



2020 Report to the City of Saskatoon

2020 Performance Results | 2021 Targets and Budget

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About Us

Our purpose is to inspire all people to thrive here.

We assist entrepreneurs with starting and expanding their businesses, develop Indigenous economic reconciliation strategies, support the rebound and growth of local businesses and coordinate effective collaboration to encourage growth across the Saskatoon Region.

Entrepreneurship

Assist entrepreneurs to start and grow their business in Saskatchewan.

Business Growth

Support local businesses to rebound, grow and thrive in the Saskatoon Region.

Indigenous Economic Reconciliation

Develop Indigenous economic reconciliation strategies to foster economic inclusion in the Saskatoon Region.

Regional Collaboration

Coordinate effective regional collaboration to encourage growth across the Region.



Our vision is to be the foremost and inspirational contributor to a growing economy where all people thrive.

Our values are:

We trailblaze

We boldly lead the creation of new, game changing programs and services.

We are agile

We confidently embrace change and frequently adapt to new circumstances.

We believe in partnerships

We eagerly collaborate with partners to accomplish big things.

We strive to be epiconic¹

We are driven to create epiconic work that leaves everyone in awe.

Epiconic adjective
[ep-i-kon-ik]
Extending beyond the ordinary to create distinctive brilliance.
// an *epiconic* event.



Board of Directors



Nevine Booth
Board Chair
Federated
Co-operatives Ltd.



Cam Broten
Vice-Chair
Saskatchewan Egg
Producers



**Jonathan
Huntington**
Past Chair
Cameco Corporation



Steve Danners
Indigenous Chair
Clarence Campeau
Development Fund



Scott Hodson
Finance Chair
Independent



Ryan Lejbak
Governance Chair
zu



Gary Philipchuk
Regional Chair
Mayor of Warman



Josh Walchuk
Business Incentives
Chair
ICR Commercial
Real Estate



Charlie Clark
Mayor of Saskatoon



Judy Harwood
Reeve, RM of Corman
Park



Sarina Gersher
Ward 8 City
Councillor



Darren Hill
Ward 1 City
Councillor



Omer Al-Katib
AGT Foods and
Ingredients Inc.



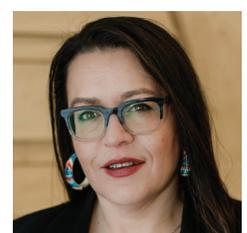
Brad Darbyshire
Independent



Byron Mack
MNP



Nick Purich
SKYXE



**Candace
Wasacase-Lafferty**
University of
Saskatchewan



Team Members



Alex Fallon
President and CEO



Joanne Baczuk
Director, Business Development



Erin Lawson
Director, Marketing and Communications



Terra Penner
Executive Assistant and Office Manager



Ruth Carr
Financial Controller



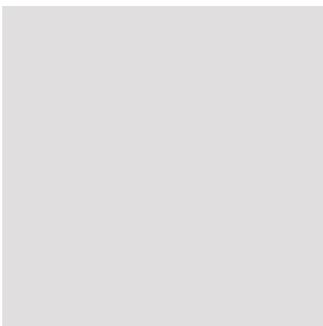
Kristen Johannesson
Manager, Regional Economic Development and Planning



Jenelyn Ong
Manager, Entrepreneurship



Stephane O'Reilly
Specialist, Entrepreneurship



Ashley Dean
Specialist, Entrepreneurship



Tyler Nguyen
Specialist, Economic Intelligence



Catherine Hynes
Specialist, Communications





2020 Results

Key Performance Measures

NO.	KPI	TARGET	YTD	WEIGHT	STATUS
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	14	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	4	10%	5%
Indigenous Economic Development					
2.1	Provide training opportunities to SREDA staff, board, local businesses and municipalities in the Saskatoon Region on economic reconciliation and the TRC Calls to Action.	50 (individuals)	Training for staff and board	10%	5%
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	4	10%	10%
Regional Economic Development and Planning					
3.1	Develop a Business Attraction and Investment Readiness Program for Regional Partners.	1	1	10%	10%
3.2	Support the attraction or expansion of 5 businesses in the Region.	5	6	5%	5%
Marketing the Saskatoon Region					
4.1	Execute 10 marketing initiatives that promote the Saskatoon Region to attract business and talent.	10	10	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)	655 (individuals)	5%	5%
Entrepreneurship					
5.1	Assist at least 30 entrepreneurs in the Saskatoon Region to establish a small business.	30	35	10%	10%
5.2	Assist at least 10 entrepreneurs in the Saskatoon Region to grow their small business.	10	14	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)	5,003 (individuals)	5%	5%
6.2	Release 5 economic analysis reports on the Saskatoon Region economy	5	5	5%	5%
12		TOTAL		100%	90%



Transition Plan Priorities

Just as our world has changed, so did our priorities.

The Covid-19 pandemic has greatly impacted the global and local economy on a massive scale. As a result, in April 2020 we released a Transition Plan outlining 11 new priorities geared at supporting and rebuilding the local economy.

NO.	PRIORITY	STATUS
Business Attraction and Expansion		
1.1	Develop a Local Supply Chain Certification available to businesses operating solely on a local supply chain.	Completed; 20 companies
1.2	Create a 'changemakers' group of local thought-leaders to come together to share insights and solutions that address local and global challenges.	Established; Initial meeting held on August 1, 2020
Indigenous Economic Development		
2.1	Develop an Indigenous mentorship policy connecting employees with Indigenous post-secondary students.	In Development; Companies interested in partnership, application drafted
Regional Economic Development and Planning		
3.1	Launch the S-Prize Competition, a 'crowd competition' that encourages innovative thinking to solve current economic growth, rural or urban planning challenges.	In Development; List of potential topics created
Marketing the Saskatoon Region		
4.1	Develop and execute a Live Local campaign encouraging residents of the Saskatoon Region to support local businesses by purchasing local goods and services.	Completed; Local Link and Love Local Box campaigns
4.2	Produce a new virtual event geared at updating the community on the future of the local economy, business adaptation stories and solutions to solve local challenges.	On Hold
Entrepreneurship		
5.1	Develop and execute a SREDA Small Business Emergency Continuity Grant Program to provide grants of up to \$5,000 to small businesses that are experiencing significant financial challenges due to the COVID-19 pandemic.	Completed; 28 companies supported!
5.2	Create a knowledge sharing group of inspiring, adaptable local business owners based off the selected grant program applicants.	Established; Continuous follow up executed
5.3	Develop and execute a Go Money program offering funding to local start-ups to get their business running.	Completed; 5 companies awarded Go Money
5.4	Streamline the service delivery and information provided under the Square One program to increase efficiencies and quality of service.	In Progress
Economic Intelligence		
6.1	Maintain SREDA's position as the voice of the local economy by producing economic analysis and research work for media and the local business community.	Completed; Saskatoon Economic Recovery Tracker released





2021 Targets

Key Performance Measures

NO.	KPI	TARGET	WEIGHT
Entrepreneurship			
1.1	Assist at least 35 entrepreneurs in the Saskatoon Region to establish a small business.	35	10%
1.2	Assist at least 15 entrepreneurs in the Saskatoon Region to grow their small business.	15	10%
1.3	Develop and execute Go Money awarding 5 local entrepreneurs with coaching and funding to get their business running.	5	5%
Business Growth			
2.1	Help at least 2 businesses to expand operations in the Saskatoon Region that result in a minimum of 10 new jobs.	2	10%
2.2	Add at least 12 new supply-chain businesses to the Local Link program.	12	10%
2.3	Complete Phase 3 of Project Ribbon, a business attraction initiative targeted at attracting an agri-business processing facility to the Saskatoon Region.	1	5%
Indigenous Reconciliation			
3.1	Act as an advocate for economic reconciliation and implement or recommend policy changes that address TRC Call to Action No. 92.	5	10%
3.2	Add at least 5 businesses to the Learning Together Mentorship Program.	5	10%
3.3	Assist at least 5 Indigenous businesses or organizations in the Saskatoon Region to grow.	1	5%
Regional Collaboration			
4.1	Develop and execute a Regional Revitalization Grant awarding at least 3 municipalities with funding for economic development projects.	3	10%
4.2	Assist at least 5 regional businesses or organizations in the Saskatoon Region to grow.	5	10%
4.3	Facilitate cooperation among 4 regional municipalities to collaborate on economic growth and development projects.	4	5%
12		TOTAL	100%



Budget

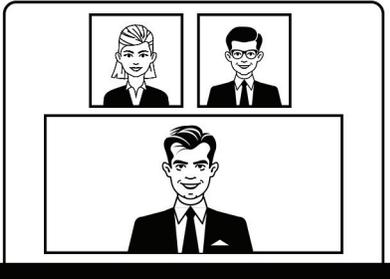
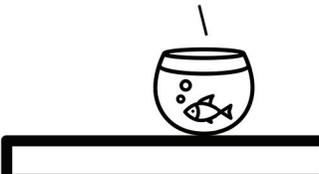
	REVENUE
City of Saskatoon (Base)	\$885,500
City of Saskatoon (Performance)	\$110,000
Federal Government (Entrepreneurship)	\$665,000
Regional Municipal Members	\$70,000
Private Sector Investors	\$100,000
TOTAL BASE REVENUE	\$1,830,500
Sponsorship	\$10,000
Event Ticket Sales	\$2,500
Fee for Service	\$5,000
Federal Government Programs	\$50,000
TOTAL OTHER REVENUE	\$67,500
TOTAL SREDA REVENUE	\$1,898,000
2020 Carry Over Funds	\$100,000
TOTAL SREDA FUNDS	\$1,998,000

	EXPENSES
Salaries	\$1,355,000
Rent	\$85,000
Operations (HR, IT, Finance, Facilities)	\$75,000
Administration	\$75,000
Management and Projects	\$30,000
Contingency/New Projects	\$15,000
TOTAL OPERATING EXPENSES	\$1,635,000
Entrepreneurship	\$70,000
Business Growth	\$70,000
Indigenous Economic Reconciliation	\$65,000
Regional Collaboration	\$65,000
Marketing and Communications	\$40,000
Economic Intelligence	\$40,000
TOTAL PROGRAM EXPENSES	\$360,000
TOTAL SREDA EXPENSES	\$1,985,000

2021 SREDA SURPLUS	\$13,000
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The Folks at 4th Ave.

<p>2020, what a year! Let's go over some of the highlights.</p> 	<p>Gave 28 businesses grants to help them rebuild!</p> <p>Created Local Link to encourage support of local businesses!</p> <p>Awarded entrepreneurs with Go Money!</p> <p>Released an economic recovery tracker!</p> <p>That's a lot! But I feel like something is missing...</p>	<p>Hello? Anyone? I'm hungry...</p> 
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Follow the adventures of the Folks at 4th Ave. - only in the SREDA NEWSflash.



