



2021 TOOLKIT



SASKATCHEWAN ECONOMIC
DEVELOPMENT WEEK

May 9 - 15, 2021

Under Proclamation by the Province of Saskatchewan,
Saskatchewan Economic Development Week celebrates the
interdependence of economic, environmental and social well-being.

The Saskatchewan Economic Development Alliance (SEDA) and the
Saskatchewan Indigenous Economic Development Network (SIEDN)
encourage elected leaders and professionals to utilize this TOOLKIT to
educate and celebrate community and economic development at a local level.

#EconDevWeek #QualityOfLife #EDW2021 #InclusiveEcDev

**SPECIAL PROCLAMATION OF May 10, 2021 AS
INDIGENOUS ECONOMIC DEVELOPMENT DAY**



The past year has brought unprecedented change with significant economic impact. Community leaders, economic development professionals and businesses have had to “inflate the lifejacket from within”[©].

Take the opportunity during Saskatchewan’s (and International) Economic Development Week to talk with local residents and businesses about the future. This is an ideal time to discuss working together inclusively and collaboratively. Economic development is fundamentally a process between all levels of government, non-government organizations and local citizens. It strives to build up the economic and social capacity of an area to preserve its quality of life and ensure a sustainable future.

HERE ARE SOME RESOURCES

SAMPLE RESOLUTION: A document which can be passed by Municipal and First Nation Councils to help recognize Economic Development Week. A Sample Resolution is enclosed in this Toolkit.

SAMPLE PRESS RELEASE: A document that each community, First Nation or organization can distribute to local and regional press outlets. You will find this document enclosed within.

#EconDevWeek Logo: Add **Saskatchewan’s Economic Development Week** logo to your online and digital communication. Designed by Métis artist Lexi Brunet, it underlines the ‘catalytic’ role of community & economic developers. Within Indigenous culture, fire is the heart of people. *We all have fire within ourselves, within our families and within our communities.*



SOCIAL MEDIA HASHTAGS: Join the provincial and international celebration by using the following hashtags in your social media channels: #EconDevWeek #QualityOfLife #EDW2021 #InclusiveEcDev Be sure to tag SEDA and SIEDN.

TWO FACT SHEETS COURTESY OF THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL:

- “Why Invest in Good Times” and
- “How Economic Development Programs Help”

VIDEO: Introduction to Economic Development for Elected Officials by Michael Pealow is a great resource to share with local leaders during #EDW2021.

VIDEO: What is Economic Development created by the City of Winnipeg, simplifies what can be an oftentimes complicated subject.

VIDEO: Economic Development Matters illustrates the evolving depth of economic development and its impact on a town, city, region, province and the country.

CELEBRATION IDEAS FOR #EconDevWeek

List and promote via social, digital and local media the **Top 10 Reasons why your community, First Nation or region is GREAT!** Host a Photo or Video Contest and ask residents to share what they appreciate most.

Ask to serve as a **GUEST BLOGGER** during Economic Development Week and author a blog post. Topic examples include new projects, awards and recognitions, and program updates.

NEWSLETTER: Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.

Celebrate small to medium size businesses. SMEs aren't just crucial drivers of the Canada economy; they are at the heart of all of our communities. Give back to local businesses; say thank you.

Make May 9 to 15 a week for local leaders and staff to talk to local businesses. Set up a socially distanced **Business Walk** initiative and ask your locals businesses key questions on the state of their business, the local economy and how you can assist them to maintain during these challenging times.

Engage in Action Planning. Break down that official or comprehensive plan into bite size action plans and mobilize for the future of your community.

Reach out to your neighbouring communities and First Nations. Build a foundation or enhance a relationship that has already started. Start working together on small projects. #InclusiveEcDev

TAG your MLA's and MP's. Tag your MLA or MP in a tweet and incorporate the hashtag #EconDevWeek to raise their awareness within your individual community and beyond.



SOCIAL MEDIA STRATEGY

**#EconDevWeek #QualityOfLife and #EDW2021 - International Campaign Hashtags
#InclusiveEcDev is Saskatchewan specific**

Chances are most people in your area are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag the PARTNERS (below) to ensure your peers across the province see your postings. Using the official hashtag also allows us to share, repost and retweet your messages.

SEDA: Twitter: @saskecdevassoc Instagram: @saskecdevassoc Facebook: @SEDASaskatchewan LinkedIn: Saskatchewan Economic Development Alliance

SIEDN: Twitter: @SFEDN

IEDC: Twitter: @IEDCtweets Facebook: @iedconline

Here are some sample social media postings to get you started

LINKEDIN & FACEBOOK

Post 1: Economic Development Week is from May 9-15. Visit us online. See what's planned. Prepare to participate. [__URL__]

Post 2: We are thrilled to announce the 2021 dates for Economic Development Week; May 9-15; We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire country are participating. See what's planned in our community and prepare to join us. [__URL__]

Post 3: We're hosting a ____ event on ____ for the 2021 International #EconDevWeek @saskecdevassoc @SFNEDN Sign up here. ADD URL

Post 4: We helped ____ businesses in 2020. We're aiming to help ____ in 2021. Let's make sure your company is one of them. Learn about International Economic Development Week and how you can with us! #EconDevWeek #EDW 2021 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets

TWITTER & INSTAGRAM

Tweet 1: Celebrate Economic Development Week with [__your community's name__]. See what we've got planned. Add URL

Tweet / Instagram 2: It's International Economic Development Week! Here's a photo of our team with a local business owner. #EDW2021 #EconDevWeek @saskecdevassoc @SFNEDN @iedctweets

Tweet / Instagram 3: Got big plans for your business? Come talk to our team in person! Check out the many ways we're celebrating International #EconDevWeek from May 9-15. #EDW2021 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets – ADD URL

Tweet 4 Join in on the fun. It's Economic Development Week across North America Here's what [__your community name__] is doing. URL

Tweet 5: Tag your Member of the Legislature in a tweet and incorporate the hashtag #EconDevWeek #InclusiveEcDev to raise their awareness within your individual community and beyond. 4



SAMPLE RESOLUTION

Economic Development Week

#EconDevWeek #EDW2021 #QualityOfLife # InclusiveEcDev

Resolution

WHEREAS, the Province of Saskatchewan has declared May 9 to 15, 2021 as Economic Development Week in Saskatchewan and May 10, 2021 as Indigenous Economic Development Day;

WHEREAS, community and economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding businesses that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, community and economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the foundation of the Saskatchewan economy; and

WHEREAS, community and economic developers are engaged in a wide variety of settings including rural and urban, local, First Nation, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, community and economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, community and economic developers work in the City/Town/Village/First Nation of _____ within the Province of Saskatchewan; and

NOW, THEREFORE, BE IT RESOLVED that the Mayor/Chief and ——Council of the City/Town/Village/First Nation of _____ do hereby—

Recognize May 9 – 15, 2021 as “Economic Development Week”

SAMPLE MEDIA RELEASE

Your Letterhead

CONTACT:

DATE:

(your community/First Nation name) Celebrates Economic Development Week from May 9-15, 2021

Celebration to bring awareness for economic development

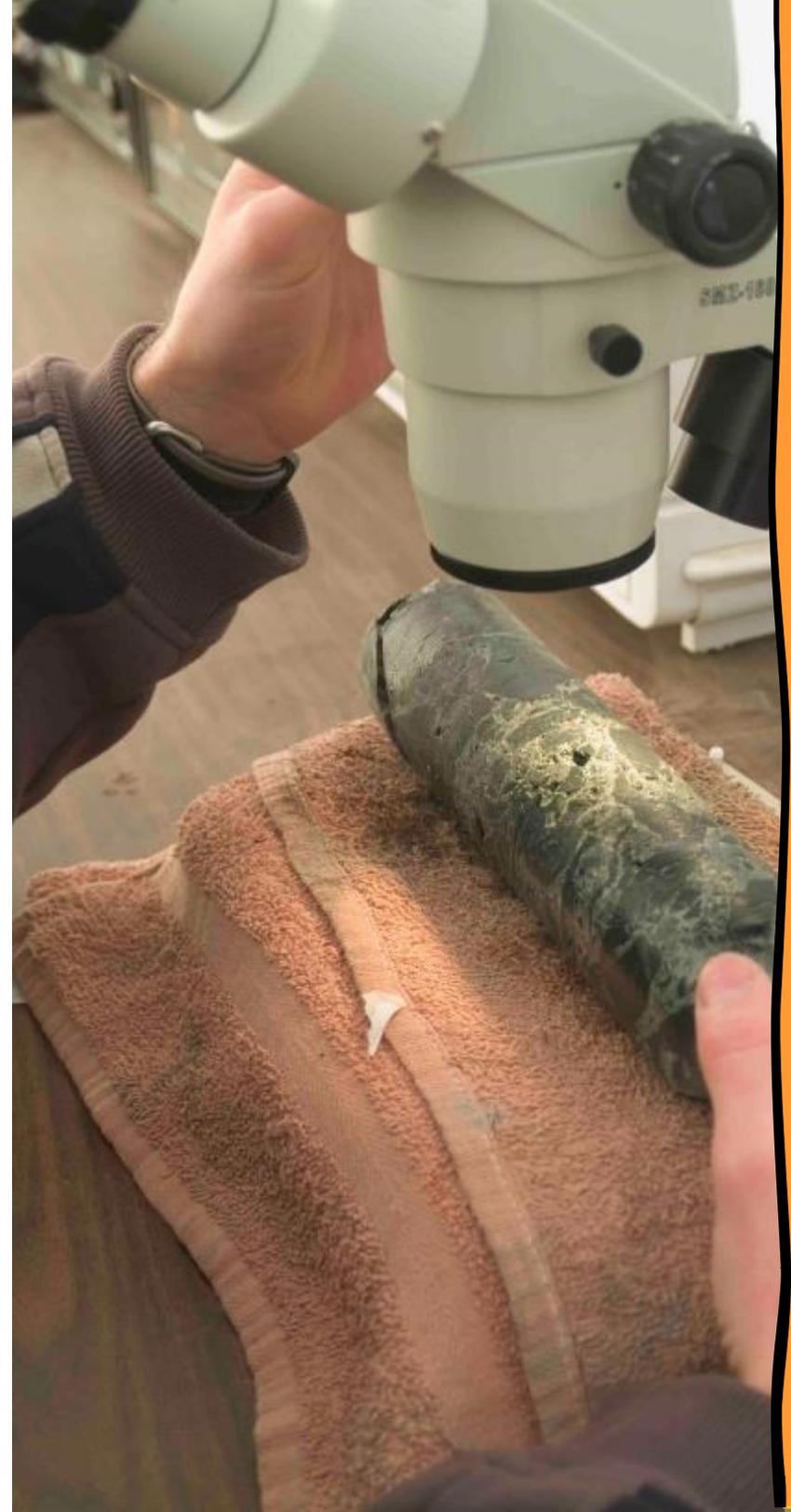
—(your community name) Four key provincial organizations in Saskatchewan encouraging communities and First Nations to celebrate Economic Development Week May 9 to 15, 2021. The Saskatchewan Economic Development Alliance (SEDA), Saskatchewan Indigenous Economic Development Network (SIEDN), the —(insert organization or community name) are dedicated to serving community and economic developers.

These Saskatchewan organizations join the International Economic Development Council in celebrating Economic Development Week on an international scale. Economic Development Week is an opportunity to highlight the efforts and the importance of the economic development field. Community and Economic Developers are responsible for generating economic growth, creating better jobs for residents and facilitating an improved quality of life.

In Saskatchewan, May 10, 2021 has been proclaimed as Indigenous Economic Development Day. Join us in recognizing ‘economic development as a bridge to reconciliation’ and engage your neighbouring communities and First Nations in building a prosperous future together. Join SEDA and SIEDN in using the hashtag #InclusiveEcDev in your online and digital communication.

Communities across North America have already recognized Economic Development Week and planned events in their cities. The Saskatchewan Partners have released Celebration Toolkit full of resources and suggestions to encourage communities to get involved.

Include activities your community or organization has planned here.





JOIN US FOR
SASKATCHEWAN
ECONOMIC DEVELOPMENT WEEK
MAY 9 TO 15, 2021

#EconDevWeek #QualityOfLife #EDW2021 #InclusiveEcDev