

Presentation by the Kenaston & District Chamber of Commerce - 2003





### **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 <u>motivational speakers</u> on economic development - 2002/03
  - Facilitate the creation of six <u>project teams</u> 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 Coneys

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 <u>retain and build</u> existing businesses





### Capitalize on business opportunities created by traffic flow



### Establish a Project Team to Support Agricultural Industries

· Sponsor two education events per year



Al Scholz

#### Don Campbell





#### Water Tower



Structural Repairs are planned for 2004

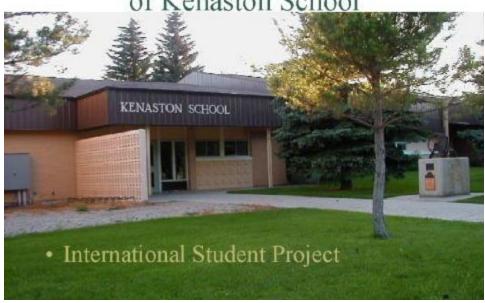
- and we are currently seeking a community vision to <u>define the future</u> use of the tower

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



### 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 <u>staff members' community</u> <u>participation</u> 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 <u>mentor</u> or guide new entrepreneurs

### Goal #6 - Enhance Community's Image through Beautification



### 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 <u>initiate projects</u> -2004



Chamber of Commerce Kenaston, Saskatchewan



The End