

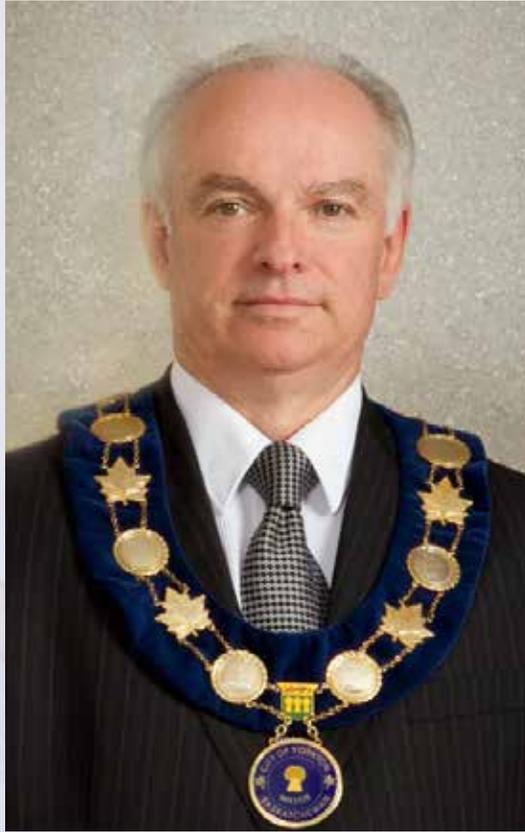
# INVESTMENT

City of  
**Yorkton**

*Where Good Things Happen!*

P R O F I T





mayor@yorkton.ca  
306.786.1701

## MAYOR'S MESSAGE

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Welcome to Yorkton, the third largest trading area in Saskatchewan and a vibrant economic centre of east-central Saskatchewan. Yorkton covers a trading area of 1,400 square miles serving more than 200,000 people.

Our growing and diversified economy provides endless opportunities for new businesses and investment. The recent investment of \$400 million in two canola crushing plants strengthens our agri-resource based economy. The continued expansion of these plants ensures that the Yorkton facilities play a large role in the supply of canola related products to central and eastern markets in North America.

The investment in the potash mining sector within this region contributes significantly to the growth of our community. Mosaic recently announced its 1.7 billion dollar investment in the K3 mining shaft which will provide new job opportunities for the City and

also attract new investors.

Yorkton's investment opportunities and continued growth is enhanced by its diversified economy and fueled by the innovativeness and competitiveness of its people. The advanced level of educational, healthcare and leisure services, expanding housing sector, competitive business environment, and readily available amenities are just a few reasons that make Yorkton one of the best places to live, visit, work, and invest.

Our City Council, Staff and the Committees of Council are dedicated to fostering a strong infrastructure for sustainable economic growth.

A handwritten signature in black ink that reads "R. Maloney". The signature is stylized and fluid.

Bob Maloney, Mayor

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**We invite you to build your dreams here, a community of endless opportunities.**



## CITY MANAGER'S MESSAGE

We encourage you to invest in Yorkton, whether you are here to live, work or play. Our economy is stable, and we have a large commercial/retail sector in comparison to our population due to the wide trading area around us. Demographically we are in the middle of the provincial east-central trading corridor with five highways and two railways intersecting our City.

Yorkton is a great place to do business due to our location, availability of land for development, access to major markets across North America and availability of a skilled and educated labour force. The business sector and our community are connected, as evidenced by the new Parkland College Trades and Technology Centre, which expands training options for jobs here in our region.

Yorkton's population of 20,000 reflects the growing cultural diversity of Saskatchewan. *We are the "right size"; small enough to provide quick turnaround*

*time in terms of decision making, and large enough to provide the expertise new developments require.*

Our administration works hard to provide a variety of services to ensure our city is safe, clean and prosperous for all to enjoy. We work closely with the Mayor, Council and committees, Chamber of Commerce, entrepreneurs, rural municipalities and many stakeholders in our region, to ensure the sustainability of our economy. As we move forward we welcome public engagement and participation in our decision making processes to ensure that we are transparent and accountable to all that we serve. This is our home and we strive to make it the best it can be. I welcome each and every one of you to our City.



Lonnie Kaal, City Manager



**Welcome to Yorkton, the city *Where Good Things Happen!***

lkaal@yorkton.ca  
306.786.1703





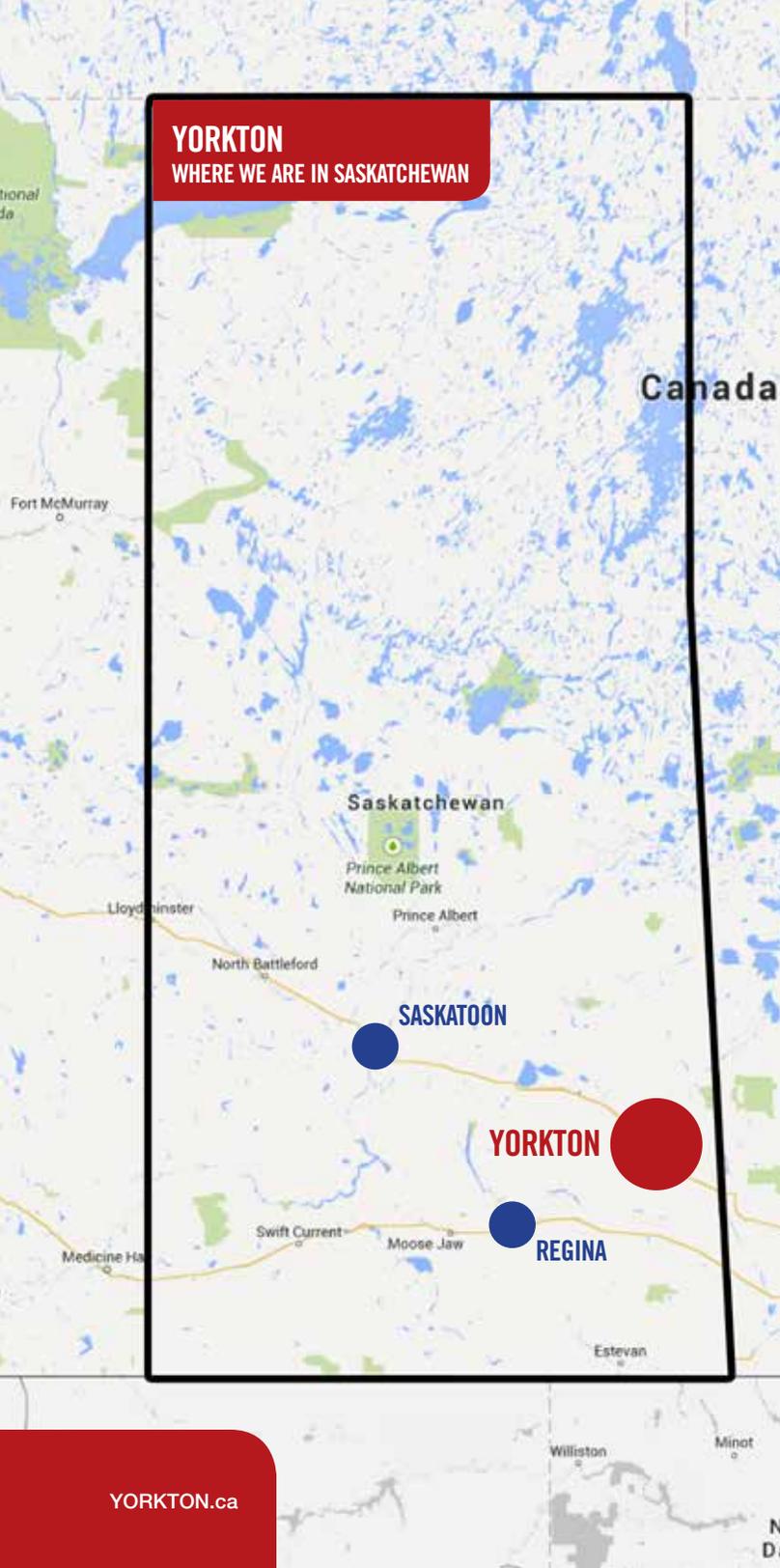
## WHY INVEST IN YORKTON?

- MoneySense Magazine in 2015 recognized Yorkton as the fourth best community to live in after Regina and Saskatoon ranking our community ahead of many others in Saskatchewan.
- Over 200,000 potential customers makes us the third largest trading area in the province!
- We're located in the middle of the largest and richest potash field in east-central Saskatchewan.
- Mosaic invested \$1.7 billion in the K3 mining shaft in nearby Esterhazy in 2015 which provides new employment and investment opportunities in Yorkton.
- Yorkton has been actively preparing residential subdivisions with 69 single family lots now available.
- The recently created Roundhouse Commercial Development has five lots available for sale.
- Yorkton is the food processing centre for east-central Saskatchewan. The two canola oil crushing plants and seed processing plants along with a meat processing plant all indicates significant investment in this part of the province.
- Yorkton has 816 acres of available industrial land along Grain Millers Drive with access to national and international markets through both the Canadian National and Canadian Pacific Railway systems, and five primary highways. Light industrial lots are currently available for sale at the Gladstone Industrial Park.
- The city continues to plan for industrial expansion on its lands located in proximity to Grain Millers Drive. Engineering studies were completed in 2013 and further work will be undertaken in this area.
- Both Yorkton canola oil crushing plants expanded significantly in 2013. Richardson increased processing capacity at its plant by 25 per cent, increasing processing capacity from 2,400 tonnes of canola per day to 3,000 tonnes per day. Louis Drefus Commodities will build a \$1.9 million upgrade to its receiving facility in 2015.
- The Yorkton canola crushing facilities sends shipments to central and eastern markets in Canada and the US.
- Yorkton has a regional airport with both charter and business flights.

### Other reasons for investing in Yorkton include:

- Yorkton is a business friendly community.
- Competitive business costs.
- Diverse and stable regional economy.
- A skilled and educated labour force.
- Access to post secondary education programs at the newly expanded Parkland College. The Parkland College Trades & Technology Centre opened its doors in September 2015, offering new and expanding programs.
- Agricultural opportunities such as land for farming as well as job opportunities resulting from an increase in agricultural activities.
- A strong agricultural equipment and manufacturing sector in the city serves North American as well as international markets.

## YORKTON WHERE WE ARE IN SASKATCHEWAN



The Mosaic Company's potash mine, Esterhazy, SK.



## WHY INVEST IN SASKATCHEWAN?

- Saskatchewan is the most attractive jurisdiction for mining in Canada, and the most attractive worldwide behind Finland.
- Saskatchewan is Canada's top agri-food exporting province and has set records for agricultural exports for four consecutive years.
- The 2015-16 provincial budget will provide a record \$265.3 million in municipal revenue sharing.
- This year's (2015-2016) highways and infrastructure budget is \$842 million. The Budget includes \$560 million for transportation capital that will see the province move forward on several bypass, twinning, passing lane and overpass projects.
- Saskatchewan has set monthly and annual records for merchandise exports.
- With a total of \$3.15 billion in exports, Saskatchewan has had the highest percentage increase among provinces in December 2014.
- Saskatchewan's unemployment rate of 5.3% in May 2015 makes it the lowest unemployment rate in Canada, ahead of Alberta at 6.2%.
- Saskatchewan has maintained the lowest unemployment rate in Canada for 26 consecutive months, from February 2013 to April 2015.
- The Statistics Canada Labour Force Survey indicated that 582,700 persons were employed in Saskatchewan during May 2015, an increase of 5,000 people from May 2014.



## NON-RESIDENTIAL DEVELOPMENT

Jim Pattison Developments Ltd. purchased a 96 acre parcel south of York Road West in 2014. Maple Farm Equipment and Jim Pattison Developments Ltd. have announced they are joining forces to promote the development of a new Maple Farm/ Bobcat/Lawn & Garden Dealership on a portion of this property.

When completed, the proposed development will include a 9,250 sf showroom, 8,130 sf for small parts storage, 34,520 sf for repair/maintenance shops and 9,070 sf of office space including a mid-sized auditorium.

Ground work began in June 2015 with building completion scheduled for early fall 2016.

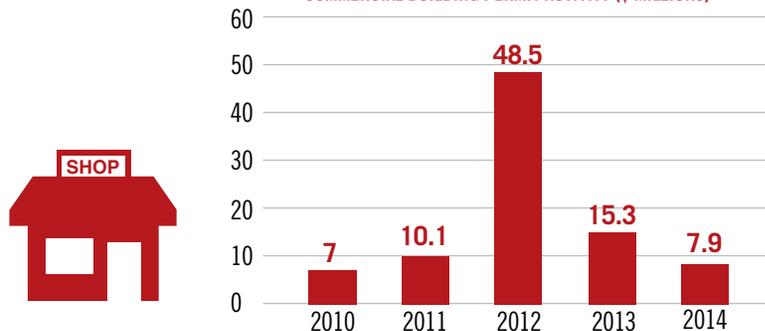
The Jim Pattison Developments Ltd. property is located at the western entrance to the city and provides prime access to major arterial roads and easy access to the provincial transportation network.

Louis Dreyfus Commodities completed an expansion in fall 2015 that added rail line connections to the spur line running through their property.

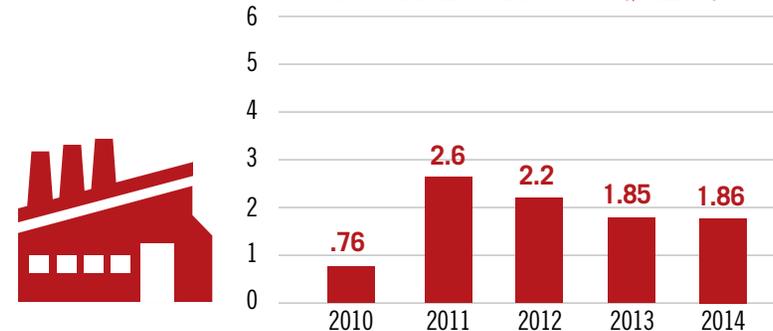
### Serviced Employment (Commercial / Industrial) Land Inventory (acres)

YELLOWHEAD SUBDIVISION	5.34 ACRES (2 LOTS)
ROUNDHOUSE SUBDIVISION	18.04 ACRES (5 LOTS)
GLADSTONE INDUSTRIAL PARK	10.37 ACRES (4 LOTS)

COMMERCIAL BUILDING PERMIT ACTIVITY (\$ MILLIONS)



INDUSTRIAL BUILDING PERMIT ACTIVITY (\$ MILLIONS)





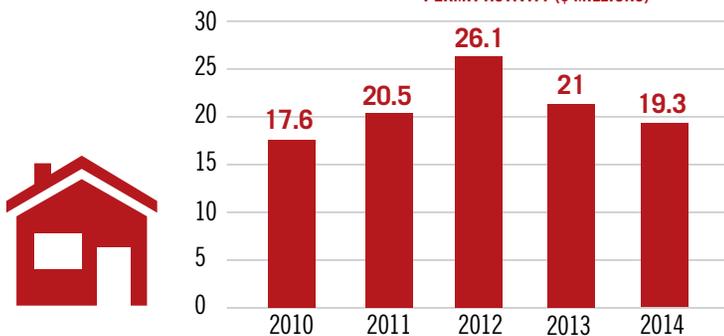
## BUILDING PERMITS

Current residential, commercial and industrial development translates into building permit values not seen before in Yorkton. Building permits have increased dramatically in industrial, commercial and residential sectors over the past five years, from \$7 million in 2006 to \$74 million in 2012. More than \$220 million worth of building permits were issued over the past five years.

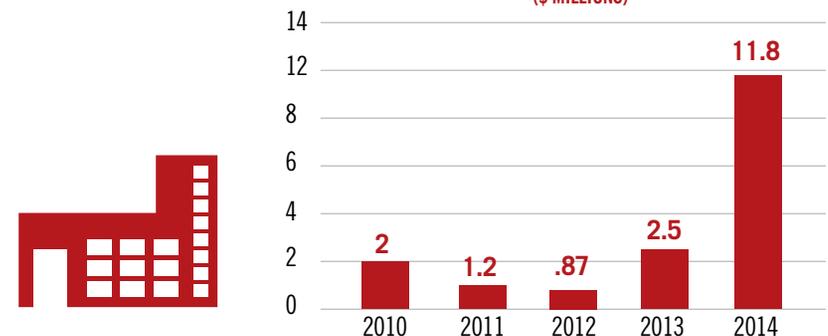
Construction Values by Sector (2010 - 2014)

	RESIDENTIAL	COMMERCIAL	INDUSTRIAL	INSTITUTIONAL	TOTAL
2010	\$17,699,820	\$7,058,600	\$76,000	\$2,063,000	\$26,897,420
2011	\$20,582,895	\$10,113,471	\$2,600,000	\$1,210,244	\$34,506,610
2012	\$26,191,865	\$48,539,565	\$2,214,000	\$872,970	\$77,818,400
2013	\$21,029,630	\$15,322,231	\$1,850,000	\$2,513,650	\$40,715,511
2014	\$19,348,490	\$7,954,552	\$1,862,300	\$11,899,000	\$41,074,342
<b>TOTAL</b>	<b>\$104,852,700</b>	<b>\$88,988,419</b>	<b>\$8,602,300</b>	<b>\$18,588,864</b>	<b>\$221,012,283</b>

SINGLE & MULTI-FAMILY RESIDENTIAL BUILDING PERMIT ACTIVITY (\$ MILLIONS)



INSTITUTIONAL BUILDING PERMIT ACTIVITY (\$ MILLIONS)



# “YORKTON IS THE THIRD LARGEST TRADING AREA IN SASKATCHEWAN AND THE VIBRANT ECONOMIC CENTRE OF EAST-CENTRAL SASKATCHEWAN”

YORKTON MAYOR – BOB MALONEY



## YORKTON'S RETAIL MARKET

The city has a strong role as a centre for the retail and wholesale trade, health and government services, and a variety of commercial services. One major shopping mall, several strip malls, six retail box stores (Wal-Mart, Canadian Tire, Superstore, Staples, The Brick, SportChek / Atmosphere) and numerous independent retail stores in Yorkton serve this region with retail sales at \$595 million.

### Historic & Projected Retail Sales

YEAR	RETAIL SALES	YEAR	RETAIL SALES
2002	\$213,610,000	2012	\$567,474,625
2006	\$371,740,000	2014	\$595,230,106
2009	\$486,870,000	2017	\$613,533,186 (PROJECTED)

**2014 Retail Sales:** \$595 Million

**Average Lease Rate:**

Retail & office lease rate in the East End of the city is \$18-\$20 / sf.

Downtown office & retail space is \$9-\$10 / sf.

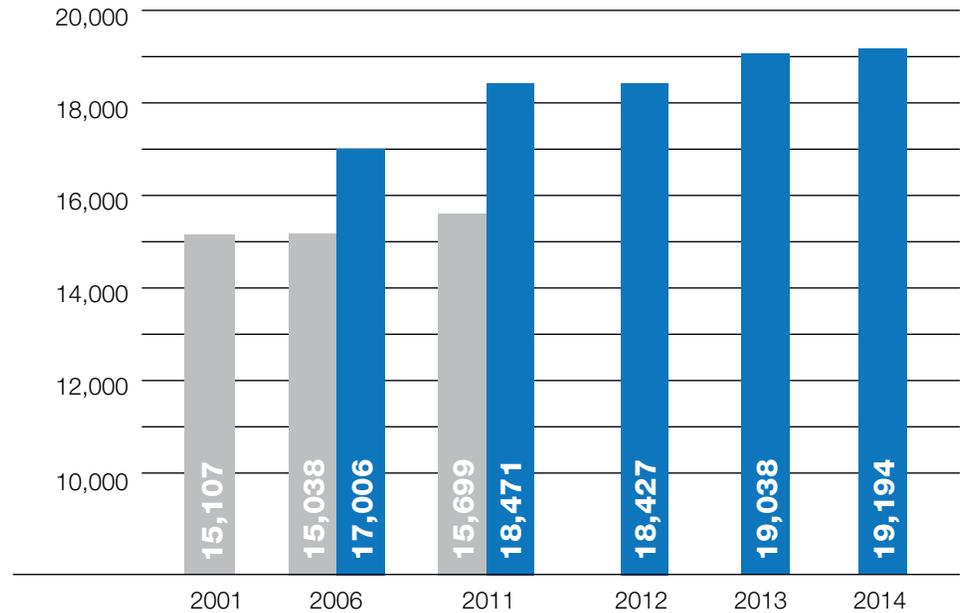
**New Retailers (2014):** SportChek, Atmosphere, Browns Socialhouse.

**Trading Area Population:** 200,000

## POPULATION DISTRIBUTION GRAPH

Yorkton's population is 19,194 (2014 Saskatchewan Health Estimate) which makes it the fifth largest city by population in the province. Yorkton experienced a 3.77% population growth between the years 2011 and 2014. With a strong economic outlook the City of Yorkton has the potential to increase at a higher percentage annually based on job opportunities, investment opportunities and a spike in its economy.

Statistics Canada  
 Ministry of Health



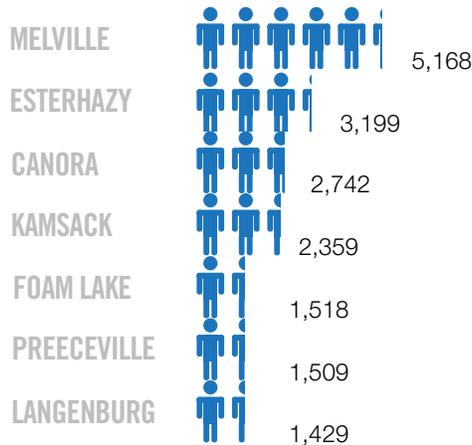
Source: Government of Saskatchewan Covered Population 2014

## POPULATION OF YORKTON



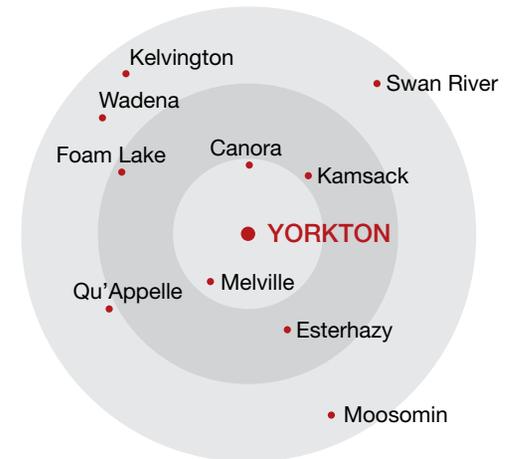
19,194

## POPULATION OF NEARBY CENTRES



Source: Government of Saskatchewan Covered Population 2014

REPRESENTS 1000 RESIDENTS



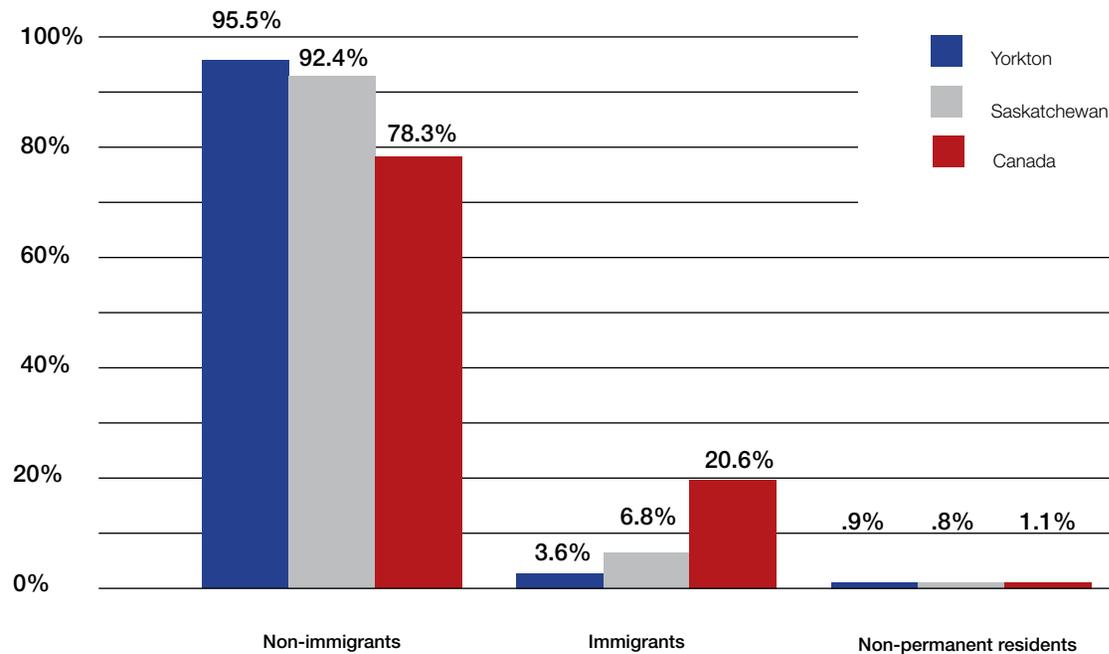
# IMMIGRATION

According to Statistics Canada 2011, just below 10% of Yorkton's population are international immigrants. Yorkton is also experiencing an increase in migrants from other Canadian provinces. The increase in the number of international immigrants is diversifying the demography and cultural base of the city. Apart from being a resource for local and regional businesses, which are facing labour shortages, the international immigrants have created an opportunity for increased cultural diversity in, for example, the food businesses and has boosted the economy by providing a younger and more skilled workforce.

## MONEYSENSE MAGAZINE IMMIGRATION RANKINGS

COMMUNITY	POPULATION	2014 RANKING	2015 RANKING
REGINA	237,818	9 <sup>TH</sup>	44 <sup>TH</sup>
SASKATOON	298,451	13 <sup>TH</sup>	55 <sup>TH</sup>
MOOSE JAW	37,767	66 <sup>TH</sup>	70 <sup>TH</sup>
<b>YORKTON</b>	<b>19,194</b>	<b>100<sup>TH</sup></b>	<b>86<sup>TH</sup></b>
NORTH BATTLEFORD	20,569	88 <sup>TH</sup>	106 <sup>TH</sup>
SWIFT CURRENT	18,334	114 <sup>TH</sup>	147 <sup>TH</sup>
PRINCE ALBERT	46,914	184 <sup>TH</sup>	175 <sup>TH</sup>

Source: MoneySense Magazine, Vol. 17, No. 4.  
<http://www.moneysense.ca/canadas-best-places-to-live-2015-full-ranking/>



Source: Statistics Canada. Analytical Product 2011



## LABOUR FORCE

## YORKTON

<b>TOTAL POPULATION AGED 15 YEARS AND OVER</b>	<b>14,705</b>
<b>IN THE LABOUR FORCE</b>	<b>9,695</b>
<b>EMPLOYED</b>	<b>9,205</b>
<b>UNEMPLOYED</b>	<b>490</b>
<b>NOT IN THE LABOUR FORCE</b>	<b>5,010</b>
<b>PARTICIPATION RATE</b>	<b>65.9%</b>
<b>EMPLOYMENT RATE</b>	<b>62.6%</b>
<b>UNEMPLOYMENT RATE</b>	<b>5.1%</b>

Source: Statistics Canada Census 2011

## YORKTON'S LABOUR MARKET

The city's labour market area covers approximately 32,600 square kilometers (12,587 square miles), 5.1% of Saskatchewan's total area. A regional labour force of 41,500 is available within this area representing about 6% of Saskatchewan's total population. Recruitment and training of workers is a primary goal of the community, with strong regional and provincial recruitment strategies underway to attract skilled labour from across Canada and the United States.

The development of the Parkland College Trades & Technology Centre, and its expanded curriculum, will allow the city to meet the needs of new and existing specialized jobs in the community and region. The Trades & Technology Centre opened in September 2015 with 66 new students learning in the facility. We are recruiting professional, trained immigrants through the Saskatchewan Immigrant Nominee Program, and are working with First Nations groups to train aboriginals to bridge labour market gaps.



**YORKTON**  
WHERE WE ARE IN CANADA



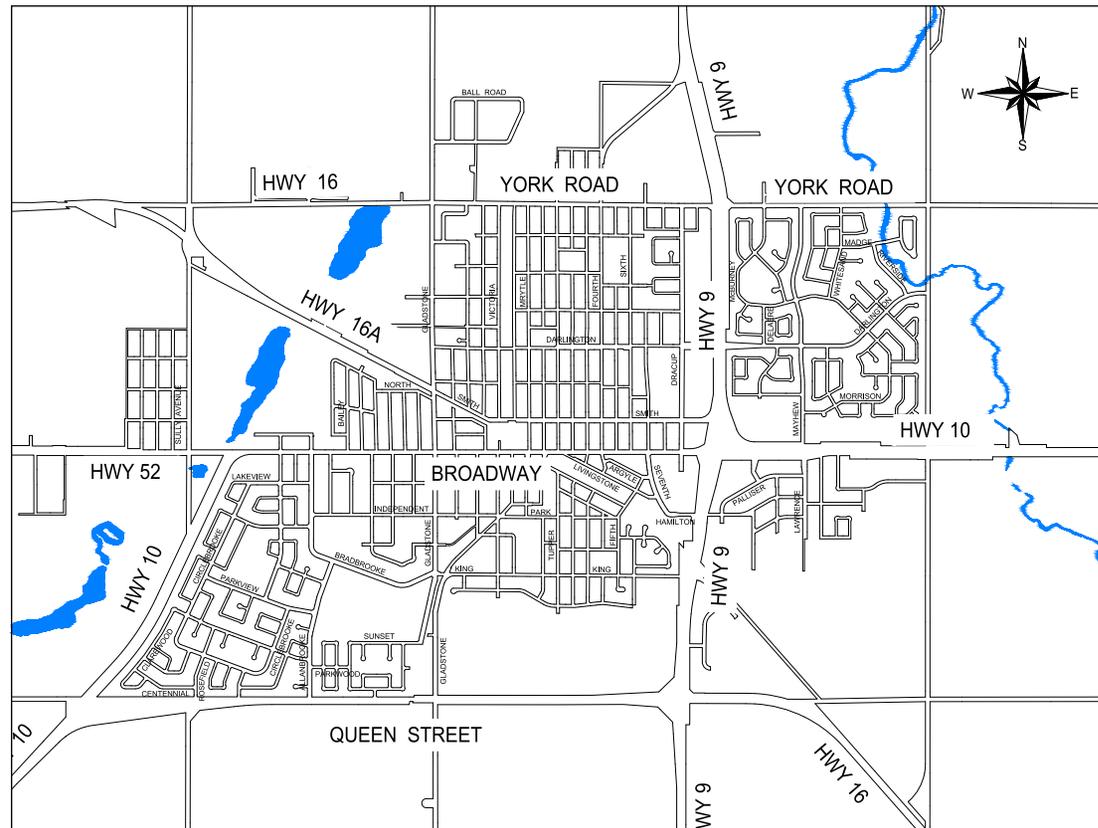
**YORKTON**  
WHERE WE ARE IN SASKATCHEWAN

## STRATEGIC LOCATION

Yorkton is located close to rich agricultural and mineral resources, and whether you access the City by train, auto or plane, we have you covered! We have a great network of highways and railways along with our regional airport. All of these provide excellent opportunities to move your product from Yorkton to global destinations.

Yorkton's strategic location on Hwy #16 between Winnipeg and Saskatoon allows it to play a key role in the distribution of goods and services either within the western provinces or to the United States. Both the Canadian National and Canadian Pacific Railways have major transportation links to Yorkton and service the canola crushing plants and other industries in this region.

Yorkton is also located within a trade corridor that connects Mexico and the mid-western states with the Port of Churchill in Manitoba and other areas of Western Canada. Yorkton has actively participated in the Ports-to-Plains Northern Working Group Strategic Plan to enhance this trade corridor and the numerous markets that exist within it.



*“Yorkton actively supports all types of industries and businesses. Companies have very good access to employees and suppliers, and can successfully sell to customers provincially, nationally and around the world.”*

– Linda Turta, Vice Chairperson



RAM Industries started operations in Yorkton in 1974. Since its inception, the Company’s expertise has been to engineer and manufacture hydraulic and pneumatic cylinders. RAM serves a wide client base, selling to a variety of industries across North America that require cylinders for use in specialized hydraulic systems and equipment.

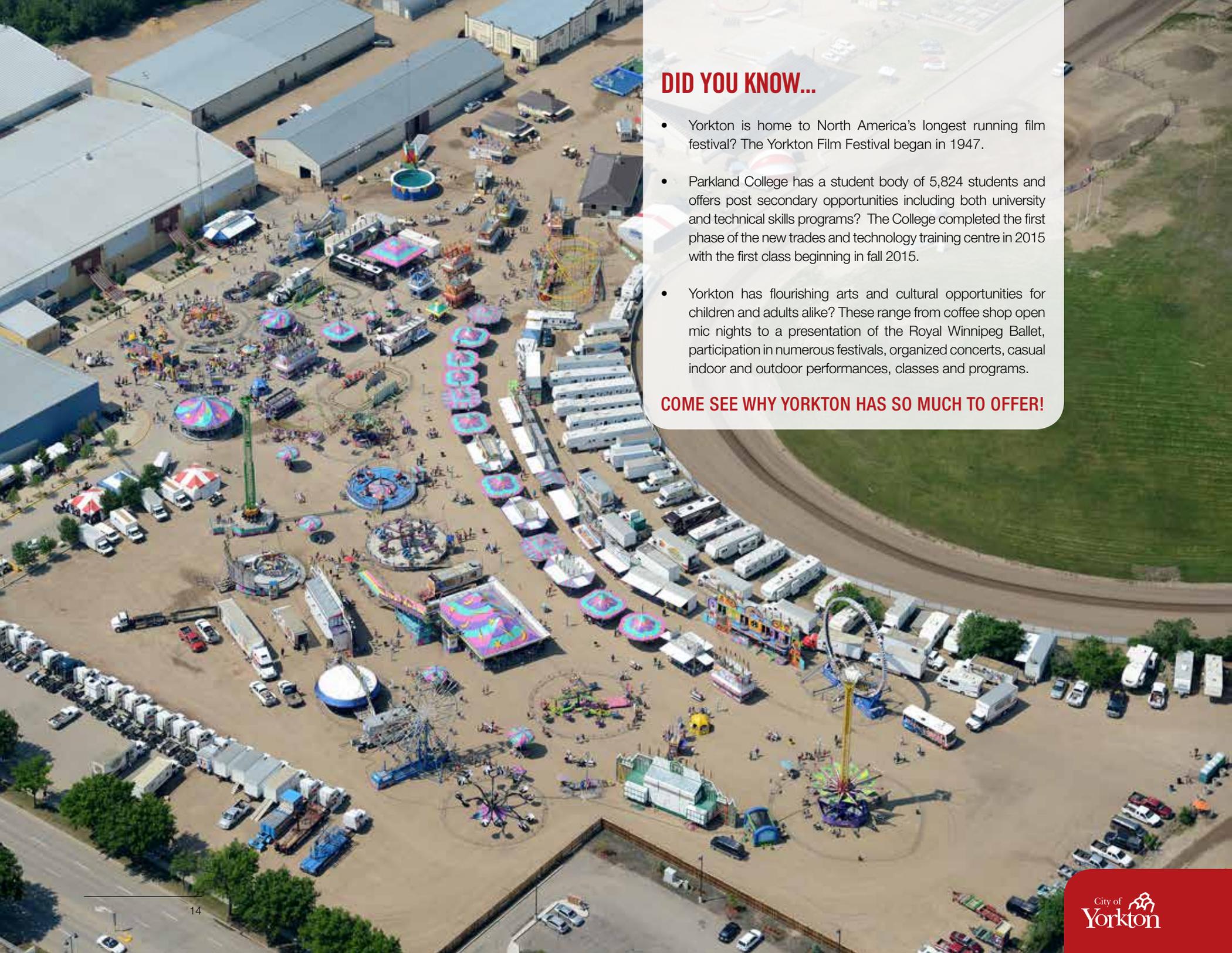
RAM chose Yorkton to start their business because it served as a centralized location to the Western Canadian agricultural market. RAM’s location and capabilities were initially targeted to meet manufacturers’ cylinder needs within this sector. Over the years, RAM’s ability to provide cylinder solutions to manufacturers has grown to successfully serve many other customers and markets, all from its original location in Yorkton.

RAM Industries is a family business, and has contributed to Yorkton and the surrounding areas by providing job opportunities to other families by hiring many talented, technical, and professional employees that live within the region.

The Company also actively supports a number of area initiatives. This includes community sports such as swimming, hockey and soccer and the Yorkton Community Clubhouse Project; fundraisers such as Snowarama, the Canadian Cancer Society and STARS; service organizations such as the Rotary Club of Yorkton; and special events such as the Yorkton Festival of Culture.

RAM is a major contributor to the Heath Foundation of East-Central Saskatchewan because of the positive impact their initiatives have on the employees and families at RAM. The Company is also a major contributor to the new Parkland College Trades & Technology Centre. This new facility provides skills training critical to Yorkton and area’s manufacturing and processing businesses, and is an important catalyst for economic development in the region.

RAM’s Vice Chairperson Linda Turta considers Yorkton a location where businesses can build, grow and succeed on an international level.



## DID YOU KNOW...

- Yorkton is home to North America's longest running film festival? The Yorkton Film Festival began in 1947.
- Parkland College has a student body of 5,824 students and offers post secondary opportunities including both university and technical skills programs? The College completed the first phase of the new trades and technology training centre in 2015 with the first class beginning in fall 2015.
- Yorkton has flourishing arts and cultural opportunities for children and adults alike? These range from coffee shop open mic nights to a presentation of the Royal Winnipeg Ballet, participation in numerous festivals, organized concerts, casual indoor and outdoor performances, classes and programs.

**COME SEE WHY YORKTON HAS SO MUCH TO OFFER!**



# OUR COMPETITIVE POSITION

Yorkton's ability to attract new business investment is important in achieving the City's vision of becoming a growing, dynamic, regional centre, *Where Good Things Happen*. New and expanding businesses are becoming stakeholders in our community, providing job opportunities and generating tax revenue, which in turn contribute to Yorkton's excellent quality of life. Our location, business climate, and moderate property taxes and land prices are some of the competitive advantages Yorkton has to attract new investment.

# BUSINESS CLIMATE

A strong mixed demography, well educated and skilled workforce, healthy employment rate, and stable commercial, industrial and residential sectors are factors supporting our community's viability and attractiveness for investment.

Yorkton Plumbing and Heating was the 2014 winner of the Business of the Year award at the Achievement in Business Excellence (ABEX) awards gala, organized by the Saskatchewan Chamber of Commerce.



**Population Change (2010 To 2015):**  
**Estimated Unemployment Rate:**  
**Median Household Income:**  
**Average Household Discretionary Income:**  
**Average Household Net Worth:**  
**Average Value Of Primary Real Estate:**

**↑ 6.3%**  
**2.76%**  
**\$65,144**  
**\$35,044.18**  
**\$346,137**  
**\$329,873**

**Average Time To Buy A Home:** 4.5 years  
**Property Tax:** 2.88%  
**Average Property Tax:** \$2,222  
**Average Property Tax As A % Of Average Income:** 3.0%  
**Sales Tax:** 10%  
**Average Income Tax for Individual Earning \$50,000:** \$10,071

Source: MoneySense Magazine, Vol. 17, No.4. <http://www.moneysense.ca/planning/canadas-best-places-to-live-2015-overview/>



## COMPANY PROFILE

## INFLUENTIAL FEMALE ENTREPRENEURS

*"Yorkton is a wonderful place to raise a family and be a business owner."*

– Terri Pederson, Owner



The Vintage Vault is a high-fashion and brand name consignment store located in the middle of Downtown Yorkton. Owner Terri Pedersen opened her store in October of 2013. It provides vintage styles such as Chanel, Gucci and Oscar de la Renta. Born and raised in Yorkton, Terri and her team of fashion therapists are passionate about reducing, recycling, and reusing and looking fantastic while doing so.

The Vintage Vault attracts a sophisticated professional clientele who enjoy both the shopping and fashion experience provided. Terri's reasons for starting a vintage store here in Yorkton evolved from her artistic outlook on life, her passion for fashion, and her drive to help others identify their passion.

The Vintage Vault has not only provided a different sense of fashion for the community but it has also opened up the door for job opportunities; this allowed

Terri to be able to give back to her community as she had always wanted.

Terri is also the chairperson for Rediscover Downtown, a business group interested in revitalizing downtown while providing a culture that brings both visitors and residents to this area of the community.

Rediscover Downtown is a subcommittee of the Yorkton Business Improvement District (YBID), a group of business owners interested improving the quality of life for Yorkton through innovative marketing and promotion initiatives.

The Vintage Vault has experienced a growth of at least 50% in March of 2015 when compared to March of 2014 and has seen comparable growth for every month this year (2015).



## MODERATE TAXES

Yorkton offers a great business environment for growth and investment with moderate property taxes, incentives for new and expanding businesses, competitive lease rates and land prices. Our business environment is as progressive as it is diverse, with companies in manufacturing, food processing, construction, information and culture, plus a wide range of retail & health services: These businesses form the foundation of Yorkton's economy.

2014 Taxes Based On Average Single Family Residential Property Value In Each City\*

City	Total Property Tax	Rank
Meadow Lake	\$1,887.75	1
Melville	\$1,903.76	2
Moose Jaw	\$1,929.70	3
<b>Yorkton</b>	<b>\$2,014.13</b>	<b>4</b>
Swift Current	\$2,118.54	5
Weyburn	\$2,219.21	6
Humbolt	\$2,277.72	7
North Battleford	\$2,396.62	8
Prince Albert	\$2,594.34	9
Melfort	\$2,661.75	10
Regina	\$2,867.00	11
Saskatoon	\$2,929.85	12
Warman	\$2,942.50	13
Martensville	\$2,966.52	14

\* Including School Property Tax

2014 Taxes on \$100,000 Taxable Assessment Commercial Property

City	Total Property Tax	Rank
Saskatoon	\$1,761.77	1
Weyburn	\$1,917.87	2
Regina	\$2,137.03	3
Martensville	\$2,318.02	4
Moose Jaw	\$2,350.41	5
Swift Current	\$2,365.40	6
Warman	\$2,365.80	7
Melville	\$2,478.93	8
Humbolt	\$2,524.50	9
Estevan	\$2,679.50	10
North Battleford	\$2,825.16	11
Meadow Lake	\$2,898.58	12
Melfort	\$3,023.12	13
<b>Yorkton</b>	<b>\$3,058.00</b>	<b>14</b>
Prince Albert	\$4,325.26	15

## COMPANY PROFILE

*"I love to support locally and I am a big advocate of young entrepreneurs. I believe that communities will only flourish if we support each other locally. Yorkton is a goldmine with much potential."*

– Jody Johnson, Owner



Since April 2014, Budget Blinds of East Central Saskatchewan has been owned and operated by local designer, Jody Johnson. With over 1000 franchises across Canada and the United States, Budget Blinds gives you the benefit of a large company with the personal touch of a small business.

Budget Blinds provides a free in-home consultation where you can shop for blinds, shades, drapery, window film and more, from the comfort of your own home. Budget Blinds provides exclusive products, friendly service, expert measuring, and installation. They can also provide custom bedding, pillows, headboards, and area rugs. Recently, Budget Blinds added Tableaux, a new product line for designer grills, for specialty windows or art work.

Jody took over the Budget Blinds business because of her passion for interior design. She received a Bachelor Degree in Secondary Education, with a

## INFLUENTIAL FEMALE ENTREPRENEURS



major in History and a minor in Visual Arts. Jody gives back to the community by bringing her business to the client's home. This puts the possibility for custom design at the client's finger tips, while allowing them to shop locally. Jody also partners with local developers, residential and commercial, to provide her services to the residents of new homes or businesses.

Jody encourages other business owners, or individuals who are considering becoming an entrepreneur in Yorkton, to pursue their passion "because this is a City with great potential." Within her first year, Jody met and surpassed her projected growth plan by large margins. The small town feeling and great opportunities are a few of the reasons why owning a business in Yorkton can be so rewarding. She believes Yorkton is a community with a great level of cultural diversity, which is open to new ventures and the possibility of growth in all areas.



## FUTURE DEVELOPMENT AT THE YORKTON REGIONAL AIRPORT (YRA)

Freight transportation will be an important function of the Yorkton Regional Airport over the next twenty-five years. With Yorkton expected to grow to 36,000 people by 2038, the airport's strategic location will allow it to serve as a distribution centre to remote locations in Saskatchewan and Manitoba.

With connections, east, west, south and north, the Yorkton Regional Airport will diversify its operations over the next 25 years and provide services to shippers looking for air freight service either within or outside of Saskatchewan.

Located two miles north of Yorkton, the YRA offers a strategic intermodal transportation hub expected to be expanded over the next 25 years. This hub will offer easy access to the Canadian National Railway links throughout Canada and the United States as well as the Canadian Pacific Railway.

Situated within the Ports-to-Plains Corridor, our strategic location allows us world-class global logistics to international and domestic transportation companies. Our geographic position will allow the YRA to offer a cost-effective solution to any logistical issue.

The YRA will become an economic driver to the region through its business-park and linkages to major transportation networks throughout Western Canada and the United States.

*“My grandfather travelled through Yorkton many times in the late 50’s as an executive in the oilfields and when we moved here in the 70’s, he commented that he knew Yorkton would be a boomtown with the railroads and the highways intersecting.”*

– Laurie Renton, Owner



Laurie Renton (right)



With smart business acumen and strong work ethic, Laurie Renton decided to start her own business LR Future Insurance & Investments in November of 1994 in Yorkton, a place she calls home. LR Future provides services which include Investment Consulting, Property and Casualty Insurance, Health, Travel, Retirement and Real Estate Planning, and Debt Management. Her newest service is Life Matters Strategies, which integrates coaching with financial services. For Laurie and her staff, the results of doing business in Yorkton are nothing but rewarding.

Laurie’s reasons for starting this business include the fact that she had previously worked in the financial services industry here in Yorkton for 8 years and this has always been her passion. For Laurie, doing business in Yorkton has been nothing but joy, as she is not only able to gain clients but also create friendships. Laurie’s belief is that Yorkton truly is a city that is open to new ventures and the fact that as a region, it is the third largest trading area in Saskatchewan, makes it a great place to be.



## NEW BUSINESS PROFILES

SportChek is a retailer of apparel, sporting goods and footwear. The residents of Yorkton have better access to these items without having to travel for two hours to Regina, Saskatchewan. This retailer will help in the promotion of a life of health and fitness for the residents of Yorkton. Atmosphere is an outdoor sports and recreation retailer that offers a range of medium to high end products such as equipment, clothing and sporting gear. This retailer also will contribute to Yorkton by continuing the promotion of health and fitness for the residents of Yorkton.



Parkland College Trades & Technology Centre in Yorkton. (photo provided by Parkland College)

## INITIATIVES FOR 2016–2017

A number of initiatives are planned for the years 2016 – 2017 to make Yorkton an even better place to do business. These initiatives include:

### CREATING AN ECONOMIC DEVELOPMENT PLAN

The 2016 – 2019 Strategic Economic Development Plan for the City of Yorkton will outline the ways through which the City will organize its available resources to manage current and future economic growth. The Yorkton Economic Development Committee and the Economic Development Department will set the economic priorities for the next three years to pave way for new investment and economic prosperity in the City.

### REVAMPING THE ENTERPRISE ZONE INCENTIVE PROGRAM

The Enterprise Zone Incentive Program (EZIP) was introduced in 2005 to establish an Enterprise Zone to provide development and property improvement

incentives. The City wanted to promote economic growth and enhanced development opportunities within the designated Enterprise Zone. The objective was to revitalize and beautify the Enterprise Zone by removing blight, expanding the tax base, and increasing the economic vitality of the Downtown and West Broadway Corridor.

Now, in consultation with the key stakeholders, the City is working on preparing a city-wide incentive program for:

- a) Heritage Preservation
- b) Brownfield Remediation
- c) Business Creation and Expansion

The new program is intended to promote citywide development and improvement opportunities through incentives for property owners, developers and businesses.



### LOGISTICS INTELLIGENCE FRAMEWORK

In 2014, the City's Economic Development Committee undertook an initiative with Lawmark International Consulting to gain an understanding of the requirements for new logistic and transportation services within Yorkton. Through a series of business outreach interviews it became evident that there were opportunities for more dynamic trade corridors for products/exports to national and international markets if improvements to the region's transportation network and city infrastructure could occur in a timely manner.

These interviews resulted in the creation of the Integrated Commercial Transportation Project (ICTP). This project is a multi-phased, multi-year concept in which the transportation network and city infrastructure are enhanced to facilitate the operation or development of value-added agricultural businesses located in proximity to

the Grain Millers Drive corridor. Although still in its early stages, this project will greatly improve the competitiveness of this region in reaching global markets. It is an incredibly exciting possibility that could come to fruition over the next 24 to 48 months.

Opportunities have crystallized that could be the building blocks to diversifying economic development within east-central Saskatchewan and most certainly within this region. These include the following: (1) Trans-loading/Inter-Modal Facility; (2) Truck Service Facility; (3) Short-line Rail Operation/Spur Line; (4) Sourcing of Containers; (5) Co-operative Shipping of Product; and, (6) Rail Car Wash Facility.





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