



# ECONOMIC VITALITY PROGRAMS

*The events of  
2020 have  
highlighted the  
interdependence  
of community  
and business,  
as never before.*

## 2020-2022 INITIATIVES

- I. Leadership Fundamentals
- II. Rural Resilience Program
- III. Project Prepare
- IV. Destination Creation Program



Where success is shared.

## *We help communities Thrive.....*

*SEDA's Economic Vitality Services bring people together to focus on opportunities, and move to action.*

*Our responsive programs help communities assess their competitive advantages, identify priorities, and organize for success.*

*Inherent to community economic vitality is retaining and growing local businesses to build prosperity and create local jobs.*

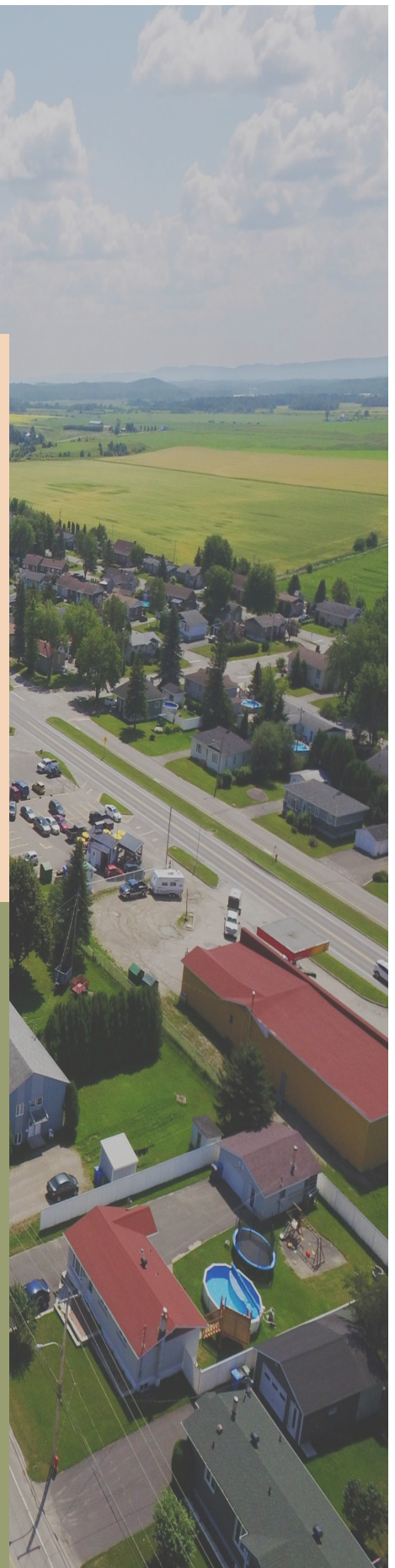
## Leadership Fundamentals

SEDA has delivered the Fundamentals of Economic Development for Municipal Leaders workshop over the past 20 years as part of the Municipal Leadership Development Program in Saskatchewan.

Our consultants will also deliver the Fundamentals to individual communities. It will answer key questions about economic development – what is economic development, who are the players, what role can the municipality play, and what are the returns. This one-day offering has been modified to include an emphasis on the role of economic preparedness in order to mitigate interruptions due to events such as disasters or pandemics.

Leadership Fundamentals Investment \$2500

This program can be integrated with Project Prepare and/or the Rural Resilience Program.



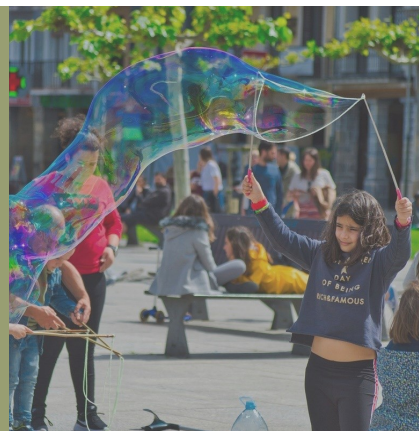


# Rural Resilience Program

SEDA will provide qualified economic development consultants to work with communities and trading area partners. Consultants and SEDA staff will assess and assist local leaders in developing an economic action plan. This activity will be supported by follow-up coaching during plan implementation. Budget permitting, we are also available to manage plan implementation.

This approach aligns best practices of jurisdictions across North America following occurrences of severe economic interruption. Services will be provided on-site in the community as well as virtually.

**ASSESSMENT + ACTION PLANNING + IMPLEMENTATION SUPPORT**  
**RESILIENT BUSINESSES AND COMMUNITIES**



*Rural Resilience Program  
Investment \$5000*

*This program can be  
delivered in conjunction  
with Project Prepare and  
Leadership Fundamentals.*

## Project PREPARE

The goal of Project PREPARE is to bring community stakeholders together to prepare for and protect themselves against events such as pandemics and manmade or natural disasters. Experience in other jurisdictions has illustrated that preparing businesses and organizations for potential interruptions and mitigating impacts on private and public infrastructure, can accelerate economic recovery when significant events occur.

Project PREPARE connects disaster management functions with economic principles to identify key issues and suggested action planning.

All delivery options feature the Province of Saskatchewan's nine step emergency planning process. Planning templates are provided along with SEDA's Economic Resilience & Recovery Toolkit.

*Project PREPARE Community Delivery can be added to the  
aforementioned on site community initiatives.*

### **PREPARE ONLINE**

An online workshop will be  
available fall 2020.  
Planning templates included.

\$199 SEDA Members  
\$299 Non-Members

**PREPARE WORKSHOP:** Active one day workshop using the toolkit and planning templates. Delivered based on demand beginning fall 2020.  
\$225 per person, minimum 25 participants.

**PREPARE COMMUNITY DELIVERY:** Hands-on planning with the community. Advance work with key members of the community, to be followed with one to three on-site sessions with leaders and partner organizations. Includes drafting of the Emergency Plan. Pricing \$6,500 to \$12,000.

# Destination Creation Program

Business and community are interdependent and rely on each other to be successful and sustainable. This program is aimed at creating “destination businesses” and by extension, assisting communities to increase their destination attraction quotient.

The Schallert Group’s Destination Business strategy has helped businesses large and small to capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. When independent business owners apply the destination strategy to their businesses, they naturally attract more local consumers along with customers from outside the traditional marketplace.

As a certified delivery agent of the program, SEDA views the majority of concepts and strategies as being applicable to the community as a whole.



The Destination Creation Course is an 8-chapter class, with a new section on business tactics related to the Covid-19 crisis.

Online delivery is generally offered over a two week period. However, customized scheduling can be established for interested groups and communities.

- New Chapter: Covid-19 Business Survival Tips
- Chapter 1: Becoming a Destination Business
- Chapter 2: Your Unique Positioning
- Chapter 3: Your Leadership Responsibility
- Chapter 4: Targeting Your Most Profitable Customers
- Chapter 5: Capturing Consumer and Media Attention
- Chapter 6: Creating a Customer-Focused Company
- Chapter 7: Marketing Your Destination Business
- Chapter 8: Collective Marketing

*Online Delivery  
begins August 2020*

Each Chapter includes one pre-recorded webinar featuring internationally recognized business expert John Schallert, followed by worksheets and discussion that ties the material back to each business, and community. This allows participants to finish a chapter and immediately put into practice the concepts discussed in the class.

Additionally, in each Chapter, selected interviews with world-class business experts and authors are included. Nine extra interviews have been selected to give supplemental information that dovetails with each Destination step.

Learning materials including webinars may be accessed via computer or mobile device for up to six months following the class via the Destination University portal.

Participant Fee \$399

*Minimum of 10/ maximum  
20 participants per class.*







*SEDA is the leading member-driven alliance for those engaged in community and economic development throughout Saskatchewan.*

*We work hand-in-hand with communities to strengthen people, places, and economies.*

*We help communities thrive.*



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