



PATHS TO PROSPERITY
Provincial Summit

JUNE 10-11, 2024
PRE-SUMMIT WORKSHOP & SOCIAL

JUNE 12-13, 2024
SUMMIT PROGRAM

SASKATOON INN

PROGRAM & REGISTRATION INFORMATION



PRESENTED BY **BHP**



Proudly Supported By



Développement économique Canada pour les Prairies



LB STRATEGIES
INSIGHT | PERSPECTIVE | SOLUTIONS



PRE-SUMMIT WORKSHOPS JUNE 10-11

INVESTMENT ATTRACTION WORKSHOP

June 10 from 1:00 p.m. to 4:30 p.m. &

June 11 from 8:30 a.m. to 4:30 p.m.

Registration Fee: \$150 with Summit Registration



This day and a half seminar will cover investment attraction learning modules that will assist participants:

- Become “investment ready” by learning the most effective way to remove roadblocks to investment, increase competitive advantages and support the investor attraction pipeline.
- Identify Opportunities with a focus on efficiency tools, understanding local/regional assets, identifying “the right” target sectors and other methods used by economic development professionals to identify projects.
- Discover how to generate and nurture leads effectively via paid and unpaid business intelligence gathering and market research sources. Understand which companies could be prioritized as determined by: companies’ growth indicators; their fit with the identified assets and opportunities; and likelihood to accept an initial investor meeting.
- Expand your comfort level in working with Investors by discovering how to conduct investor meetings and support the full spectrum of engagement and aftercare.

CO-OP CHILDCARE BOOT CAMP - JUNE 11



**CREATE
YOUR OWN
SPACE**



Childcare Co-op Bootcamp

Where: Saskatchewan Economic
Development Alliance (SEDA) Summit,
Saskatoon Inn

When: June 11, 2024, 1:00 - 4:00 p.m.

Register now! Spaces limited

For more information, contact
candice@cooperativesfirst.com

www.cooperativesfirst.com

JUNE 12-13 THE SUMMIT

The annual summit is a must-attend event for economic developers, Indigenous and government leaders, community futures, chambers, and the private sector to explore economic development trends, strategies, and success stories that are shaping industries and communities. Visit www.saskleaders.com for the latest speaker details, program updates, and registration information.

PLENARY SESSIONS

Panel: The Nature of Prosperity

Join our opening plenary panel as we explore the 'nature of prosperity'.

What does a sustainable, prosperous future in Saskatchewan look like and how might we get there?

Moderator: Silvia Martini

Guest Panelists include: Andrew Fraser, ADM PrairiesCan; John Desjarlais, Chief Impact Officer, Kihew Consulting; Gina Alexander, Executive Director Community Safety and Well Being, Ministry of Justice and Attorney General; Tischa Stefanowski, Saskatchewan First Nations Community & Family Institute

Building From Within

Creating community wealth and well-being via place-based development is the common denominator for communities of all sizes. There is no one better to illustrate this maxim than Australian community builder, Peter Kenyon with the Bank of Ideas. Peter has worked with more than 2000 communities around the world, assisting to facilitate sustainable and enterprising economies.



Turning Your Place Into A Destination

Jon Schallert is an internationally-recognized professional speaker and business consultant specializing in teaching communities and businesses how to turn themselves into Consumer Destinations. His methodology has been used extensively by towns, cities, villages, downtowns, seasonal tourist locations, shopping centers, retail chains, franchises, and independent small business owners.

**Keynote and 90 minute workshop*



Five Ways To Create Exceptional Communities

Each of us wants to rise to the occasion – in our personal lives, professional lives, and as part of a community creating a bright future. Presenter Chris Fields will explore five ways to leap the hurdles that stand in the way of exceptional spaces, places, and people.





CONCURRENT SESSIONS

Growing with Purpose

Learn how producers can plug into the local and regional food ecosystem via this initiative offered by *Federated Co-operatives*

Community Resilience, Keeping Spending Local

Discover tools to support local businesses and downtowns by keeping spending local. *Presenters include Sarah Marchildon, Downtown Saskatoon BID, Sophie Farrell, Regina Downtown BID and Janette McDonald with Miconex.*

Demonstrated Impact:

First Nations and Municipal Partnerships

This session with *Chris Doll with the Des Nedhe Group* will illustrate the significant economic impact of collaboration between Indigenous and non-Indigenous partners as they establish meaningful and partnerships, that are mutually beneficial.

Place Matters: The Yolo Nomads Mission

Luke Panek of Yolo Nomads helps smaller communities leverage the trend of people leaving big cities in search of a better quality of life by creating captivating educational resources tailored to their ideal target audience.

Community, Safety, and Well-Beings Role in Community Economic Development

Join representatives from the *Town of Outlook and Town of Nipawin* to discuss how a recent pilot energized stakeholders from across their communities.

Activating and Maintaining Momentum with Strategic Planning

The team from *SREDA* will illustrate the effectiveness of strategic planning in community economic development; how to keep it going, and how to measure it to illustrate ROI to ratepayers.

Transforming Community Housing - 90 minute intensive

Learn how to catalyze housing transformation with tools, resources and current examples of housing market innovation in Canada.

How can we meet the housing needs of Saskatchewan through the community housing sector?

- Community housing as an economic driver: Boosting productivity and the GDP.
- Non-market housing is for all: Catering to the needs of the working class, not just low income families.
- Creative financing solutions to increase supply.
- Solutions to support the development of non-market housing.
- Technical resource group models and case studies.

Presenter: Stephan Richard, Community Housing Transformation Centre



CONCURRENT SESSIONS

Heritage, Antiques and Connections

Join us for an engaging discussion and be inspired by the stories of these incredible individuals who are shaping the future of Davidson, Saskatchewan. Panelists will share their journey of staying true to their passions and local community and the synergy between heritage, creativity, and economic progress.

*Panelists: Erin Kinder of Kinder Suprises Antiques, Elaine Ebenal, Mayor of Davidson, Chiara Traversa of Barnyard Fitness
Moderated by Lindsay Brumwell of LB Strategies*

Captivating Site Selectors and Talent

Join TEDx speaker and *Localintel* CEO, *Dave Parsell* at our hands-on workshop to explore how Saskatchewan communities leverage AI-driven insights and data visualizations to attract site selectors, businesses, and talent. Gain practical knowledge on communicating your location's advantages, increasing website visitor engagement, and sharing impactful data.

DIY Stories: Crossing the Digital Divide

Be inspired by these two First Nations who took the initiative to successfully bridge the digital divide. With *Myke Agecoutay*, Business Development Officer of *Muscowpetung Saulteaux Business and Decvelopment and Charles Bighead*, eHealth Advisor, Northern Inter-Tribal Health Authority (NITHA)

Turning Your Place Into A Destination

Presenter Jon Schallert's Destination Business Strategy has been used around the world by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. His process examines how a business elevates their unique qualities that a targeted customer finds most important. When independent business owners apply Schallert's strategy, they naturally attract more local consumers along with customers from outside their traditional marketplace. Businesses also begin to attract more free publicity from the media, which in turn attracts more consumers than traditional advertising could ever reach.

Amplifying Rural Voices: Strategies for Effective Communication with Policymakers

Navigating the challenge of engaging elected officials and civil servants to acknowledge and act on your priorities can often seem daunting. This session will guide you through arranging meetings with policymakers, setting the agenda, crafting your message with clarity, and articulating the needs of your community compellingly. You will learn effective strategies to communicate with confidence, streamline your advocacy efforts, and reduce time, cost, and stress. Attend if your goal is not just to be heard, but to be understood. *Presenter: Lindsay Brumwell with LB Strategies.*



CONCURRENT SESSIONS

Community Impact Via Real Estate

Curating a balanced portfolio of commercial spaces for social enterprise and non-profits is a potential practice to grow thriving, equitable and inclusive local economies. This session will feature a successful initiative which does just that!

Presenter: Steve Johnston, Community Impact Real Estate Society

Demystifying Social Procurement and Social Enterprise

Social enterprises can offer much-needed goods or services for a community, sometimes reversing the underlying causes of community distress and decline. This session will dive into the social enterprise model, how to get your social enterprise certified and establishing a social procurement mandate.

Presenter: Natasha Steinback

And They Said It Couldn't Be Done...

Learn how two successful projects in rural Saskatchewan were able to defy the skeptics who said it could not be done. Hailing from opposite corners of the province, *Gordon More from the Southeast Tech Hub in Estevan* and *Tyler Morin, Sakitawak Development Corporation from the Northern Village of Ile a la Crosse*, will speak to visionary initiatives in their communities.

Turning Setbacks into New Sensations

Do you feel like you're running out of options? *Presenter Paul Salvatore, CEO of Municipal Experts* will talk about how to move forward from almost any situation and find opportunities that you may have not considered.

***“16 years in Economic Development...
I gotta say, this was the best conference
I have attended, and I have attended several.”***

*Deanna Fridfinnson
Rural Manitoba Economic Development*

“One of the standout aspects of the 2023 conference was the open sharing of challenges faced by various organizations and industries along with the innovative solutions that were implemented. This collaborative environment not only fostered learning but also inspired conversation at the table and encouraged others to think outside the box and adapt strategies for their own initiatives.”

“The summit was impeccably organized, providing a platform for professionals from across the provinces to come together and discuss pressing issues and successful projects. I highly recommend SEDA's Provincial Summit to anyone looking for a value-added conference experience. Whether you're seeking inspiration, practical solutions, or meaningful connections, SEDA delivers on all fronts. It's a testament to their commitment to fostering economic development and driving success across the region.”

INDUSTRY TOURS *Optional*

WEDNESDAY JUNE 12

*Buses to depart hotel at 3:30 p.m.
Registration Fee: \$25 per person*

It is the delegate's responsibility to purchase their own dinner and arrange for transportation back to the summit venue (Saskatoon Inn).

Register early. Each tour will accommodate a maximum of 20 delegates!

TOUR 1: Idea's Inc.

Idea's inc. is a local business incubator. It helps entrepreneurs, from all backgrounds and levels of experience, start and grow their new business. Enjoy a tour of their space, including their co-working area, meeting rooms and the newly opened Gather Local Market (opening March 2024)! The first of its kind in Saskatchewan, Gather Local Market is Saskatoon's local market—an accessible, inclusive place for people to come together to eat, drink, shop, and support local. After the tour, stay to enjoy the food and beverage scene inside Gather Local Market.

TOUR 2: Placemaking Tour of Downtown Saskatoon, led by Downtown YXE

This engaging tour of Downtown Saskatoon, the Business Improvement District, that operates within defined boundaries of Idylwyld Dr S, 25th Street East + The River, now including River Landing.

[View map here](#)

After this tour, head to High Key Brewing's beautiful new location at 102-23rd St E.



TOUR 3: Canadian Light Source Inc. (Synchrotron)

The Canadian Light Source (CLS) is one of the largest science projects in Canada's history. On your tour, you'll learn about their history, how the machine works, and examples of how researchers have used the facility to conduct groundbreaking research in the fields of health, agriculture, the environment, and advanced materials. After the tour, take the bus to Una Pizza + Wine, located on Broadway Ave, they bring the California-inspired pizza experience to the local dining scene.

TOUR 4: Saskatchewan Food Industry Development Centre Inc.

ONLY A FEW SPOTS LEFT!

An exciting tour of the recently completed Agri-Food Innovation Centre. Dress Code; no shorts, dresses or open toe shoes allowed. Jewelry such as rings, watches, visible piercings and necklaces will need to be removed.

After the tour is complete, the group will be bused to Odd Couple, a place where delicious food is inspired by Cantonese, Vietnamese, and Japanese cuisines. Odd Couple adds a unique Asian influence to popular Canadian dishes.

SUMMIT CONNECTOR

TUESDAY JUNE 11

7:00 p.m. - 9:00 p.m.

Lucky Bastard Distillery

814 47th St E, Saskatoon, SK

Bus to depart hotel at 6:30-45 p.m.

Network with fellow delegates and enjoy a tour and tasting at Lucky Bastards Distillery. Maximum of 120 delegates. Cash bar. Registration \$60 per person

Appetizers and bus transportation to and from Lucky Bastard Distillery provided.