

**KENASTON & DISTRICT
COMMUNITY BUSINESS PLAN
2011-2014**

Sponsored by
Kenaston & District Chamber of Commerce
(amended May 28, 2012)

Adoption Pending by
Kenaston Village Council
R.M. of McCraney, No. 282

Approved by the
R.M. of Rosedale, No. 283
2011

Key Beliefs and Values

We Believe in:

Creating Solutions
Working Together
The Future of Kenaston

We Value:

The Quality of Rural Life & People
Community Sustainability
The Natural Environment

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VISION:

Kenaston:

“A beautiful, resilient, and thriving prairie community that encourages an active business climate while embracing the values of rural life.”

MISSION:

The Kenaston community will create a positive business climate that improves community prosperity and sustainability by acting to attract new enterprises and services while maintaining existing businesses.

The Kenaston community will improve our quality of life by acting to encourage positive attitudes and increase community pride; promote growth options that favour harmony and protection of our natural environment; enhance the beauty and image of the community; and encourage community participation and involvement.

SLOGAN:

“Kenaston: Heritage – Spirit –Vision”

GOALS:

Goal #1 - The Kenaston and District Chamber of Commerce will maintain an economic development focus.

Goal #2 - Expand Tourism Opportunities

Goal #3 - Foster Community Spirit

Goal #4 - Enhance the Community's Image through Beautification

Key Strategies & Measurements

1. The Kenaston and District Chamber of Commerce will maintain an economic development focus.

A Consult, Educate and Encourage

- i) *Maintain and regularly update a Business Plan for the Kenaston community*
- ii) *Promote the community theme and slogan*
- iii) *Facilitate project teams based on the established goals*
- iv) *Receive ideas from the community and redirect each to the appropriate team*
- v) *Support educational opportunities*
 - (a) *Increase awareness of new opportunities and ideas*
 - *Sponsor and support speakers and educational events to increase awareness of new economic and/or agricultural ideas and opportunities.*
 - (b) *Find easily achievable projects to encourage community participation*
 - (c) *Encourage community development and entrepreneurial attitudes*

B Receive Monthly Reports from Project Teams

C Develop the Kenaston Business Community

- i) *Maintain a Project Team to Create Marketing Tools:*
 - (a) *"kenaston.ca" website*
 - (b) *Highway Billboard - advertising services, facilities, housing, events and community spirit*
 - (c) *Community profile*
- ii) Market the Kenaston Community
 - (a) *Promote Kenaston (available real estate, attractions and services) locally, provincially, globally*
 - (b) *Support business and agricultural development*
 - *promote and increase the exposure of local, regional and agricultural businesses*
 - *encourage "buying locally" for services and products*
 - *feature business and services in the community newsletter and website*
 - *extend invitations to potential businesses as opportunities arise*
 - (c) *Tap into provincial and federal efforts to attract immigration*
 - (d) *Investigate housing options such as a condominium*
- iii) *Work cooperatively with regional development agencies including MidSask Enterprise Region and Waterwolf*
 - (a) *Partner with neighboring communities to develop regional strategies.*

2. Expand Tourism Opportunities

A Maintain a Project Team to Expand Tourism Opportunities

- i) *Maintain Snowman Park*
- ii) *Promote Kenaston souvenirs*
- iii) *Participate in and contribute to regional tourism ventures*
 - (a) *Promote and work in unison with regional attractions (and the Lake Diefenbaker Tourism Region).*
 - (b) *Investigate the acquisition of a symbolic Louis Riel Trail "Red River Cart"*
- iv) *Include community signage on highway to advertise Snowman Park, Water Tower and Veteran's Centennial Park.*
- v) *Investigate the development of a "Welcome to Kenaston" structure at an appropriate location on Highway #11, and relocate the satellite dish to a secondary entrance into the community.*

3. Foster Community Spirit

A Maintain a Project Team to Promote Community Participation, Spirit, Pride and Promote Positive Attitudes

- i) *Preserve the feel of "small town" where the community is interdependent, friendly, and cooperative*
 - (a) *Maintain bi-monthly community newsletter; linked to website*
 - (b) *Contribute to a collaborative community webpage*
 - (c) *Promote positive attitudes*
- ii) *Encourage welcoming and optimistic attitudes*
 - (a) *Host an annual welcome event(s)*
 - (b) *Distribute welcome baskets to new residents at the annual welcome event*
- iii) *Stimulate and Acknowledge Community Involvement*
 - (a) *Encourage local employers to consider staff members' community participation in performance evaluations and encourage employers to public an article on their program(s)*
 - (b) *Publicly recognize the volunteerism/teamwork accomplishments of the community*
- iv) *Welcoming new businesses*
 - (a) *Present welcome baskets to new businesses*
 - (b) *Encourage local business people to mentor or guide new entrepreneurs and publish articles on the success and value of mentorship activities*

4. Enhance the Community's Image Through Beautification

A Maintain A Project Team To Enhance The Community Image

- i) *Initiate and encourage clean-up projects*
 - (a) *Invite residents to identify areas of concern*
 - (b) *Encourage Village to clean sidewalks*
 - (c) *Host an annual clean-up evening on the walking trail (encourage a simultaneous community clean-up)*
- ii) *Initiate a beautification project at the Skating Rink to revitalize and visually enhance this area, and add a focal point for community information and signage close to the highway.*
- iii) *Encourage Horticultural Improvements, Gardens, and Trees*

Appendix A: Background

Community survival is an issue foremost in the minds of all rural communities in Saskatchewan. In 2002 our Chamber membership agreed that we could play a larger role in community development and began discussing ways to initiate community and regional development. The Chamber held strategy meetings and developed an initial four year business plan for 2003 to 2006. This plan was followed by the 2007 – 2010 strategy. Each of these strategies was executed by a volunteer committee.

Over the past four year period our chamber has focused as a group on our business development tools. The chamber has maintained our business plan and has received monthly reports from each project team. Any ideas received from the community have been redirected to the appropriate project team. In 2008 the village assumed ownership of the Kenaston website with site maintenance continued by chamber representatives. Our community billboard is regularly updated with the encouragement to post local events, and the community profile is updated. We have marketed the community by successfully hosting events such as “CTV Home Town Tour”.

Our tourism committee has built a walking trail; repaired, enhanced, maintained and aligned the Snowman Park” to the community theme; achieved a complete restoration of the water tower; and saw the initiation of souvenirs.

A Community Spirit goal has evolved into Crossroads, a bi-monthly community flyer which has been well received in the community. Crossroads is also circulated in an e-format as a cost effective, convenient, and efficient way to reach more residents and friends of the community. As well, new businesses are acknowledged and an annual community picnic is held to celebrate summer and welcome newcomers. Our welcome baskets (contents are donated by chamber members) are delivered to newcomers at the picnic so that we have a gift for them.

Our community beautification goal has seen a general clean-up around town, additional trees planted, and flower beds and planters added to the Veteran’s Centennial Park by a chamber representative. The chamber has also initiated an annual cleanup of the walking trail and encourages the village to maintain the community park.

During 2010, the Kenaston Chamber has spent several months reviewing the 2007-2010, reviewed and amending each of the goals. Our proposals have been circulated to the community via the community website.

Appendix B: Statistics Canada

Stats Canada Data On Population Changes Since 2001:1

	Pop, 2006	Pop, 2001	Pop. 1996	# Change	% Change
Kenaston	259	282	323	-23	-8.2%
McCraney #282	346	431	478	-85	-19.7%
Rosedale # 283	455	493	520	-38	-7.7%
Total	1060	1206	1321	-146	-13.4%

Population Statistics For Kenaston, Saskatchewan

Characteristics	Kenaston	Saskatchewan
Population in 2006	259	968,157
Population in 2001	282	978,933
Population in 1996	323	990,237
2001 to 2006 population change (%)	-8.2%	-1.1%
Total private dwellings	113	387,160
Population density per square kilometer	221.3	1.6
Land area (square km)	1.17	588,276.09

Characteristics (2006)	Kenaston			Saskatchewan		
	Total	Male	Female	Total	Male	Female
Age Characteristics of the Population						
Total - All persons	260	135	125	968,160	475,240	492,915
Age 0-4	15	10	5	57,495	29,395	28,100
Age 5-14	40	20	20	130,195	66,565	63,630
Age 15-19	15	5	10	74,900	38,455	36,445
Age 20-24	5	5	0	67,245	33,800	33,440
Age 25-44	50	20	30	241,065	118,165	122,900
Age 45-54	45	25	20	146,015	72,980	73,030
Age 55-64	25	10	15	101,930	50,800	51,130
Age 65-74	25	10	15	70,890	33,885	37,005
Age 75-84	20	10	10	54,595	23,520	31,075
Age 85 and over	10	5	5	23,820	7,660	16,160
Median age of the population	39.4	38.5	39.5	38.7	37.5	39.8
% of the population ages 15 and over	76.9	76.9	80.0	80.6	79.8	81.4

¹ "Adapted from": <http://www12.statcan.ca/english/census06/data/profiles/community/Index.cfm?Lang=E> "