

GROW WHERE WE ARE PLANTED

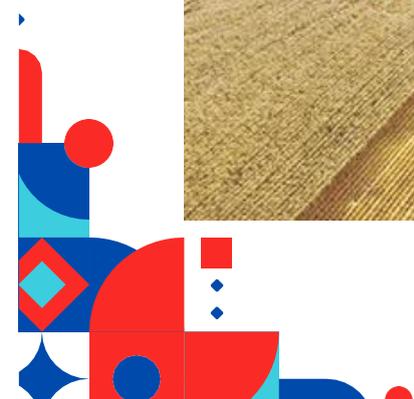
A BOLD PLAN FOR ECONOMIC GROWTH 2025-2035

Prepared For

**GATEWAY ECONOMIC
DEVELOPMENT**

Date

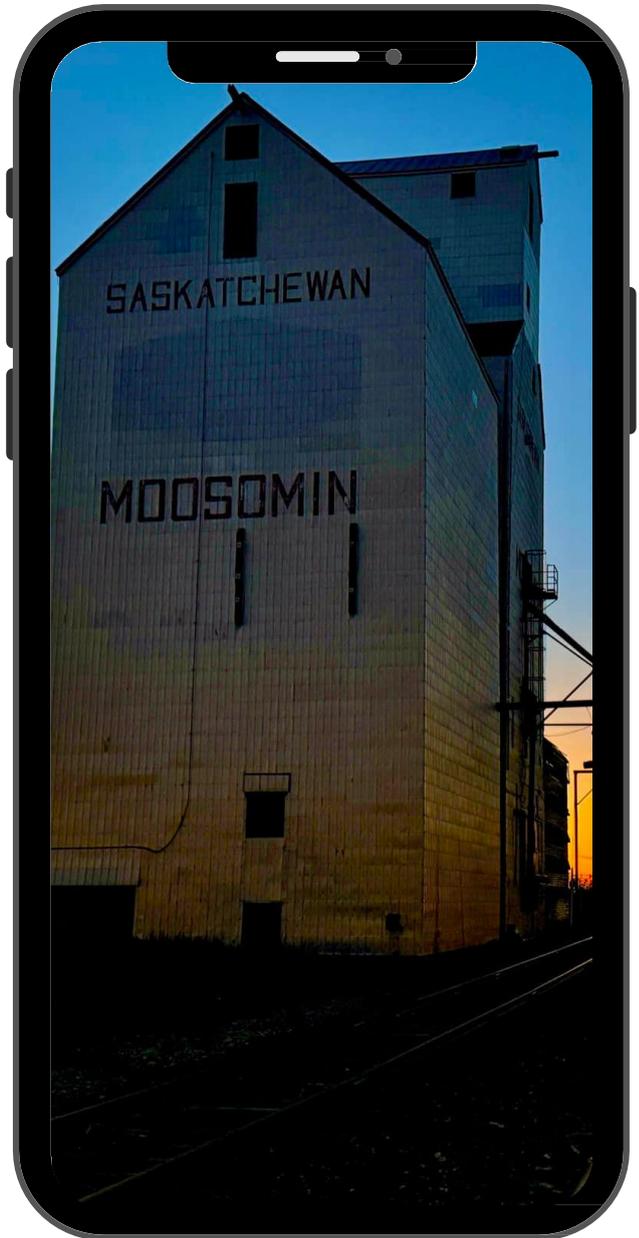
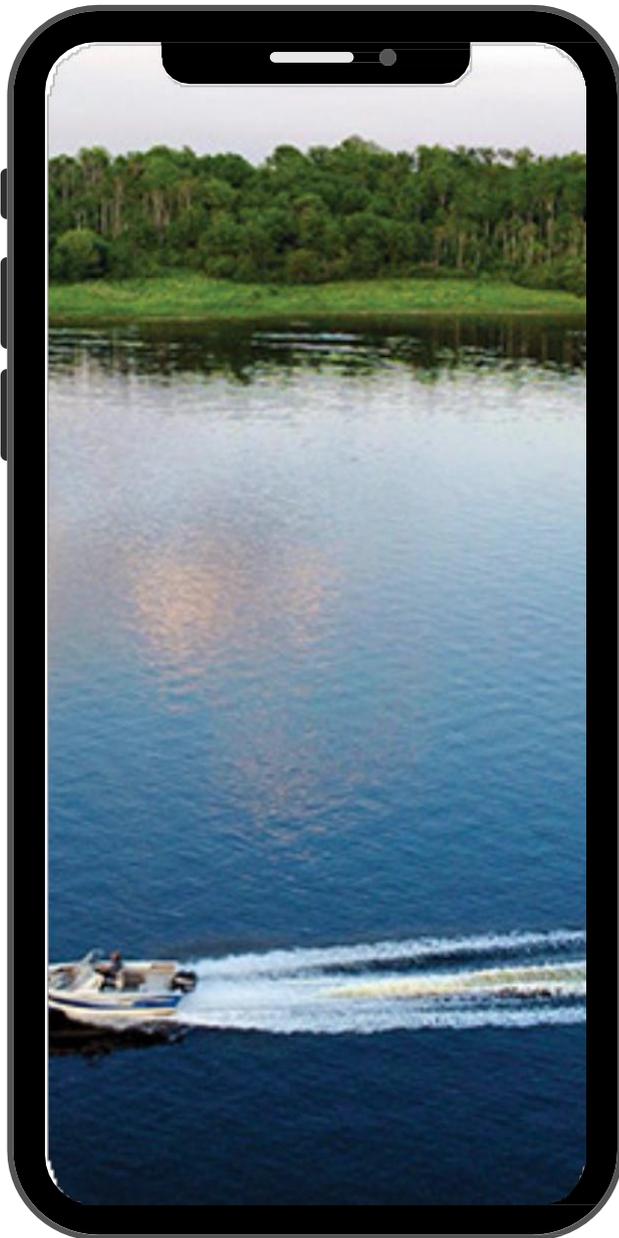
NOVEMBER 2025



OPPORTUNITY CALLING

The Moosomin-Rocanville region is a special place. Our economic assets are matched only by the warmth and determination of our people. This a region of interconnected communities that are distinct, healthy, vibrant, and welcoming. The citizens, businesses, and local governments understand and accept that they are individually and jointly responsible to effectively and efficiently manage the Region's future growth that ensures the health and well-being of its residents.

Together, and from this time forward, the businesses, residents and governments of the region will work in partnership to promote a complete healthy region with a sustainable and diversified economy that provides a range of economic opportunities while protecting the unique rural lifestyle that is so greatly appreciated.



What are we trying to accomplish?

Business Looks Different Here

Here we build great things. We see our potential for miles. We grow where we are planted.

Unmatched economic assets. Premier transportation routes. Supportive and fun community rich in culture, history, and collaboration. A thriving regional economy.

That is the Moosomin- Rocanville Advantage!

An Economic Plan To Guide Our Efforts

The region has built an Economic Strategy to guide our region's efforts to increase the strength and diversity of our local economy. To support job creation and improve quality of life for all residents, we need to tap into what defines who we are, what makes us different from other regions, how we attract new ideas and innovation, and how we remove barriers to our collective success. This plan will do that. It has been built by community for community. The work begins now to implement the goals, aspirations, and tactics while holding ourselves accountable to our shared measures of success.

Investment looks different here because it reflects who we are, growing forward together.



Our Guiding Principles guide and define how we make decisions.

01

Home Grown

We are a safe, thriving and diverse community. We value the contribution of everyone. There is a place and space for everyone.

03

Positive & Ambitious

We are entrepreneurial, bold and believe in taking measured risks. We want to expand, grow and diversify our economy.

02

Future looking

We will make decisions, investments and plans that benefit the citizens of today and the future residents of tomorrow.

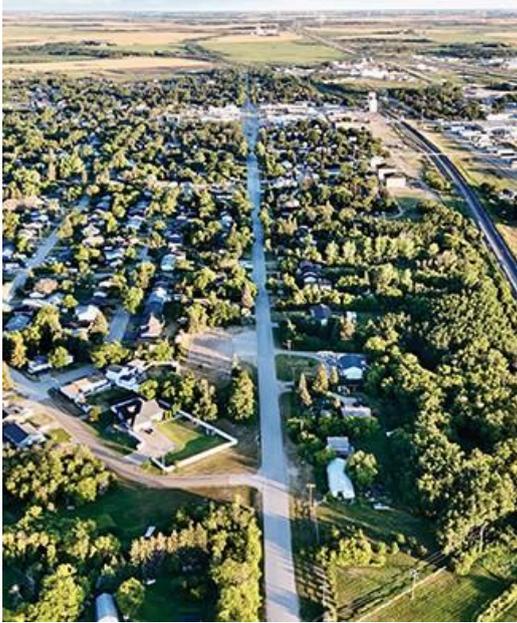
04

Focused & Measured

We will focus our efforts on things we can control. We will be accountable to our neighbors by having strong performance measures that we can influence with our actions.



How we built the plan



Regional Analysis

Regional Economic Performance Analysis (REPA) - Underpinning the plan was an extensive analysis of the region, focusing on population, business, employment, and the commercial retail sector, including the advantages and challenges of each area. The REPA informed the overall plan and provided specific input on the regional economic and quality-of-life value proposition.

Community engagement

Community Interviews



Interviews with community-leaders from local government, businesses, and community services.

Focus Groups



Community roundtables were held in Rocanville and Moosomin to determine strategic areas of focus, performance measurement, economic development goals and opportunities for regional collaboration.

Comparative & best practice research



Community roundtables were held in Rocanville and Moosomin to determine strategic areas of focus, performance measurement, economic development goals, and opportunities for regional collaboration.

STRATEGIC AREAS OF FOCUS

OUR ASPIRATIONS

It's easy to do business in the region.
Businesses in all sectors and sizes are well positioned to prosper and grow.
Our kids and young people want to stay or relocate here to realize their potential.
We have an exceptional quality of life residents can afford to enjoy.

01

SUPPORT AND GROW THE LOCAL ECONOMY

The region fosters growth and a supportive business environment where both entrepreneurs and corporations thrive. Residents will benefit from regional connectivity, high-paying jobs, and readily available local services and amenities.

02

VIBRANT AND LIVEABLE COMMUNITY

Complete, safe, and affordable neighborhoods rich with public life where we activate the public realm and spaces to facilitate economic growth and quality of life. A regional hub of health care, tourism, and recreation.

03

ATTRACT & RETAIN TALENT

Rural Saskatchewan's destination for talent where you have a place to grow! Our young people have a reason to stay, thrive and realize their dreams.

04

COLLABORATE TO GET THINGS DONE

We collaborate with our neighbours, think big, take measured risks and hold ourselves accountable with exceptional governance, and achievable and measurable performance indicators.

Support & grow the local economy

Goals

01

Make it easy to do business here

02

Keep small business open and thriving

03

Attract businesses and employment opportunities in the region

04

Capture more traffic and dollars in our smaller communities

05

Establish the Moosomin- Rocanville region as a fully integrated regional employment cluster and service center

Vibrant & Livable Community

Goals

01

Expand affordable & attainable housing.

02

Distinct and increasingly complete neighborhoods rich with public life.

03

Become a regional visitor economy destination.

04

Sustain and grow our presence as a regional health center.

05

Have a complete array of professional services readily available in the region.



Attract & retain talent

Rural Saskatchewan's destination for talent where you have a place and room to grow!

Goals

01

Expand links between local employers, educational institutional programs; and the broader community.

02

More young people working and living in the region.

03

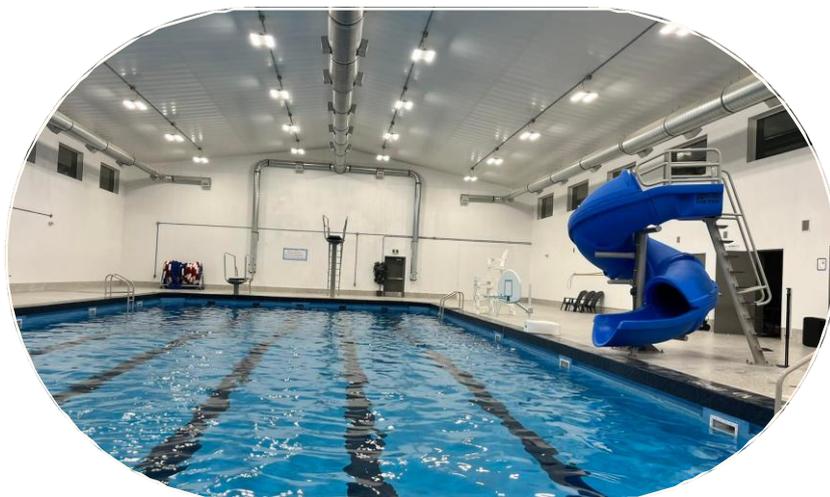
Saskatchewan leader for newcomer attraction and retention.

04

More local residents working in key industrial sectors.

05

Have a complete array of professional services readily available in the region.



Collaborate & Implement

We collaborate with our neighbors, think big, take measured risks, and hold ourselves accountable with exceptional governance, and achievable and measurable performance indicators.

Goals

01

Develop a dynamic & collaborative economic development ecosystem to advance the region's economic vision in tandem with the broader trading area.

02

Maintain a well funded, strong and active regional economic development authority.

03

We have exceptional governance, transparency, and impact.



Thank you!



EDC



GED & CBA



Community

A special thank you to everyone who believes in the power of collaboration, planning, thinking big and growing where you are planted. This is a living document. It belongs to everyone. The goals and tactics will adjust as our communities and our needs change. What will remain the same is the spirit of community and the belief in building great things together.

