



SASKATCHEWAN ECONOMIC DEVELOPMENT ALLIANCE

**WE
INSPIRE
COACH
EDUCATE
ACTIVATE
CONNECT
YOU CAPITALIZE**



WE BUILD COMMUNITY CAPACITY TO FOSTER GENERATIONAL GROWTH.

Since 1984, the Saskatchewan Economic Development Alliance (SEDA) has been a driving force behind the growth and prosperity of communities across the province. SEDA champions economic, environmental, and social well-being through innovative and collaborative development strategies.

Moving beyond strategy—our work unites community leaders and industry stakeholders to assess opportunities, prioritize goals, and create actionable roadmaps for success. We connect communities, industries, and sectors, fostering synergies that drive innovation and lasting change.

Our legacy speaks for itself: SEDA has a proven track record of designing and implementing successful, scalable programs that empower communities across Saskatchewan. Drawing on expertise from Western Canada, and around the globe, we develop initiatives that enhance economic competitiveness and sustainability.

Join us in shaping Saskatchewan's future—one community, one partnership, and one innovative solution at a time. Inclusive membership opportunities are available for individuals, organizations, municipalities, First Nations, corporate and public sector agencies.

STRONG. RESILIENT. TOGETHER.

SEDA relies on the dedication of committed business and community partners to operate and deliver services. We are an independent, self-funded economic development organization that works with aligned sector partners to fulfill our mandate. Our organizational approach enables us to facilitate a deeper level of collaboration and coordinated action in support of our end user - community.

Our consistent delivery of innovative and timely programs in addition to ongoing capacity building services, solidifies our position as a trusted partner in community and economic development, contributing to the growth and prosperity of the province.

We offer integrated recognition packages to our strategic partners and work to support their goals. Contact CEO Verona Thibault at 306-384-5817 or seda@seda.ca to discuss the benefits of working together to foster generational growth.



OUR PROMISE

The success of our members and strategic partners is our mandate. We provide return on membership investment by offering comprehensive on-demand resources and support, exceptional experiences and a vibrant community of members, allies and partners.

We provide membership value through four key benefit pillars:

1. Preferential Access

Members get access to exclusive programs and resources. Member-only rates on learning and networking opportunities support cost effective professional development.

2. On Demand Services

Coaching, a 24/7 resource hub and access to member programs such as Business Counts and First Impressions Saskatchewan are examples of our responsive member services.

3. Inspiration and Learning

Opportunities for skills enhancement and professional certification as well as emergent industry and trends and resources.

4. Connections and Visibility

Monthly member meetups, knowledge sharing events plus opportunities to profile your organization and activities via SEDA's digital assets.

"My relationship with SEDA began alongside my economic development career in rural Saskatchewan. SEDA continues to offer proactive strategies and leadership to ensure communities are ready to meet challenges head-on and seize opportunities as they arise. Proud to still be a member of this impactful organization."

- Eve O'Leary
Director of Economic Development
Portage Regional Development

"Communities today must be able to adapt quickly in order to meet current and emerging opportunities in response to ongoing changes impacting our quality of life. SEDA provides accessible and innovative support to ensure we are well positioned to create a sustainable and prosperous future for our residents."

- Carey Baker
Hometown Planning and Promotion,
Saskatoon

"I began my economic development career in Saskatchewan as a newcomer to Canada. SEDA was truly the first and last call I made whenever facing challenges or needing guidance."

Their reliability and dedication set them apart, ensuring that their members feel supported every step of the way. I highly recommend SEDA to any community or organization seeking a partner who is genuinely invested in their community's success."

- Lina Petkeviciene
Economic Development
Officer Camrose County

SASKATCHEWAN'S LEADER IN ACCELERATING ECONOMIC AND COMMUNITY PROSPERITY.



THESE **VALUES** HELP US FULFILL OUR MISSION:

Trusted. Demonstrating integrity and credibility for over 40 years.

Inclusive. Collaboratively connecting Saskatchewan communities. Innovative. Inspiring innovation and resilience.

Knowledgeable. Fostering informed capacity building.

Strategic. Advancing leadership in community and economic development.



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