

# HEARTLAND *of the* PRAIRIES

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## Town of Coronach Digital Map

A digital map including Asset Mapping points, civic addresses, water and sewer and zoning information is being developed by the Town of Coronach. This SCER funded project will provide useful information to both the municipality and the council during the decision making process. It will include zoning, new lot expansion, business development, tourism initiatives and long-term municipal asset mapping exercises. The digital versions will be made available on their website in order to provide valuable information to local residents, prospective residents and potential business investors in our area.

Mapping the utilities will assist the town council in identifying infrastructure which will need replacement in the future. This information will be used by the Municipal, Federal and Provincial Agencies and Engineering firms when planning funding on a long-term basis.

## Assiniboia area Economic Strategic Plan

A regional economic strategic plan is being developed for the Assiniboia area. The resulting plan will help to attract new and industrial commercial investment to the area. The initial planning meeting was held on November 20th.



\$8M Alpine Plant Foods OPENS" ... This production facility has a capacity of 700,000 liters per day of liquid phosphate "starter" fertilizer for Western Canada and is located in the heart of the Moose Jaw-Regina Industrial Corridor, near Belle Plaine. The company cites access to rail and highways as a key advantage to this location, providing easy distribution and excellent access to their large agricultural customers.

## Saskatchewan Economic Development Association

Saskatchewan Economic Development Association (SEDA) is launching a new initiative aimed at promoting Enterprise Saskatchewan's Employee Share Ownership Program, and providing services to assist business owners in implementing an Employee Share Ownership Plan (ESOP) within their business.

Employee attraction/retention and succession planning are just a few of the many benefits to establishing an ESOP within a business today.

This initiative is sponsored by Enterprise Saskatchewan, and provides opportunity for Saskatchewan businesses to access ESOP development support services from SEDA on behalf of the province.

In the coming months, SEDA will be traveling in the South Central Enterprise Region to connect with businesses and provide information about the program.



## Coronach and Area BR&E Surveys

A business retention and expansion (BR&E) strategy will improve the overall business and economic development in the Coronach area. The information that is gathered will provide valuable insight into the core services and business development needs and identify obstacles to business retention and expansion.

Coronach's Economic Development Officer has been trained to complete 35-50 business surveys this fall in the Coronach, Bengough and Willow Bunch area.

A new SaskPower distribution line with higher capacity to the corridor from Coronach has almost been completed.



## Industrial Corridor now a reality

BY RON WALTER

The South Central Enterprise Region is humming with new enterprises and projects to ensure business and industry can develop with ease. One of the most far-reaching projects concerns development of the industrial corridor between Moose Jaw and Regina along the Trans-Canada Highway near Belle Plaine.

Developing the space between Moose Jaw and Regina into an industrial complex was a vision of Saskatchewan Premier Ross Thatcher in 1965. He was quoted as saying that someday the corridor would be filled with heavy industry between the two cities.

At the time, a new solution potash mine was the only industry in the corridor. Since then, a cluster of industries has grown around Belle Plaine to include the Yara nitrogen fertilizer plant, a phosphate fertilizer distribution centre, a salt plant at the potash mine, a \$150 million ethanol plant, and this year a liquid fertilizer manufacturer.

The RM of Pense is dealing with several potential deals at any time, says Reeve Tom Lemon.

The site is ideal – located along the national highway, two main line rail tracks with access to Chicago, next to transnational oil and natural gas pipelines and able to tap into the treated Buffalo Pound Water supply pipeline.

In the 1990s, area municipal and economic development agencies met over the proposed corridor and completed studies on the industrial hub. The studies sat on the shelf until a new stakeholder committee was formed in 2009 with the eight local municipalities led by the South Central Enterprise Region.

The meetings led to a coordinated effort to attract and retain industry. Cooperation works on creating uniform regulations for companies wanting to locate in the region that includes Moose Jaw, Regina, three villages and three rural municipalities.

In an exceptional agreement, eight organizations raised a total of \$100,000, including \$25,000 from the South Central Enterprise Region. The committee's application for matching funds through the Planning for Growth initiative, recently approved, will be used to create a growth management study.

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## Qu'Appelle Conveyance Project

The South Central Enterprise Region is working with partners on a funding application to do a feasibility study on building a new water distribution system from Lake Diefenbaker to Buffalo Pound Lake.

The new system will ensure industrial and residential water supply to southern Saskatchewan and allow irrigation of 100,000 acres in the region. Currently, water is sent down the narrow Qu'Appelle River channel to Buffalo Pound Lake for treatment.

## Industrial expansion and development

The area around Coronach and Assiniboia is also buzzing with proposed activity. A massive coal mining development converting the coal into synthetic gasoline and electricity has been in planning stages for two years.

The Whitemud kaolin clay processing operation, hindered by the 2008 financial crisis, has a new lease on life. An agreement with a North American blender of cement products will see the strong metakaolin cement ingredient marketed across the United States.

Opportunities for the creation of wind energy projects in the area also look very optimistic.

# Economic Development linked to affordable workplace housing

BY RON WALTER

South Central Enterprise recently hosted an Economic Development Symposium on Housing in Moose Jaw. Canadian Home Builders Association of Saskatchewan CEO Alan Thomarat told the audience of 120 the province's growth is on track for 1.5 million residents in 20 years.

Thomarat said there is no simple answer to the affordable housing solution. Different demographics need different types of homes.

Affordable housing for single families, seniors and students must be part of the solution. Filling the need is a balancing act. The balance includes a growing and aging seniors' population, now at 20 per cent.

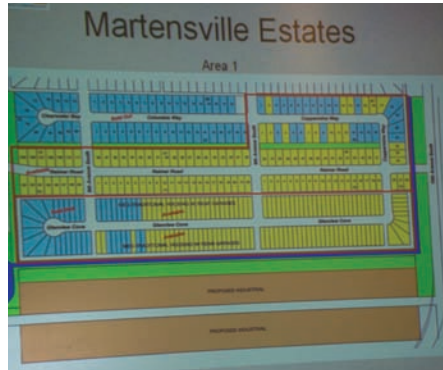
"Upgrading older housing is an opportunity. Communities should not forget to keep the older housing stock updated," he said.

"Rapid house price increases are related to low supply of housing," he said, noting average house price in Moose Jaw rose from \$127,000 in 2006 to \$180,000 in 2008.

He said today the cost is \$340,000 for a new single family 1,200 square foot house.

In Moose Jaw, the rental situation with a 0.36 per cent vacancy is worse than in Saskatoon. (Generally a five per cent vacancy rate is considered reasonable.)

Low vacancy rates are bad for a campus town with SIAST Palliser



Campus that has between 2,000 and 3,000 students enrolled every year.

"Hopefully, the student housing issue will be addressed in the next few years," said Thomarat.

## *Workforce Housing must be affordable*

Moose Jaw will need more affordable housing to handle an influx of new residents, according to Mayor Glenn Hagel.

Hagel told a housing symposium that Moose Jaw, like many communities in the South Central Enterprise Region, can no longer rely on new high end housing to open up existing houses for sale.

Between 150 and 200 jobs at Thunder Creek Pork plant as well as the hundreds of new jobs related to the proposed potash mine will put pressure on housing stocks.

Development of the transport hub west of Regina and the Moose Jaw-Regina Industrial Corridor will attract "young families to put down their roots and raise a family."

"Without the affordable decent housing, people won't come here," he said.

"Taxation rates will have to change to encourage homebuilders to put up rental units," he advised.

"Right now the taxation rate on rental income is at the highest rate of 46 per cent. The average corporate rate in Canada is 15.5 per cent. Where would you want to put your money?"

The Home Builders Association does not like plans for social housing because major social housing projects tend "to become ghettoized" like those in Toronto and Detroit.

Not only was social housing for the vulnerable an issue, the needs included seniors, young families and the SIAST student population.

With three divisions – engineering technology, business and trades training – the campus is attractive to businesses that need skilled employees.

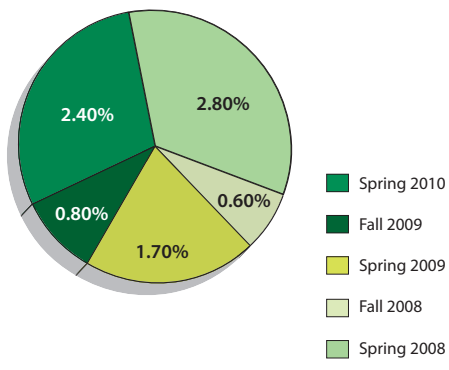
Business commentator Paul Martin put a perspective on future growth.

This is the era of the three F's, said Martin "Food, fertilizer, fuel – Saskatchewan has them all. Growing populations and incomes in emerging countries of China and India" drive the demand for food, fertilizer and fuel.

"Affordable housing issues must be dealt with," said Martin. "It's a lot better than having nothing to deal with."



## Vacancy Rates



## RENTAL HOUSING

	Vacancy Rate	Average Rent
Bachelor	0%	\$373
1 Bedroom	1.6%	\$529
2 Bedroom	0.3%	\$670
3+ Bedroom	N/A	N/A
<b>Total</b>	<b>0.8%</b>	<b>\$593</b>

## Prairie City MLS Average House Price 2009 (\$)

Medicine Hat . . . . .	\$347,736
Red Deer . . . . .	\$401,707
Lethbridge. . . . .	\$323,593
Edmonton . . . . .	\$543,243
Calgary . . . . .	\$547,795
<b>Moose Jaw . . . . .</b>	<b>\$214,789</b>
Saskatoon . . . . .	\$383,234
Brandon . . . . .	\$176,000
Winnipeg . . . . .	\$361,128
Alberta . . . . .	\$341,201
<b>Saskatchewan . . . . .</b>	<b>\$233,695</b>
Manitoba. . . . .	\$201,343
<b>National Average . . . . .</b>	<b>\$320,300</b>

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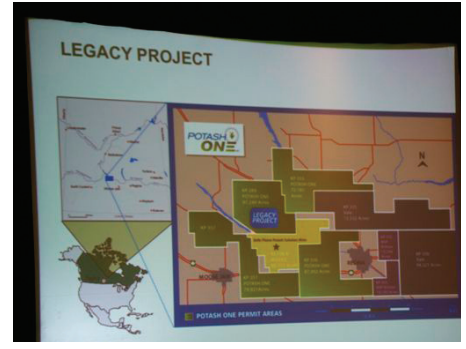
## Industrial Corridor

"We want businesses to have one stop shopping and to have access to shovel-ready land and services," explained Deb Thorn, CEO of the South Central Enterprise Region.

Asset mapping of the corridor district is vital so new industry operates with uniform zoning and regulations, knows where land and infrastructure is located and how it can access these.

And a growth management plan, outlining strategic issues such as location sites, infrastructure, utilities, labour costs and labour availability is key to future development of the corridor.

Potash One is in the process of attracting investors for a \$2.4 billion solution mine north of Moose Jaw. The mine will employ 200 people with another 220 local associated jobs.



Construction over two years will average 1,000 jobs with a peak of 3,000 employees. The company is considering transport of employees from Moose Jaw.

## Thunder Creek Pork Plant now hiring

The Thunder Creek Pork Plant is holding an **Employee Recruitment Open House** from 1:30-3:30 p.m. on December 15th, 2010 at the plant located at 720 Lillooet Street West, Moose Jaw. A plant tour will be conducted and applications will be accepted. Plant tours and

information sessions will also be conducted during a **Pork Producers Open House** beginning at 1:00 p.m. or 6:00 p.m. on December 16th, 2010. For more information contact [edo@southcentralenterprise.ca](mailto:edo@southcentralenterprise.ca) or 693-7335.

## CORRIDOR FACTS

- Labour pool of 175,000 is largest in Saskatchewan Area
- Population of 240,000 generates one-quarter of Saskatchewan GDP
- Region served by two universities, two training institutes
- Low cost business environment according to KPMG
- Access to utilities transportation networks.

# Entrepreneurship

Rick Spence of the National Post recently wrote, "More people recognize the role of entrepreneurship in innovation and job creation. "Entrepreneur of the Year" awards presented by Ernst & Young and other organizations lend entrepreneurship some class, while such TV shows as Dragon's Den bring its message of hope and creativity to the mass market."

But he thinks entrepreneurs aren't restricted to small business. Entrepreneurship involves innovation, commitment and leveraging scarce resources to create improved results and, usually, some sort of market or social change.

Spence says today, big businesses and many organizations and institutions strive to become more entrepreneurial; they want employees and members to think like owners, find new solutions and overcome obstacles that those in the head office just can't see.

He believes, ironically, not every small business wants to be entrepreneurial. Some business owners are content to be what they are, not changing their products or their marketing.

Entrepreneurship? Spence says it's how business is done in the 21st century – big or small.



## SOUTH CENTRAL ENTERPRISE MANDATE

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

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