



COMMUNITY VITALITY PROGRAMS

The events of these past two years have highlighted the interdependence of community and business,

2022 INITIATIVES

- I. Mentoring Services
- II. Rural Resilience Program
- III. Project Prepare
- IV. Destination Creation Program
- V. ACTIFY Program (refer to separate brochure)





We help communities Thrive.....

SEDA's Community 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 vitality is retaining and growing local businesses to build prosperity and create local jobs.



Mentoring

Take advantage of our virtual mentoring and coaching services.

From coaching staff to developing annual work plans, we can augment your local capacity.

Monthly subscriptions are available:

10 hours \$500

20 hours per month \$1000

If visits to the community are required, travel expense will apply.

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*

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 in 2022.

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.
\$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 \$10,000.

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. Monthly cohorts are available offered over a two week period. 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

Download the learning objectives and register at www.seda.sk.ca under LEARN

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
Online Delivery \$425

Minimum of 16 participants per class.





SEDA is the provincial backbone organization for those engaged in community economic development in Saskatchewan. From local to regional development, we work hand-in-hand with communities to strengthen people, places, and economies.

We help communities thrive.



Where success is shared.

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