



SASKATCHEWAN

ECONOMIC DEVELOPMENT WEEK

MAY 4 TO 9, 2020



SPECIAL PROCLAMATION OF May 4, 2020 AS INDIGENOUS ECONOMIC DEVELOPMENT DAY

TOOLKIT

Under Proclamation by the Province of Saskatchewan, Economic Development Week in Saskatchewan celebrates this multi-dimensional discipline that recognizes economic, environmental and social well-being are interdependent. The Saskatchewan Economic Development Alliance (SEDA) and the Saskatchewan First Nations Economic Development Network (SFNEDN) encourage elected leaders and professionals to utilize this TOOLKIT to educate and celebrate community and economic development at a local level.

No campaign is too big or too small! Start planning today.

#EconDevWeek #QualityOfLife #EDW2020 #InclusiveEcDev

MATERIALS ADAPTED FROM OUR INTERNATIONAL PARTNER





MOBILIZE FOR COMMUNITY & ECONOMIC DEVELOPMENT

Economic development is an inclusive and collaborative process between all levels of government, non-government organizations and local citizens that builds up the economic and social capacity of an area to preserve its' quality of life and ensure a sustainable future. Economic Development Week is an ideal time to bring supporters in your community, First Nation or region together to learn about programs your community/organization offers. It is also a great time to share successes your team and community have seen in the prior year.

ORGANIZE EARLY

Invite local leaders, fellow economic developers and industry supporters, such as your partners and sponsors. Send your list of activities to SEDA or SFNEDN and we will help you promote.

SHOW AND TELL

Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.

AMPLIFY YOUR EFFORTS

Invite local press to attend your gatherings to help increase exposure through stories and interviews of your local leaders and your community and economic development staff.

RESOURCES TO HELP YOU CREATE VISIBILITY

Sample Resolution: A document which can be passed by communities and First Nations to help recognize Economic Development Week. A Sample Resolution is enclosed in this Toolkit.

Sample Press Release: A document that each community, First Nation or organization can distribute to local and regional press outlets. You can find this document enclosed in this Toolkit.

#EconDevWeek logo and badge: Add the 2020 logo to your online and digital communication now to pre-promote May 4 to 9, 2020.

Social Media Hashtags: Join the international celebration by using the following hashtags in your social media channels: #EconDevWeek #QualityOfLife #EDW2020

Inclusive Economic Development Badge: Join SEDA and SFNEDN in celebrating the universal nature of economic development and its relevance to creating resilient and inclusive communities. Show your understanding and support for 'economic development as a bridge to reconciliation in Saskatchewan'.

Download the BADGE and use year round. #InclusiveEcDev





CELEBRATE RESULTS OF ECONOMIC DEVELOPMENT

Consider these Ideas

1. List and promote via social, digital and local media the **Top 10 Reasons why your community, First Nation or region is GREAT!** Host a Photo Contest and ask residents to share what they appreciate most.
2. **Celebrate via various media channels WHAT IS WORKING.** Some examples: number of new businesses starting up; residential and commercial real estate sales/development; partnership development with First Nation and/or other municipalities; quality of life; sunshine capital of Canada; record breaking tourism numbers.
3. **Celebrate small to medium size businesses.** Small and medium-sized enterprises are owned by and serve middle-class Canadians. They provide us with jobs. SMEs aren't just crucial drivers of the Canada economy; they are at the heart of all of our communities. Make May 4-9, 2020 a Buy Local First week. Give back to local businesses; say thank you.
4. **Make May 4-9, 2020 a week for local leaders and staff to talk to local businesses.** Set up a **Business Walk** initiative and ask your locals businesses key questions on the state of their business, the local economy and how you can assist them to thrive.
5. **Engage in Action Planning.** Break down that Official or Comprehensive Plan into bite size action plans and mobilize for the future of your community.
6. **Reach out to your neighbouring communities and First Nations.** Build a foundation or enhance a relationship that has already started. Start working together on small projects. #InclusiveEcDev
7. **Host a development or redevelopment tour.** Show off a successful project in your community. Invite your local leaders, partners and the press along.
8. **Create an educational program.** Help your community understand the role economic development plays in your community and how to get involved.
9. **Host a series of events each night of the celebration week.**
10. **Highlight jobs.** Organize a gathering that will showcase those who have been hired as a direct result of the economic development efforts that have been put forth within your community. Or, create a video with short interviews of those who have gotten jobs because of your economic development activity. This can be a social media or in-person event, or both!
11. **Map or remap your local assets.** Engage local schools in establishing or updating local physical, cultural and other community assets inventories. Use this opportunity to engage local schools in discussion of community and economic development.
12. **Host a community gathering.** Bring supporters in your community together to learn about programs your community offers. It is also a great time to share successes your community has seen in the prior year. Show and Tell: Heighten awareness and emphasize the importance and impacts of economic development in your community.
13. **Visual symbol of support.** Create a large sign-up board and place it in a central location of significance within your community. On this board, encourage community leaders, business leaders, workers and others who have been significantly impacted by economic development to sign their name in support of the profession and of Economic Development Week. They can even write a message with any relevant anecdotes that represent the extent to which economic developers have positively impacted their lives or the lives of their peers.



KEEP YOUR EDW CAMPAIGN IN THE NEWS

Inviting local media to your economic development week event is only the beginning. You can highlight the importance of economic development through a variety of media outlets.

Write a guest column for the local newspaper or provincial news magazine

Who should write: Elected and appointed leaders or recognized local authorities. Examples of relevant titles include chief, mayor, business leader, economic developer, board chairperson or other civic leader.

What to write:

Messages should be current, easy to read and concise. They should also provide compelling arguments on the benefits and necessities of economic development and what it has done for your community or region. Include case studies and other real life examples to increase interest. Highlight strategic priorities for 2018 focus on creating and strengthening regional economic development strategies and partnerships, and increasing economic opportunity for all.

WANT TO DO MORE?

Here are other ideas to increase communication....

Blog post: Ask to serve as a guest blogger during Economic Development Week and author a blog post. Topic examples include new projects, awards and recognitions, program updates and new features and upcoming events you'll offer after EDW, such as webinars and workshops.

Newsletter: Convey the importance of Economic Development Week and what it represents within your organization's regular communications or newsletter. Create an editorial calendar and include a series of articles to feature in your newsletter to build up anticipation.

Create a video: Create a special video with your elected official and economic development team—this can be low tech!

Looking for a quick and effective way to explain economic development to local residents and businesses?
Check out this [YouTube Video](#) developed by Michael Pealow.



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ECONOMIC DEVELOPMENT WEEK
May 7 to 12, 2018

YOUR SOCIAL MEDIA STRATEGY – SHARE, SHARE, SHARE!

#EconDevWeek #QualityOfLife and #EDW2018 - International Campaign Hashtags
#InclusiveEcDev is Saskatchewan specific

Chances are most people in your area are avid social media users. Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, Instagram, Facebook and LinkedIn. Be sure to use the official hashtags and tag the PARTNERS (below) to ensure your peers across the province see your postings. Using the official hashtag also allows us to share, repost and retweet your messages.

SEDA: Twitter: @saskecdevassoc Facebook: <https://www.facebook.com/SEDASaskatchewan>

SFNEDN: Twitter: @SFNEDN Facebook: <https://www.facebook.com/groups/ecdevnetwork/>

IEDC: Twitter: @IEDCtweets Facebook: @iedconline

Here are some sample social media postings to get you started

LINKEDIN & FACEBOOK

Post 1: Economic Development Week is from May 7 - 12. Visit us online. See what's planned. Prepare to participate.
[__URL__]

Post 2: We are thrilled to announce the 2018 dates for Economic Development Week; May 7 - 12. We're planning a set of activities that will showcase programs in our community that your business can take advantage of this year. Communities across the entire nation are participating. See what's planned in our community and prepare to join us.
[__URL__]

Post 3: We're hosting a _____ event on _____ for the 2018 International #EconDevWeek
@saskecdevassoc @SFNEDN Sign up here. ADD URL

Post 4: We helped ____ businesses in 2017. We're aiming to help ____ in 2018. Let's make sure your company is one of them. Learn about International Economic Development Week and how you can with us! #EconDevWeek #EDW 2018 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets

TWITTER & INSTAGRAM

Tweet 1: Celebrate Economic Development Week with [__your community's name__]. See what we've got planned.
Add URL

Tweet / Instagram 2: It's International Economic Development Week! Here's a photo of our team with a local business owner. #EDW2018 #EconDevWeek @saskecdevassoc @SFNEDN @iedctweets

Tweet / Instagram 3: Got big plans for your business? Come talk to our team in person! Check out the many ways we're celebrating International #EconDevWeek from May 7-12. #EDW2018 #InclusiveEcDev @saskecdevassoc @SFNEDN @iedctweets – ADD URL

Tweet 4 Join in on the fun. It's Economic Development Week across North America Here's what [__your community name__] is doing. URL

Tweet 5: Tag your Member of the Legislature in a tweet and incorporate the hashtag #EconDevWeek #InclusiveEcDev to raise their awareness within your individual community and beyond.



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ECONOMIC DEVELOPMENT WEEK

May 7 to 12, 2018

Sample Resolution for Economic Development Week

May 7-12, 2018

- #EconDevWeek #EDW2018 #QualityOfLife #InclusiveEcDev

Resolution

WHEREAS, the Province of Saskatchewan has declared May 7 to 12, 2018 as Economic Development Week in Saskatchewan and May 7, 2018 as Indigenous Economic Development Day;

WHEREAS, community and economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding businesses that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, community and economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the foundation of the Saskatchewan economy; and

WHEREAS, community and economic developers are engaged in a wide variety of settings including rural and urban, local, First Nation, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, community and economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, community and economic developers work in the City/Town/Village/First Nation of _____ within the Province of _____; and

NOW, THEREFORE, BE IT RESOLVED that the Mayor/Chief and _____Council of the City/Town/Village/First Nation of _____ do hereby—

Recognize May 7 – 12, 2018 as “Economic Development Week”



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Your Letterhead

CONTACT:

DATE:

(your community/First Nation name) Celebrates Economic Development Week from May 7-12, 2018

Celebration to bring awareness for economic development

—(your community name) Four key provincial organizations in Saskatchewan encouraging communities and First Nations to celebrate Economic Development Week May 7 to 12, 2018. The Saskatchewan Economic Development Association (SEDA), Saskatchewan First Nations Economic Development Network (SFNEDN), the —(insert organization or community name) are dedicated to serving community and economic developers.

These Saskatchewan organizations join the International Economic Development Council in celebrating Economic Development Week on an international scale. Economic Development Week is an opportunity to highlight the efforts and the importance of the economic development field. Community and Economic Developers are responsible for generating economic growth, creating better jobs for residents and facilitating an improved quality of life.

In Saskatchewan, May 7, 2018 has been proclaimed as Indigenous Economic Development Day. Join us in recognizing 'economic development as a bridge to reconciliation' and engage your neighbouring communities and First Nations in building a prosperous future together. Join SEDA and SFNEDN in using the hashtag #InclusiveEcDev and download the [BADGE](#) to use in your online and digital communication.

Communities across North America have already recognized Economic Development Week and planned events in their cities. The Saskatchewan Partners have released Celebration [Toolkit](#) full of resources and suggestions to encourage communities to get involved.

Include activities your community or organization has planned here.

JOIN US FOR
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INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL
