

## **Workshop 2: Moose Jaw**

*The following notes were taken during the brainstorming session by all the community leaders represented at the workshop.*

### **Session 1: Attitudes**

#### **Positives Identified For the Area**

- ☞ Access to inexpensive agriculture products (crops, beef, chickens)
- ☞ Processing facilities
- ☞ Producer Car Loading Facilities
- ☞ Good quality water
- ☞ Historic places, landmarks (Gravelbourg)
- ☞ Positive attitude (community minded)
- ☞ Arenas, rinks, recreation facilities
- ☞ Inter-municipal cooperation, partnerships
- ☞ Forward thinking
- ☞ Minerals
- ☞ Open Space
- ☞ Way of life
- ☞ Quality of life
- ☞ People, volunteers
- ☞ Small town, friendly, know neighbors
- ☞ Low cost living
- ☞ Short commutes
- ☞ Professional arts (theaters, artists, crafts, etc.)
- ☞ Infrastructure
- ☞ Resources
- ☞ Land available for development (rural and urban)
- ☞ Expansion opportunities
- ☞ Rail, highway , shortline access
- ☞ Industry/Business
- ☞ Salt plant
- ☞ Industrial parks
- ☞ Grain terminals
- ☞ Healthcare access
- ☞ Wellness clinics, doctors, etc.
- ☞ Education access
- ☞ Relatively short busing
- ☞ Great volunteers, friendly people
- ☞ Education, recreation
- ☞ Hunting, fishing, eco-tours
- ☞ Post secondary
- ☞ Plenty of water
- ☞ Sense of pride in community/Province
- ☞ Co-operatives
- ☞ Social opportunities to network
- ☞ Low crime rates
- ☞ Agriculture
- ☞ Home of Olympic Athletes (market it, promote it)

- ☞ We are not a target for threats (terrorists)
- ☞ Manufacturing (Doepker, Trailtech, Decap Trailer, Creative Enterprises).
- ☞ Scenery
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- ☞ Attractions (Big Muddy, Moose Jaw Tourism Attractions, etc.)
- ☞ Historical attractions/sites
- ☞ Community events
- ☞ Sunsets
- ☞ Diverse ecosystem (plant life, wildlife, fields, lakes, etc.)
- ☞ Entrepreneurship, qualified work force, cheap ag commodities
- ☞ Industrial park

### **Goals/Challenges Identified:**

- ☞ Needs some improved infrastructure.
- ☞ Infrastructure needs some work (roads, hospitals, etc.)
- ☞ Positives of all communities combined increases the attractiveness of the area
- ☞ Small communities/larger communities need to work together
- ☞ Space, land (make use of it)
- ☞ Partnerships, can-do attitude - attractive to developer
- ☞ Wide range of opportunities tourism, ag value added, industrial, good transportation
- ☞ Don't ship raw products, must value add as much as possible
- ☞ Promote low cost of living
- ☞ Reduce expenses through cooperation with other municipalities
- ☞ Need to do local education in the region - make everyone aware of the assets
- ☞ The more processed the product the better economic return for the area).

### **Session 2:**

#### **Sectors of Developments To Target In the Area**

- ☞ Potential to expand tourism industry
  - Agro-tourism: Tours of elevators, ride on a combine.
  - Recreation Package (bring people in from the south).
  - Tourism package for the area (Cross promotion)
  - Tourism training to front line staff.
  - Take advantage of tourism assets in surrounding communities (Circle Tours, Day Trip Tours)
  - Develop a package of services available in the area (recreation, tourism, others)
  - Regionally guided tourism project. Bird watching, gophers, wildlife
  - Target Outfitting Camps
- ☞ Value added Agriculture (needs to leave province in a bag/box)
  - Livestock industry (processing plants, ILOs)
  - Bio-diesel
  - Ethanol
  - hog barns
  - feed processing
- ☞ Expanding on current developments/businesses in the area.
- ☞ Coal Minerals Kaolin - Kaolin Processing upgrade to
- ☞ Wind Power Generation Plant
- ☞ Real Estate Industry (promote way of life, low cost of living, safety, etc.)

- ☞ Recycling industry
- ☞ Tree farming
- ☞ Greenhouses
- ☞ Landscaping
- ☞ Light manufacturing (farm equipment)
- ☞ Smaller business - Home Based Businesses (Crafts, wheat burning fireplaces)
- ☞ Waste Disposal
- ☞ Alternative Energy Industry (Wind, Sun = wind, solar power)