

KENASTON & DISTRICT COMMUNITY BUSINESS PLAN 2015-2018

Sponsored by
Kenaston & District Chamber of Commerce
(July 28, 2014)

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

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) *Maintain 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*
 - *Support and/or sponsor speakers and educational events to increase awareness of community development 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) *Include community signage on highway to advertise Snowman Park, Water Tower and Veteran's Centennial Park.*
 - (d) *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.*
 - (e) *Community profile*
- ii) *Market the Kenaston Community*
 - (a) *Promote Kenaston (available real estate, attractions and services) locally, provincially, globally*
 - (b) *Support development*
 - *Promote the exposure of local and regional businesses*
 - *Encourage "buying locally" for services and products*
 - *Profile businesses and services in the community newsletter and website*
 - *Extend invitations to potential businesses as opportunities arise*
 - (c) *Promote housing options such as a condominium*
- iii) *Work cooperatively with development agencies such as Waterwolf, Dakota Dunes Community Development Corporation and local municipalities and agencies.*
 - (a) *Partner with neighboring communities to develop regional strategies.*

2. Expand Tourism Opportunities

A Maintain a Project Team to Expand Tourism Opportunities

- i) *Promote Kenaston souvenirs*
- ii) *Participate in and contribute to regional tourism ventures*
 - (a) *Promote and work in cooperation with local businesses and regional attractions.*
 - (b) *Promote and work in cooperation with the Lake Diefenbaker Tourism Region.*
 - (c) *Promote and work in cooperation with the Great Southwest Tourism Region.*

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*
 - (d) *Contribute to a collaborative community Facebook page*
- 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 recognize their community initiatives 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 and businesses to identify areas of concern*
 - (b) *Encourage Village to clean sidewalks*
 - (c) *Host an annual clean-up evening on the walking trail, Snowman Park and Veteran's Centennial Park (encourage a simultaneous community clean-up)*
- ii) *Maintain Snowman Park*
- iii) *Initiate a beautification project at the Snowman Park to revitalize and visually enhance this area, and add a focal point for community*
- iv) *Maintain Bonnington Springs Walking Trail*
- v) *To consider potential community projects providing opportunities to leverage funding from Dakota Dunes CDC and any provincial or federal agency*
- vi) *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, 2007 – 2010 and 2011 - 2014. 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. Although a Village entity, the chamber provides 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.

Our tourism committee has maintained the walking trail; repaired, enhanced and maintained the Snowman Park"; achieved a complete restoration of the water tower; and encouraged the initiation of souvenirs.

A Community Spirit goal has sustained the Crossroads publication, our bi-monthly community flyer which continues to be well received in the community in print and e-format versions. 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 2014, the Kenaston Chamber has spent several months assessing the 2015-2018 plan; reviewing, amending and creating new goals. Our proposals have been circulated to the community via the community website.

Appendix B: Statistics Canada

Stats Canada Data On Population 2011 and 2006.

	POP, 2011	Pop, 2006	Pop, 2001	Pop. 1996	# Change	% Change
Kenaston	285	259	282	323	26	10%
McCraney #282	307	346	431	478	-65	-11.3%
Rosedale # 283	515	455	493	520	125	13.2%
<u>Total</u>	<u>1107</u>	<u>1060</u>	<u>1206</u>	<u>1321</u>	<u>86</u>	<u>11.9%</u>

Population Statistics for Kenaston, Saskatchewan

Characteristics	Kenaston	Saskatchewan
Population in 2011	285	1,033,381
Population in 2006	259	968,157
Population in 2001	282	978,933
Population in 1996	323	990,237
2006 to 2011 population change (%)	10%	6.7%
Total private dwellings	143	460,512
Population density per square kilometer	243.5	1.8
Land area (square km)	1.17	588,239.21

Characteristics (2011)	Kenaston			Saskatchewan		
	Total	Male	Female	Total	Male	Female
Age Characteristics of the Population						
Total - All persons	285	150	135	1,033,380	511,555	521,825
Age 0-4	20	15	5	67,760	35,070	33,960
Age 5-9	20	5	5	63,350	32,480	30,865
Age 10-14	20	10	10	65,750	33,465	32,285
Age 15	5	5	0	13,910	7,140	6,765
Age 16	5	5	0	14,465	7,390	7,075
Age 17	10	5	5	14,405	7,425	6,985
Age 18	5	0	5	14,540	7,505	7,040
Age 19	0	0	0	14,430	7,420	7,015
Age 20-24	10	0	10	72,610	37,135	35,470
Age 25-29	10	5	0	70,395	35,510	34,885
Age 30-34	15	5	10	65,340	32,750	32,590
Age 35-39	25	15	10	61,150	30,265	30,880
Age 40-44	20	10	10	61,475	30,550	30,920
Age 45-49	25	10	15	74,630	36,820	37,810
Age 50-54	20	10	10	77,480	38,855	38,625
Age 55-59	30	15	10	70,050	35,185	34,865
Age 60-64	20	5	15	56,945	28,305	26,645
Age 65-69	15	5	5	41,500	20,445	21,055
Age 70-74	15	5	10	33,820	16,050	17,770
Age 75-79	5	0	5	28,950	13,200	15,750
Age 80-84	5	5	0	23,955	10,165	13,795
Age 85 and over	0	5	0	25,475	8,435	17,035
Median age of the population	41.4	41.0	42.2	38.2	37.0	39.2
% of the population ages 15 and over	79.3	75.8	77.4	80.9	80.3	81.4