



Kenaston & District Business Plan 2003-2006

Presentation by the Kenaston & District
Chamber of Commerce - 2003



SLOGAN

Kenaston

“Heritage, Spirit, Vision”



VISION



Kenaston

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

MISSION



a) 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.

MISSION



b) 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 participation and involvement.

Goal #1

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



How?

•Research and Develop

- Community Business Plan - 2003
 - Community theme and slogan - 2003



And?

- **Educate, Inform and Encourage**
 - Present the Business Plan to eight organized groups in Kenaston - 2003
 - Sponsor two motivational speakers on economic development - 2002/03
 - Facilitate the creation of six project teams based on the established goals - 2003
 - Receive ideas from the community and redirect each to the appropriate project team - ongoing
- **Receive Monthly Reports from Project Teams**



Monica
Coney

Goal #2

**Develop Business
Community**

Establish a Project Team to Create Marketing Tools

- Establish:



Our Website Promotes:

- Business Opportunities
- Real Estate
- Community Calendar
- Local Tourism
- Contacts
- Link to School
- Coming Events



And?

- Publish a promotional brochure - 2004
- Develop strategies to market Kenaston externally
 - Develop Autumn Action Day to yield an increase in exhibitors -10% in 2003



Establish a Project Team to Pursue Business Growth Strategies - 2004

- Strategies to attract new businesses
- Strategies to retain and build existing businesses



Improved Highway Signage



Capitalize on business opportunities created by traffic flow



Kenaston Arena



Pavelich BnB



Establish a Project Team to Support Agricultural Industries

- Sponsor two education events per year



Al Scholz

Don Campbell



Goal#3 -Expand Tourism Opportunities



Bonnington Springs Trail



•Construct Walking Trail - 2003

•Trees on the Trail - 2003

•Phase 2 - 2004

•Complete Trees - 2004

Water Tower



Structural Repairs are planned for 2004

- and we are currently seeking a community vision to define the future use of the tower

Participate in Regional Tourism on the Trail



- Acquire a Louis Riel Trail Community Symbol - 2005
- Promote and work in unison with surrounding attractions
- Participate in antique machinery display on LRT - 2005

Goal #4 -Secure the Future of Kenaston School



- International Student Project

Goal#5 - Foster Community Spirit

- Newsletter
- Newsletter linked to website
- Promote positive attitudes

Kenaston Crossroads

Welcoming, positive, and optimistic attitudes

- Welcome Baskets are delivered to each new community member (items in the basket are donated from the business community)



Stimulate and Acknowledge Community Involvement

- Encourage local employers to consider staff members' community participation in performance evaluations
- Public recognition of the teamwork accomplishments of the community



Welcoming new businesses

- Present welcome baskets to new businesses - 2003 (basket items donated by businesses)
- Encourage local business people to mentor or guide new entrepreneurs



Goal #6 - Enhance Community's Image through Beautification

- *Beautify Bonnington Springs Campground*
- *Initiate and encourage community clean-up projects*



Horticultural Improvements, Gardens, Trees

- Trees on the west side of senior's housing units - 2003



Trees at the “Snowman Park”



Plus:

- Investigate “Communities in Bloom” project - 2003
- Formation of a gardening club to initiate projects - 2004



Chamber of Commerce
Kenaston, Saskatchewan



The End