



REPORT TO THE CITY OF SASKATOON

2019 Performance Results
2020 Preliminary Targets and Budget

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ABOUT US

ROLE

SREDA's role is to **strengthen** and **grow** the local economy by providing programs and services in the areas of **business attraction and business expansion; entrepreneurship; regional economic development and planning; Indigenous economic development; economic intelligence; and marketing the Saskatoon Region and talent attraction.**

VALUES: Extraordinary; Partnerships; Trust; Team

WHAT WE DO

Business Attraction & Expansion

Support the attraction and expansion of businesses in the Saskatoon Region.

Entrepreneurship

Assist entrepreneurs to start and grow their business in Saskatchewan.

Regional Economic Development & Planning

Coordinate effective regional planning to encourage and support growth across the Region.

Indigenous Economic Development

Develop Indigenous economic development strategies to encourage and support economic inclusion and growth in the Saskatoon Region.

Economic Intelligence

Provide insight and forecasts on economic trends in the local economy to assist stakeholders with future planning.

Marketing the Saskatoon Region & Talent Attraction

Promote the Saskatoon Region as the best place to live, work and invest in order to support population growth.



BOARD OF DIRECTORS



**Nevine
Booth**

Federated
Co-operatives
Limited



**Omer
Al-Katib**

AGT Foods and
Ingredients Inc.



**Cam
Brotin**

Saskatchewan
Egg Producers



**Charlie
Clark**

Mayor of
Saskatoon



**Steve
Danners**

Clarence
Campeau
Development
Fund



**Brad
Darbyshire**

STC Industrial
Contracting



**Greg
Fowler**

University of
Saskatchewan



**Sarina
Gersher**

Ward 8 City
Councillor



**Judy
Harwood**

Reeve, RM of
Corman Park



**Darren
Hill**

Ward 1 City
Councillor



**Scott
Hodson**

Independent



**Jonathan
Huntington**

Cameco
Corporation



**Wanda
Hunchak**

Westcap Mgt.



**Ryan
Lejbak**

zu



**Sheryl
Spence**

Mayor of
Warman



**Josh
Walchuk**

ICR Commercial
Real Estate



TEAM



Alex Fallon
President & CEO



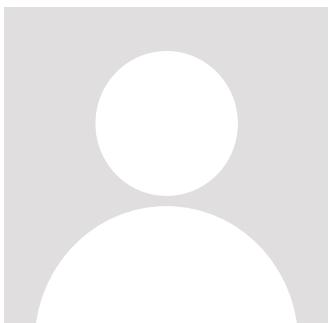
Joanne Baczuk
Director, Business
Development



Erin Lawson
Director, Marketing &
Communications



Terra Penner
Executive Assistant &
Office Manager



Ruth Carr
Financial Controller



**Kristen
Johannesson**
Manager, Regional
Economic Development &
Planning



**Shenuka
Wickramasinghe**
Manager, Entrepreneurship



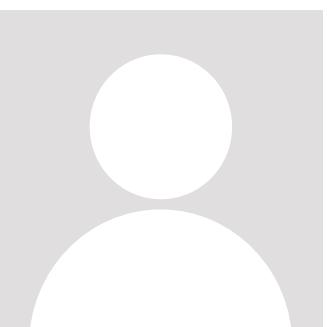
Anne Sibomana
Advisor, Entrepreneurship



Jenelyn Ong
Advisor, Entrepreneurship



Stephane O'Reilly
Specialist,
Entrepreneurship



Tyler Nguyen
Specialist, Economic
Intelligence





2019

RESULTS

Economic Impact

\$50.2 MILLION

ROI 26:1

For every \$1 invested in SREDA, SREDA helped generate \$26 of economic impact in the Saskatoon Region economy.

NO.	KPI	TARGET	YTD	WEIGHT	STATUS
Business Attraction and Expansion					
1.1	Assist 2 local businesses to expand operations in the Saskatoon Region that result in a minimum of 10 new jobs	10	10*	10%	10%
1.2	Attract \$15M of new business investment to the Saskatoon Region	\$15M	\$12.9M	10%	8.6%
Entrepreneurship					
2.1	Assist at least 25 entrepreneurs in the Saskatoon Region to establish a small business	25	26	10%	10%
2.2	Assist at least 5 entrepreneurs in the Saskatoon Region to grow their small business	5	8	10%	10%
Regional Economic Development and Planning					
3.1	Support the development of a District Planning Commission for the Saskatoon North Partnership for Growth (P4G)	1	.75	10%	7.5%
3.2	Deliver at least one economic development project to each of the 15 municipalities that comprise SREDA's regional membership	15	13*	10%	8.7%
Indigenous Economic Development					
4.1	Assist at least 2 Indigenous businesses or organizations in the Saskatoon Region to grow or expand (e.g. access to procurement opportunities, partner on developments, access funding, etc.)	2	5	5%	5%
4.2	Report on the Saskatoon Region's progress on responding to the TRC's Calls to Action related to economic development	1	1*	10%	10%
Economic Intelligence					
5.1	Lead the development of a Saskatoon Economic Growth Strategy	1	.75	5%	3.8%
5.2	Release 10 forecasting reports on the Saskatoon Region economy	10	12	5%	5%
Marketing the Saskatoon Region & Talent Attraction					
6.1	Build and execute a talent attraction strategy for the Saskatoon Region that supports growth in key employment sectors	1	1	5%	5%
6.2	Develop a new website to promote the benefits of the Saskatoon Region economy	1	1*	10%	10%
12			TOTAL	100%	94%

* To be completed by December 31, 2019



HIGHLIGHTS

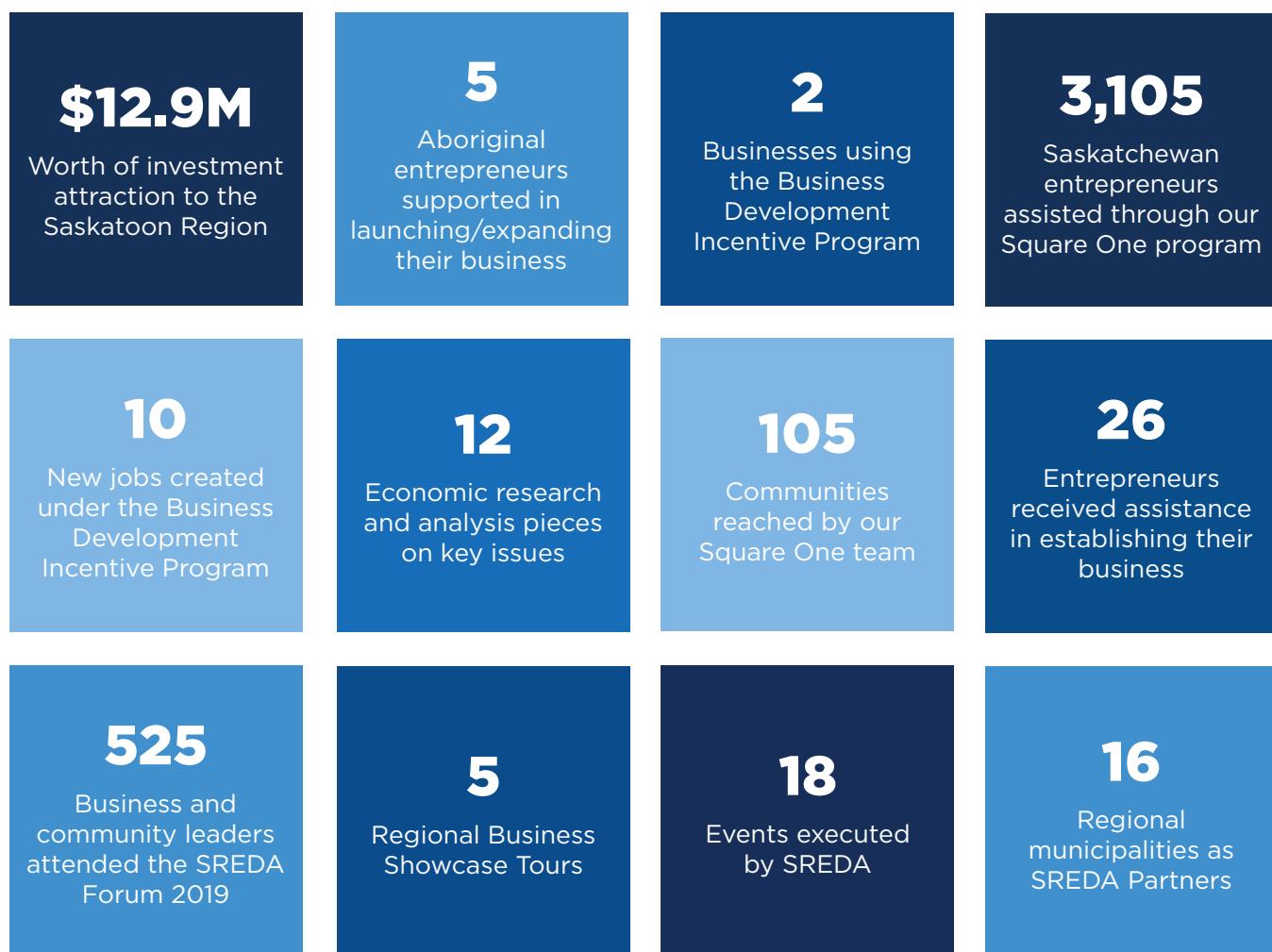
AWARDS

NSBA Team Building Award 2019

Top-Performing Economic Development Agency

Canada Best to Invest 2019, Site Selection Magazine

"Who would have thought SREDA would be selected not once, but twice, as the best team at the NSBA Business Builder Awards and a leading economic development agency in Canada by Site Selection Magazine! It's a huge honour and testament to the outstanding team and our work in strengthening and growing the local economy," said Alex Fallon, President and CEO, SREDA.





2020

KEY PERFORMANCE INDICATORS

NO.	KPI	TARGET	WEIGHT
Business Attraction and Expansion			
1.1	Assist 2 businesses to expand operations in the Saskatoon Region that result in a minimum of 10 new jobs.	10	10%
1.2	Attract 8 international companies to visit the Saskatoon Region to explore setting up and/or doing business in the Saskatoon Region.	8	10%
Indigenous Economic Development			
2.1	Provide training opportunities to SREDA staff, board, members, local businesses and municipalities in the Saskatoon Region on economic reconciliation and the TRC Calls to Action.	50 (individuals)	10%
2.2	Assist at least 2 Indigenous businesses or organizations in the Saskatoon Region to grow (e.g. access procurement opportunities, partner on developments, access funding, etc.).	2	10%
Regional Economic Development and Planning			
3.1	Develop a Business Attraction and Investment Readiness Program for Regional municipalities.	1	10%
3.2	Support the attraction or expansion of 5 businesses in the Region.	5	5%
Marketing the Saskatoon Region			
4.1	Execute 10 marketing initiatives that promote the Saskatoon Region to attract business and talent.	10	10%
4.2	Produce the SREDA Forum 2020 to educate a minimum of 600 attendees on the future of the local economy, and to inspire business and community leaders to grow their businesses in the Saskatoon Region.	600 (individuals)	5%
Entrepreneurship			
5.1	Assist at least 30 entrepreneurs in the Saskatoon Region to establish a small business.	30	10%
5.2	Assist at least 10 entrepreneurs in the Saskatoon Region to grow their small business.	10	10%
Economic Intelligence			
6.1	Keep a minimum of 5,000 business and community leaders engaged and informed on economic business news through the daily SREDA NewsFlash	5,000 (individuals)	5%
6.2	Release 5 economic analysis reports on the Saskatoon Region economy	5	5%
12		TOTAL	100%



ECONOMIC IMPACT TARGET



PRELIMINARY BUDGET

	REVENUE
City of Saskatoon (Base)	\$885,500
City of Saskatoon (Performance)	\$110,000
Federal Government (Square One)	\$650,000
Private Sector Investors	\$150,000
Regional Municipal Members	\$70,000
TOTAL BASE REVENUE	\$1,865,500
Sponsorship	\$75,000
Event Ticket Sales	\$35,000
Fee for Service	\$10,000
TOTAL OTHER REVENUE	\$120,000
Federal Government Programs	\$50,000
2019 Carry Over	\$150,000
P4G Regional Plan Funds	\$302,750
TOTAL FUNDING	\$502,750
TOTAL SREDA REVENUE	\$2,488,250

	EXPENSES
Salaries	\$1,355,544
Rent	\$100,000
Operations	\$80,000
Administration	\$80,000
Management and Projects	\$60,000
P4G Regional Plan	\$292,750
Contingency/New Projects	\$25,000
TOTAL OPERATING EXPENSES	\$1,993,294
Business Attraction and Expansion	\$100,000
Indigenous Economic Development	\$50,000
Regional Economic Development and Planning	\$50,000
Marketing the Saskatoon Region	\$150,000
Entrepreneurship	\$90,000
Economic Intelligence	\$40,000
TOTAL PROGRAM EXPENSES	\$480,000
TOTAL SREDA EXPENSES	\$2,473,294

2020 SREDA SURPLUS	\$14,956
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