

## **VISION 2000**

“Planning is determining what we do now for the future we desire”

“If you don’t know where you are going, any road will get you there”

“If you don’t change direction, you will end up where you are going”

“Vision is the ability to see the unseen”

**Saskatoon faces challenges in achieving The Vision.  
A number of issues were raised ... issues which require action ...**

*To achieve our Vision we need:*

- ❖ Greater confidence
- ❖ A positive attitude expressed in action
- ❖ Strong ethnical character – personal and civic
- ❖ Opportunities for young people
- ❖ Strong education in vocational skills
- ❖ More investment
- ❖ Enhanced image of Saskatoon by outsiders
- ❖ Improved self-image
- ❖ Resolution of inner-city problems
- ❖ Methods to sustain the quality of life and physical environment
- ❖ Cohesion and community spirit
- ❖ More entrepreneurship
- ❖ Greater tourism activity
- ❖ A collective vision
- ❖ Quality Education services
- ❖ Local patriotism
- ❖ Knowledge of how Saskatoon fits into the global picture
- ❖ Willingness to brag about what we do well
- ❖ Positive media image
- ❖ A concentrated effort to promote the saleable features of Saskatoon
- ❖ A sense of ownership by all citizens

## ***VISION 2000 – THE PROCESS***

The objective of ***VISION 2000*** is to define the type of city we want Saskatoon to be in the year 2000.

Spearheaded by the Saskatoon Chamber of Commerce, the process has included the City, The Partnership, Tourism Saskatoon, the Saskatoon Economic Development Department, Saskatoon Community Associations and many others.

The consultation process has taken more than one year. It has involved individuals representing over 200 groups of all types in Saskatoon. ***Vision 2000*** is a compilation of their own visions for the city; their own views of how Saskatoon should look, feel and be.

The process has identified goals and action steps. What will be required is a joint facilitating body involving the business community, community groups and the City of Saskatoon.

The success, and the importance of the ***Vision 2000*** process can be measured not only in the document which resulted from dozens of meetings, discussions and consultations, but also, the fact that it happened.

That groups of all types took the time, and the interest, to map out where they wanted the city to be in the 21<sup>st</sup> Century, is evidence of the community spirit that has created ...

***... VISION 2000!***

## ***VISION 2000 – THE FUTURE***

Throughout the many meetings, discussions and planning sessions, several common threads of “our future Saskatoon” began to appear.

The framework for ***Vision 2000*** took shape. The essential elements of what we want our city to look like, or to have, are as follows:

- (a) *High Employment Levels Anchored by Quality jobs,*
- (b) *Quality Education Services*
- (c) *Excellent Services, Amenities and Physical Environment*
- (d) *Confident, Positive, Involved Residents who are Proud of their City*

and it was agreed that the process must continue, that we must have:

- (e) *A Continuing Vision of the Future*

but in the meantime, we have many features in our city which we must promote to enhance and build for our future in the year 2000; therefore, in the short and the long term, we must:

- (f) *“Sell the Sizzle!”*

## **A VISION OF OUR CITY ...**

Saskatoon is one of the best places in North America to live!

We can measure and demonstrate that in terms of employment opportunities, services and quality of life. It is important to achieve this goal so that the citizens of this city can realize their full potential by living here.

The achievement of the mission will be shown through the success and satisfaction of all citizens, their vibrant and positive attitudes, and their willingness to accept and face challenges. Rewards such as population growth, quality education, low unemployment, long term residency, an increased number of tourists, sustainable development and a prosperous business community will be enjoyed by all residents.

Citizens will be innovative, environmentally sensitive, and progressive, but will not lose the traits of being resolute and tenacious. A strong work ethic and a high level of integrity, as well as strong spiritual and social values will characterize the citizens of the city. The image that others will have of our city will be that Saskatoon is a city of dynamic and confident people, making Saskatoon the envy of other centers.

By the year 2000, the ideal Saskatoon will consist of a multicultural, law-abiding, productive citizenry. Participation in the vision for Saskatoon will not be limited to a few. It will allow for all groups to enjoy the benefits of being stake-holders in the future of city. A population base in excess of 220,000 people will have access to the services in the city on a universal basis, thereby enhancing the quality of life.

There will be new products for export which will be manufactured locally. Secondary manufacturing will become more important as will processing and value-added goods. There would be a shift from being a resource based economy to one in which secondary processing of those particular resources will be a major part of the economic fabric.

In order to accomplish this, it will be necessary to create a climate which will encourage equity investment, risk taking and a very strong sense of entrepreneurship among the population. Communication between the private and public sectors will encourage that development. Communication of the vision between business, labour, and government will be an integral part of achieving the goals and objectives. In order to achieve this vision, a proper infrastructure, adequate capital, and an educated work force will be necessary. The important physical facilities will include, but not be restricted to, educational institutions, transportation and medical services. These will have to be increased and renewed effort to ensure capacity for an expanded population.

As a result of the population growth, the tax base will be expanded, thereby giving local government, business and labour the resources with which to perform their jobs. The increased tax base, and therefore lower cost of doing business in the city, will be attractive to investors.

## **A VISION OF OUR CITY ...**

It will be through the retention of young people in the city, being educated here and working in Saskatoon for the long term; that the vision of the city will be renewed and enhanced.

Many groups will have a role to play. Some of their primary functions will be to:

- ❖ demonstrate their confidence in the city
- ❖ act as a booster for Saskatoon
- ❖ act as the voice of business, labour, and education on an integrated basis
- ❖ encourage the feeling that all citizens are a substantial stakeholder in the future of the city.

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **A. HIGH EMPLOYMENT LEVELS ANCHORED BY QUALITY JOBS**

Over the years, Saskatoon developed primarily as an agricultural service centre. More recently, mining, manufacturing, advanced technology and research have played an increasing role in the ability of the city to employ its citizens.

“Quality of life” is an often used, poorly defined term. One essential element of a person’s assessment of their quality of life, however, is access to quality employment opportunities.

The majority of new employment opportunities will spring from service oriented, knowledge based private sector businesses. Further, the general rule that most business growth will spring from the local business community will at least be maintained, and quite likely, the proportion will increase.

Small to medium sized businesses have been responsible for the creation of the majority of new jobs over a number of years. There is nothing to suggest this trend will diminish.

Building on natural strengths will have to be a guiding principle. Saskatoon has many strengths, including a quality physical environment, very low pollution levels and low cost of living. The 1990’s and the year 2000 and beyond will see a focus on quality of environment and lifestyle by work force participants.

The creation of a “critical mass” of businesses within certain sectors will be an important strategic issue. Saskatoon’s ability to attract quality personnel, and provide the necessary infrastructure and services will depend on it.

Adding value to our products will be paramount in creating quality employment opportunities. The only way we create wealth that supports the community is when we sell goods or services to a buyer who lives outside the borders of our city or when we manufacture or process goods currently being purchased from outside the city.

The continued growth of Saskatoon as a player in the world market must be encouraged if we wish to create quality employment opportunities in our city.

# IN THE YEAR 2000, OUR VISION CALLS FOR ...

## GOAL

### 1. **Greater Economic Diversification Through Expansion Of Primary And Value Added Industry**

#### **ACTION REQUIRED**

- ❖ identify “critical masses” of existing business sectors
- ❖ clearly define economic advantage of Saskatoon location to sectors identified
- ❖ clearly define resources available to assist in success of sectors identified
- ❖ consolidate advantages, resources, strategies into a development plan for each sector
- ❖ identify priorities – focus economic development on a few strategic sectors with a separate strategy to attract each sector, target the following priorities: agriculture, mining, manufacturing, transportation, communication and utilities
- ❖ focus on industries which attract highly trained, high income personnel
- ❖ ensure a facilitating body is in place to develop and carry out sectorial development plan
- ❖ reduce or delete city policies which act as barriers to business attraction
- ❖ encourage outside suppliers to local businesses to locate here
- ❖ identify import substitution opportunities by identifying largest purchases in city and determining level of and types of purchases made outside Saskatoon
- ❖ conduct market assessments for feasibility studies to assess viability of identified targets
- ❖ encourage the co-operation of local, provincial and federal economic development strategy formulations and activities
- ❖ involve communities within Saskatoon’s immediate trading area
- ❖ ensure that growth of native industries is included in development plan
- ❖ encourage off-shore immigration to Saskatoon
- ❖ implement civic policies which emphasis purchasing from local business
- ❖ develop linkages between existing companies and research facilities at U of S, SRC, NRC

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

- ❖ create capital pool through new Savings Bond-type programs which will access existing local capital not currently invested in business activity.

### **GOAL**

#### **2. Increased High Quality Manufacturing Activity Which Enhances Saskatoon**

##### **ACTION REQUIRED**

- ❖ focus on growth and expansion of local industries currently involved in manufacturing and processing from the sales and marketing side
- ❖ catalogue current manufacturing activity
- ❖ develop a local sales plan for manufactured products throughout the province, nationally and internationally
- ❖ encourage manufacturers to identify opportunities uncovered during their own marketing activities
- ❖ co-ordinate joint venture sales missions among a number of manufacturers

### **GOAL**

#### **3. Enhanced Technology Utilized**

##### **ACTION REQUIRED**

- ❖ determine technology barriers in exiting businesses
- ❖ encourage existing technology firms to identify applications for local business
- ❖ catalogue technology locally available for implementation in Saskatoon businesses and communicate it effectively to the business community
- ❖ create “mentor system” highlighting people and firms who have adopted new technology

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **4. Greater Investor Confidence**

##### **ACTION REQUIRED**

- ❖ promote specific business success stories within the local business community and outside the city
- ❖ highlight the start up of new businesses
- ❖ develop a list of “the Top 10 Reasons” to do business in Saskatoon and encourage its use by all persons who do business outside the city e.g. sales representatives, commercial realtors, etc.

### **GOAL**

#### **5. Increased Size and Diversity of the Service Sector**

##### **ACTION REQUIRED**

- ❖ identify companies servicing local major industries such as agriculture, mining, oil, advanced technology, food processing, university, hospitals and education to encourage high levels of representation in Saskatoon
- ❖ expand our “sales territory” within the province for specialized services e.g. retail, medical, education, legal, accounting, consulting and services such as arts and entertainment
- ❖ identify specific sales offices of national companies which may be deemed, by virtue of Saskatoon’s central location in the province and within the prairie region, to have potential to become regional offices
- ❖ encourage relocation of part or all of information based/financial companies to Saskatoon because of lower cost of operations
- ❖ establish programs which will offer training to businesses and organizations on providing excellent customer service in a friendly and efficient manner

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **B. QUALITY EDUCATION SERVICES**

That our future will depend on our ability to handle information is a well established principle.

Saskatoon, as the centre of Education in Saskatchewan, has the potential to take full advantage of this trend, to the benefit of its future economic well being, and to the benefit of its citizens.

The fact that many of the industries we know today did not even exist ten or twenty years ago, is indicative of the quality of education which will be required. A continued emphasis on the quality programs offered in the sciences area at our post-secondary institutions will be essential if our community is to compete on a global basis. Substantial local employment is provided by businesses which have evolved from engineering/sciences activity at the University. This must continue, and in fact, be expanded.

Add to this, the globalization forces facing businesses and individuals. We no longer compete for jobs and markets with those who reside in the same city or area. Our competition now lives almost anywhere. By the year 2000, that will change from “almost anywhere” to “everywhere”.

The employment marketplace will put increased value on “quality of education” as we move to the year 2000 and beyond. Education will also play a pivotal role in the ability of our city to attract and retain people. People will put the level of education services high on their list of decision criteria about where they and their families will live and work.

The current unemployment issue is exactly that – “current”. All demographic indicators point to a shortage of qualified work force participants in future. In addition, demographic trends show that by the year 2000, 40% of the school population will be of native ancestry. If we wish to correct our current unemployment problem and school non-participation rate within the native community, the necessary steps must be started immediately. By providing the necessary educational framework today, Saskatoon will be in a front-runner position by the year 2000.

# IN THE YEAR 2000, OUR VISION CALLS FOR ...

## GOAL

### 1. **Dedication To Excellence By Students, Education Systems And Business Students**

#### **ACTION REQUIRED**

- ❖ awareness of global marketplace by educators and students
- ❖ better understanding of the local business and employment marketplace by educators and students
- ❖ utilization of some business practices in teaching methods at post-secondary level e.g. goal oriented, matched against market
- ❖ continuing review of other education systems in other provinces and countries to determine their strengths and our opportunities to improve
- ❖ encouragement of innovative ways of teaching maths and sciences to achieve increased numbers of math and science students in order to enable students to compete globally
- ❖ greater reciprocal involvement between educational and business institutions including additional innovative partnerships between business and students which will in turn lead to enhanced employment opportunities
- ❖ additional co-ordination between kindergarten to grade 12 systems and post secondary systems to ensure preparedness for post secondary education
- ❖ demonstrated consistency and validity of educational standards
- ❖ formalized structure that would communicate what the educational and business communities expect of each other (expanded job market), with the participants including: media, communication, business, labour and government
- ❖ encourage the operation of private sector post-secondary schools in the city, given that the quality of education is monitored and assured, to reduce tax burden and utilize a market driven education format

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **2. Educational Systems, Both Corporate and Institutional, Which Provide and Encourage Upgrading and Retraining**

##### **ACTION REQUIRED**

- ❖ more collaborative entry training
- ❖ study of employment requirements in industrial/commercial areas to ensure career development courses are available
- ❖ additional recognition by business of the value of training
- ❖ additional emphasis on upgrading and retraining, in industry
- ❖ access to educational services should include targeting of specific groups ie. unemployed, minorities
- ❖ ensure physical access for disabled to post-secondary institutions
- ❖ more specialized, flexible training in the post-secondary education system is necessary, which must keep pace with and be consistent with industry requirements
- ❖ increased training at the worksite including alternate modes of instruction such as videos and other teaching formats

#### **C. EXCELLENT SERVICES, AMENITIES AND PHYSICAL ENVIRONMENT**

Saskatoon is a very attractive place to live at the current time. Its services, amenities and physical environment are quite adequate relative to that found in other urban centres. As our City grows every effort must be made to maintain the quality of life which we now have and to use that quality of life as a selling feature in attracting new economic activity and development to the City.

We are relatively well served with our Education and Health Care systems. The presence of SIAST and University of Saskatchewan in Saskatoon provide the citizens and business community with an excellent base from which to grow and develop. However, more effort is required in forging the University – business community linkage if we are to realize the full potential of this base. This is particularly true of the physical sciences.

From the perspective of our physical environment, recognition must continue that the Riverbank Development is one of the greatest assets which the city has. Our future development should be planned around this attraction. Our ample land base and

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

relatively low housing and building costs should enable us to maintain our competitive advantage over other cities. Environmental protection must be a priority and built into our long range planning.

On the recreation side we are relatively well served with parks, golf courses, and arenas. From a public policy perspective this position can probably be maintained without significant new public investment and through the encouragement of private investment in the development of these facilities.

On the Arts and Cultural side attention and support must be given to the development and promotion of the events as opposed to consideration only of the facilities to accommodate them.

Two of the amenities which Saskatoon residents take largely for granted are travel time within the city and a relatively low crime rate. Our future development and city planning initiatives must make every effort to maintain these prerequisites.

While a start has been made on the redevelopment of the downtown core area, every effort must be made to increase foot traffic in the core area.

Finally in the tourism destination area consideration should be given to the development in Saskatoon of trade and technology Convention Centre, playing on the basic strengths of Saskatoon as a major world class mining centre.

### **GOAL**

#### **1. The Development Of A Comprehensive City Plan Into Which Citizens Interest Groups Provide Their Input**

##### **ACTION REQUIRED**

- ❖ various interest groups (Partnership, Chamber of Commerce, Seniors, Natives and the Local Community Associations) should be involved in setting the objectives which the City Planners would incorporate into the cities long-term plan
- ❖ create an industry for GREENPLAN, we are central in province, therefore, it is perfect location for provincial recycling plant, etc.
- ❖ by the end of 1992 the City, in cooperation with the Chamber, should have this process underway and the objectives sufficiently defined for City Planners to develop the City's long-term plan

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

- ❖ Meewasin Valley Authority's Riverbank Development planning and the Chamber's Vision 2000 should be integrated into this planning process
- ❖ a continuing and effective communication process, centered around a clearly prioritized City Plan, must be initiated involving city administrators and council, and Community Associations
- ❖ initiate steps to construct secondary sewage treatment facility to ensure environmental health of the river

### **GOAL**

#### **2. Efforts To Encourage Downtown Foot Traffic Should Be Commenced Immediately**

##### **ACTION REQUIRED**

- ❖ encourage larger residential components to downtown
- ❖ development of attractive off-street parking in the core area
- ❖ walking malls, outdoor restaurants, buskers
- ❖ promotion of farmers market, flea markets, and artists communities in the core area
- ❖ encouragement of seniors facilities and attractions downtown
- ❖ investigation of increased subsidization of public transit to core area destinations

### **GOAL**

#### **3. Encouragement Of A Stronger Interrelationship Between The Business Community And The Arts And Cultural Community**

##### **ACTION REQUIRED**

- ❖ business and arts community to develop important linkages between each other
- ❖ catalogue strength of arts community including names of all known artists
- ❖ market the richness of Saskatoon's Arts and Cultural activity base – a first step could be a central ticket outlet or box office for all arts events and attractions in a high foot traffic location in the downtown core

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

- ❖ encourage the development and promotion of a calendar of events for all artistic and cultural attractions

### **GOAL**

#### **4. Develop Saskatoon More Fully As A Tourism Destination Centre**

##### **ACTION REQUIRED**

- ❖ encouragement should be given to sporting attractions by relocating the Canadian National Hockey team to Saskatoon and attracting a minor league baseball team
- ❖ encouragement should be given to the development of an economically viable trade-convention centre in Saskatoon
- ❖ development of new trade shows, national and sector specific, such as: agriculture, mining etc.
- ❖ Wanuskewin Park development should be encouraged and marketed as a tourist destination attraction
- ❖ need to expand on festivals – number of them and how long they run
- ❖ expanding existing special events
- ❖ learn more about what we have (i.e. become tourists in our own city) so that we really use what we have to become better salesmen of our community
- ❖ train businesses to train staff on customer service in all industries

#### **D. CONFIDENT, POSITIVE, INVOLVED RESIDENTS WHO ARE PROUD OF THEIR CITY**

The Vision can work only if a wide range of stakeholders are involved. It is not enough that one or a few sectors find the city to be a great place to live.

This particular attribute of the Vision requires the active involvement, participation and “ownership” by all groups who live in Saskatoon.

Through a sense of ownership comes a sense of pride. Involvement in the planning and preparation process is the first step in the involvement process.

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

The achievement of this goal will cause Saskatoon to bubble with enthusiasm and vitality. It will be comfortable with its past and excited about its future.

### **GOAL**

#### **1. Special Events**

##### **ACTION REQUIRED**

- ❖ continue a strong effort to encourage participation among volunteers
- ❖ encourage local support for events
- ❖ encourage corporate involvement – including money and staff support
- ❖ encourage a variety of events

### **GOAL**

#### **2. Perceived Additional Employment Opportunities**

##### **ACTION REQUIRED**

- ❖ identify where employment opportunities occur
- ❖ tell youth about jobs in Saskatchewan
- ❖ encourage development of native businesses and native employment

### **GOAL**

#### **3. Stakeholder Commitment**

##### **ACTION REQUIRED**

- ❖ involve all community groups in the process. Get media involved and informed. Document all results and ensure politicians are aware of stakeholders involved

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **4. Improved Housing Conditions**

##### **ACTION REQUIRED**

- ❖ develop a revitalization program (historical significance)
- ❖ encourage beautification program for residents
- ❖ encourage refurbishment of core communities through new programs
- ❖ develop, in consultation with the private sector, minimum housing standards for rental property
- ❖ encourage characteristic features by community (using community areas to inspire participation to enhance an area)

### **GOAL**

#### **5. Media Support For Positive Initiatives**

##### **ACTION REQUIRED**

- ❖ focus on the positives (good news – balance good with bad)
- ❖ provide media with good/positive stories
- ❖ run public service announcements showing opportunities and involvement of Saskatoon citizens

### **GOAL**

#### **6. Enhance Community Knowledge of Strong Points of City**

##### **ACTION REQUIRED**

- ❖ know what the achievements are and package them to tell schools, community associations, churches, telecable, library, leisure serves, etc.
- ❖ get media support

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **7. Achieve and Promote Cultural Harmony**

##### **ACTION REQUIRED**

- ❖ conscious efforts to involve various groups
- ❖ promote cultural oneness

### **GOAL**

#### **8. Develop New Leaders For Local Events And Initiatives**

##### **ACTION REQUIRED**

- ❖ provide support systems for new leaders by past leaders
- ❖ reward new leaders by ensuring their efforts are recognized by the community as a whole
- ❖ involve service groups

### **E. A CONTINUING VISION OF THE FUTURE**

Who will be the “Keepers of the Flame?”

To achieve a community wide vision requires a commitment from all spheres of influence within our community. This commitment must exhibit these factors:

1. Mutual respect.
2. Willingness to embrace the needs of others.
3. Ability to accommodate the wants of all groups with a WIN WIN attitude.
4. Flexibility to recognize changes in the environment that precipitate new NEEDS and WANTS in the group.
5. Patience.

The Saskatoon Chamber of Commerce *Vision 2000* exercise started with an economic development agenda and quickly grew into a community wide communication exercise.

The Chamber’s *Vision 2000* group understands the need for adaptability and ongoing and improved communication between the groups.

## IN THE YEAR 2000, OUR VISION CALLS FOR ...

For a community wide vision to be realized there must be a group to monitor progress, communicate with new and emerging interests and be an advocate for the vision regardless of temporal issues.

This new group should exhibit the features noted above and must be, by definition, very broad based and must have an ability to regenerate itself on an ongoing basis.

It is proposed that a group or a committee emerge from the *Vision 2000* undertaking that would fulfill the ongoing role of ‘Keeper of the Flame’. This group would be VERY broad based with representation from:

- ❖ media
- ❖ general public
- ❖ business community
- ❖ academic community
- ❖ social agencies
- ❖ environmental groups
- ❖ arts and cultural groups
- ❖ educational community.

The group would serve as a focus of community interest in adapting the visioning exercise to an ongoing monitoring and two way communication process.

For the new group to have a legitimate role, improved and ongoing two way communication is required. We can anticipate modifying forces that will modestly amend and prioritize *Vision 2000* results.

This should be viewed as improvement rather than diminishment of the initial *Vision 2000* document. At the same time, the new group should exercise extreme caution in making frequent changes to the Vision developed through a legitimate process spearheaded by the Chamber.

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **1. Co-ordination City-Wide Plan**

##### **ACTION REQUIRED**

- ❖ a continued visioning process
- ❖ re-visiting the development plan
- ❖ developing core neighborhood plans
- ❖ communicating in user friendly format

### **GOAL**

#### **2. Additional Stakeholders Involved in Dialogue on City Future**

##### **ACTION REQUIRED**

- ❖ invite them to review and critique – churches, universities, Kelsey, community groups, education community
- ❖ continuing committees should monitor and review the Vision

### **GOAL**

#### **3. Structured “Vision” Process**

##### **ACTION REQUIRED**

- ❖ establish a group of “keepers of the flame” to observe the continuation process and document it
- ❖ compare our process and vision to other cities that have done the same; ask others how to improve
- ❖ maintain a geographically broad vision

## **IN THE YEAR 2000, OUR VISION CALLS FOR ...**

### **GOAL**

#### **4. Demand Excellence of Ourselves**

##### **ACTION REQUIRED**

- ❖ recognize excellence in our community and promote it
- ❖ stress Saskatoon as a world exporter

### **GOAL**

#### **5. Understand Our Competition**

##### **ACTION REQUIRED**

- ❖ travel and critique other communities that we visit – what do they do well and how; how are we better?

## **IN THE YEAR 2000, AND TODAY, OUR VISION CALSS FOR ...**

### **F. SELLING THE SIZZLE**

Saskatoon is many things to many people ... today and in the year 2000.

Our City has been described in many ways ...

- ...the City of Championships
- ...Saskatoon ... It's for You
- ...One of Those Places
- ...High on Saskatoon
- ...Heart of the Old Northwest
- ...the Success Address
- ...the Hub City
- ...Saskatoon is Magic
- ...Bridge City
- ...Saskatoon the Beautiful
- ...A Great Place to Live
- ...POW City
- ...Saskatoon ... Call it Home
- ...Silicon Flats
- ...Participation City
- ...University City
- ...Innovation City
- ...Participaction City
- ...Hospitality City

As we plan for the future, we must ensure our vision is captured within a catch phrase that instantaneously links the city with the image we want to portray.

And we must “capture” that image to promote Saskatoon today – and tomorrow!

### **GOAL**

- 1. Identify What Do We Have – What Makes Saskatoon A Great Place To Live, Work and Do Business**

#### **ACTION REQUIRED**

Saskatoon Has:

- ❖ friendly citizens
- ❖ low cost of living
- ❖ vibrancy

## **IN THE YEAR 2000, AND TODAY, OUR VISION CALSS FOR ...**

- ❖ cosmopolitan nature
- ❖ central location to other important centres
- ❖ centrality to North America/Pacific Rim
- ❖ individuals that can make a difference
- ❖ all the major amenities
- ❖ low crime rate
- ❖ quality education services
- ❖ fresh air
- ❖ clean water
- ❖ excellent communication services
- ❖ extensive research services
- ❖ sports facilities
- ❖ mining and resource base
- ❖ natural resources
- ❖ special events
- ❖ participation by citizens
- ❖ cultural heritage
- ❖ excellent education services, including elementary, secondary and post-secondary

### **GOAL**

#### **2. Who Needs To Know – Which Groups of People Need To See “The Sizzle”?**

##### **ACTION REQUIRED**

- ❖ retirees
- ❖ young people finishing school or post-secondary institutions in the city
- ❖ residents of large centres who want a higher quality of life
- ❖ young families
- ❖ “family value” people
- ❖ employers currently operating outside of Saskatoon

## **IN THE YEAR 2000, AND TODAY, OUR VISION CALSS FOR ...**

- ❖ resource companies
- ❖ people who enjoy outdoor activities
- ❖ people who once lived in Saskatoon
- ❖ entrepreneurs
- ❖ Aboriginal groups
- ❖ Pacific Rim nations
- ❖ companies looking for lower cost of operation
- ❖ convention delegates

### **GOAL**

#### **3. Who “Sells the Sizzle” – Who Can Spread the Message about Saskatoon?**

##### **ACTION REQUIRED**

- ❖ Provincial government agencies and Crown corporations
- ❖ civic administrators
- ❖ civic politicians
- ❖ seniors groups
- ❖ business organizations
- ❖ travel agents
- ❖ schools
- ❖ multicultural organizations
- ❖ Chamber of Commerce
- ❖ Church groups
- ❖ community associations
- ❖ business people traveling through Canada or the world
- ❖ commercial realtors
- ❖ the media
- ❖ research organizations
- ❖ educational administrators
- ❖ developers

## **IN THE YEAR 2000, AND TODAY, OUR VISION CALSS FOR ...**

- ❖ athletic clubs
- ❖ local branches of national associations
- ❖ local businesses through out of town correspondence
- ❖ major event organizers
- ❖ *You and Me!*

## ...THANKS TO ALL OF THESE PEOPLE WHO TOOK PART IN VISION 2000 ...

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<i>Delvina Beaulac</i> , Cost Paper	<i>Shannon Elliott</i> , Confederation Park Community Association	<i>Frank Johnson</i> , Roayl Canadian Legion
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<i>Ken Connick</i> , Saskatoon Economic Diversification & Trade	<i>Dave Heron</i> , Peat Marwick Thorne	<i>Don Loewen</i> , CSP Foods
<i>Ed Cowley</i> , International Union of Operating Engineers		<i>Fraser Logan</i> , Haultain Home & School Association
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