

*SOUTH CENTRAL ENTERPRISE REGION*  
**Heartland of the Prairies**  
**Newsletter**



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**OUR FOCUS: TRADITIONAL ECONOMIC DEVELOPMENT:**

Business Attraction and Investment

Business Retention and Expansion

Project/Business Development

Hub/Cluster Development (Investment Readiness, Export Readiness)

Leadership in support of economic development

**PROJECT FUNDING AVAILABLE**

Enterprise Saskatchewan matches funds raised by the South Central Enterprise Region for economic development projects. Projects that focus on the following will be given higher priority for funding.

- \* Development of regional capacity to generate new ideas to increase investment, resources and businesses
- \* Emphasizing investment ready projects and moving from a reactive to a proactive mode
- \* Applying an integrated economic, social and environmental approach
- \* Ensuring that new leaders within business, communities and organizations are identified and developed
- \* Community-based and community-led with multi-stakeholder support.

South Central Enterprise Region (SCER) purpose is to increase business and industry competitiveness and realize the region’s economic potential to compete globally. Our Enterprise Region, with an

elected Board of Directors, receives both operating funds and matching project funds from Enterprise Saskatchewan. Its head office is located in Moose Jaw.

We hope our SCER newsletter keeps you keeps updated on our organization’s key initiatives underway.

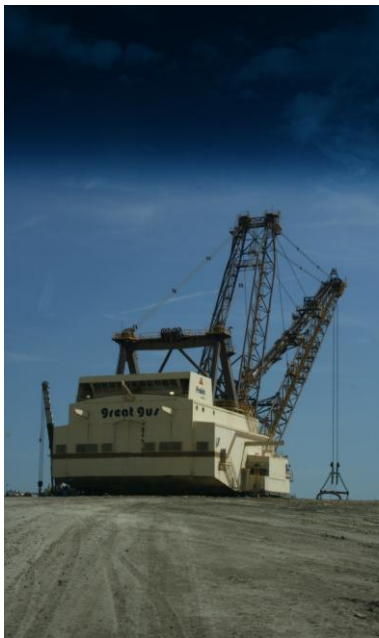


**South Central Enterprise Region. Boom is a work in progress...**



**Industrial Corridor - Moose**

Jaw-Regina industrial stakeholders committee is working on an Official Plan that will ensure that the industrial corridor becomes investment-ready. In addition to consistent zoning and by-law regulations to entice more industrial development, long-term planning around infrastructure and the environment will ensure the region is able to sustain long term growth and vitality.



**Qu'Appelle Conveyance Project**

- a unique partnership between Saskatchewan Watershed, Regina's RROC and South Central Enterprise continues to push hard for a water supply/demand study that will determine the current and future industrial and municipal needs for potable and non-potable water. This work included pre-engineering and implementation plans for the mega project to build a new water conveyance system between Lake Diefenbaker Dam and Buffalo Pound, estimated to cost over \$600M.

**2010 Saskatchewan Municipal Awards**

- a show of incredible spirit from our rural stakeholders. The winners at this gala event included:

\* **Economic Development Leadership Award** - RM's of Hart Butte, Poplar Valley, Willow Bunch, Old Post, Stonehenge, and the towns of Coronach and Rockglen. These municipalities partnered to acquire and operate the Fife Lake Rail providing significant economic advantage to the region;

\* **Heritage Conservation** already an award winning community, the town of Ogema was honoured for their "Saving our Past for the Future" efforts.

**KPMG 2010 Competitive Alternatives Study** Moose Jaw ranked 11th, Regina 12th, Prince Albert 13th and Saskatoon 21st out of a 112-city comparison of best places to do business. Named by Alberta Venture/April 2010 as one of the TOP 10 start up hot spots in Saskatchewan.





## ANNOUNCING

### 2010 HEARTLAND ADVANTAGE: “MINDING OUR OWN BUSINESS”

South Central Enterprise Region believes it is important to appreciate and encourage existing businesses. We will proactively assist these individual business owners with their efforts to change, grow and become more competitive. Developing strong collaborative relationships with our regional businesses - by inviting them to share information about their plans for the future - will help to identify concerns and issues or remove barriers that may be hampering their ability to grow or expand. (Please contact our office if your company would be willing to participate).

### Why focus on Business Retention and Expansion (BR/E)?

80% of economic development opportunities result from investment by businesses that already exist in the region. By meeting with existing businesses we can:

- demonstrate to businesses that the community appreciates their contribution to the regional economy (pro-business attitude).
- help existing businesses solve problems.
- identify barriers and challenges to growing their business.
- assist businesses in using programs aimed at helping them become more
- develop strategic plans for long-range business retention and expansion activities.
- bring economic stakeholders together to solve problems and create opportunities.

**How will we do this?** The South Central Enterprise Region will be requesting meetings with owners or CEO's to learn more about their business and offer programs and services to assist their plans. This will include everything from workforce training and skills gaps to site locator analysis and infrastructure needs to lean manufacturing processes and exporting.

Our economic development consultants will be able to provide information or referral to various programs that can assist. As well they will bring barriers and challenges to the attention of government leaders. Stakeholders can also be brought together to solve problems and create opportunities.

Over the next several months, businesses will be contacted. An on-site meeting will be pre-arranged with the business Owner or CEO who also agrees to participate in a confidential 45 minute interview. Information collected will only be utilized in an aggregate format for the purpose of solving problems and removing barriers. Each participating business will be invited to attend a luncheon where the findings of BR/E interviews with over 200 businesses across several industrial sectors will be disseminated in an aggregate or rolled-up report to community planners, government leaders and industry stakeholders.

### What will SCER's *Heartland Advantage: Minding our Own Business* program accomplish?

- Assist firms in becoming more productive and more externally competitive
- Encourage spin-off developments and business activities i.e. engage a core of “ambassadors” for business and investment attraction.
- Assist firms through expansion of markets and products
- Encourage local companies to go “upmarket” in the value chain.
- Enhanced cooperation between public and private development agencies and leaders.
- Improve industrial infrastructure making it more conducive to future expansion or business attraction.

### *SCER Tour of Whitemud Resources*





### **Announcing:** SCER and STEP

invite your company to participate in an informational meeting to learn more about a new EXPORT READINESS PROGRAM (for emerging companies). If your company has an exportable product or service and has a desire to sell into new markets outside Saskatchewan please contact SCER CEO Deb Thorn.

### **MORE ON SCER PROJECT FUNDING**

#### **Acceptable projects might include:**

*Exploration and development of innovative advanced technologies; expansion and development of agricultural businesses relating to product development and market assessment; exploration and development of tourism, art and culture venues; expansion and development of energy related projects including alternative energy; research and development of innovative life sciences and biotechnology; the creation, development and expansion of products to be distributed to local and/or global markets; expansion and development of mineral related projects; exploration and development of new business activities and projects, etc. **MAKING AN APPLICATION IS JUST THAT EASY.** Our SCER staff will be pleased to assist you. Guidelines and application forms available on our website and will be considered on an on-going basis.*

### **HIGHLIGHTS SCER'S 2010 STRATEGIC PLAN:**

- \* Attraction Strategy showcasing the region's competitive advantages;
- \* Launch a regional Business Retention and Expansion program
- \* Young Professionals and Entrepreneurs Leadership Training
- \* GIS and Asset Mapping, including inventory of available lands/buildings
- \* PILOT Project: Municipal Economic Development Strategic Plan
- \* Industrial Corridor - Official Plan & Strategic Marketing Plan and Tools
- \* Qu'Appelle Water Demand Study and Conveyance Implementation Plan
- \* Sector PILOTS - (i) Workforce Housing and, (ii) Seed Cleaning /Processors (value-added).
- \* Informational/Educational/Planning Round Tables/ or Summits with Stakeholders and Partners
- \* 16 stakeholder community meetings on SCER programs and services.
- \* Investment Attraction advertising

SCER provides fee-based Economic Development services to the City of Moose Jaw, including: Attraction Strategy; Mayor's Delegation to China; BR/E; Marketing Campaign; 1st Nations Partnership Strategy; Airport Enhancement; and Strategic Economic Development Planning, as well as handling all of the city's economic development related enquires and new industry or project developments.

### **About Becoming a Member**

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 **AND** you will remain a member until SCER is otherwise notified. Memberships are made in the name of the individual.

#### **BOARD EXECUTIVE**

Barry Gunther, Chairman  
Ed Plumb, Vice Chair  
Cal Jorstad, Vice Chair  
Karyn Mossing-Murray, Secretary

#### **Staff:**

Deb Thorn, CEO  
Barry Watson, EDO  
Adean Suidak,  
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**Photos by Ron Walter SCER  
Board of Directors**