our quality of life)
- enhanced infrastructure to attract new opportunities

2009 South Central Enterprise Initiatives

- Collaborative Economic Development Projects (these vary widely)
- Industrial Corridor Development (includes infrastructure)
- Regional Tourism Planning (Attraction to rural communities)
- Value-added Ag and Manufacturing (related to R&D)

South Central Enterprise Region PROJECT FUNDING (\$75,000 annually)

Economic development-related Project Funds, as provided by Enterprise Saskatchewan and managed by South Central Enterprise Region, help to fund projects that build regional capacity. Funding is approved by the Board of Directors and applicant must meet its funding criteria. Matching funds by the applicant are typically required. Please see here for more information about the [SCER](#)

[Project Funding Program](#) [2] and to download the [SCER APPLICATION FORM](#) [3].

Sources of private matching funds might include:

- Municipalities i.e. City of Moose Jaw and RM/ Towns/Villages
- Private Sector Business
- Developers
- Tourism operators

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[2] http://www.southcentralenterprise.ca/index.php?option=com_content&view=article&id=47&Itemid=56

[3] http://www.southcentralenterprise.ca/sites/default/files/attachments/2009_SCER_Project_Application_Form.pdf

[4] mailto:info@SouthCentralEnterprise.caa

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