

**CITY OF YORKTON**  
**REGULAR COUNCIL MEETING AGENDA**  
**Monday, January 10, 2022 - 5:00 p.m.**  
**Council Chambers, City Hall**

1. **CALL TO ORDER**
2. **APPROVAL OF AGENDA**
3. **PUBLIC ACKNOWLEDGEMENTS**
4. **APPROVAL OF MINUTES**
  - Regular Council Meeting Minutes – December 20, 2021
5. **UNFINISHED BUSINESS**
6. **REPORTS OF COUNCIL COMMITTEES AND MATTERS REFERRED**
  - Economic Development Committee Meeting Minutes of May 13, 2021
  - Mayor Hipsley – 2022 Council Committee/Commission/Board Appointments
7. **HEARING OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
8. **BUSINESS ARISING OUT OF PETITIONS, PUBLIC NOTICES AND PRESENTATIONS**
9. **CORRESPONDENCE**
  - Tourism Yorkton – 2021 Annual Report
10. **BYLAWS**
11. **ADMINISTRATIVE REPORTS**
  - Director of Finance
    - Request Transfer of Titles – Tax Enforcement
  - Manager of Community, Culture & Heritage
    - Investing in Infrastructure Program (ICIP) – Community, Culture and Recreation Infrastructure Stream Phase I Intake – Godfrey Dean Cultural Centre Updates
  - City Controller
    - Municipal Revenue Sharing – Annual Declaration of Eligibility
12. **GIVING NOTICE OF MOTION**
13. **IN CAMERA SESSION**
14. **ADJOURNMENT**

# Economic Development Committee

MINUTES

MAY 13, 2021

7:00 A.M.

CITY HALL COUNCIL CHAMBERS

Attendees	Marty Sveinbjornson, CV Sastry, Gaurav Thakur, Connie Brown (via Zoom), Councilor Darcy Zaharia (via Zoom), Charles Ryder (via Zoom)
Staff	Michael Eger (Director of Planning, Building & Development), Samuel Twumasi (Economic Development Officer), Jody Hahn (Administrative Assistant)
Guests	
Regrets	
Absent	Don Reed, Councillor Dustin Brears, Lonnie Kaal (City Manager)
Recording	Jody Hahn
Call to order	7:04 a.m.
Adjourn	7:50 a.m.

## Agenda Topics

### Adoption of Agenda

Motion 13-21	<b>SVEINBJORNSON</b> That the Economic Development Committee Agenda be approved. CARRIED.
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### Minutes of the April 8, 2021 Meeting

Discussion	Minutes from the April 8, 2021 meeting of the Committee were circulated.
Motion 14-21	<b>ZAHARIA</b> That the minutes of the April 8, 2021 meeting be approved as presented. CARRIED.

### Beautification of Hwy #9 & Broadway Intersection

Discussion	<ul style="list-style-type: none"><li>Samuel presented to the group the beautification of Hwy #9 &amp; Broadway intersection that was open for tender on May 4, 2021. The project will feature gabion walls with City of Yorkton signage and lighting on the southwest and southeast corners. Also included will be giant planter pots on the medians and landscaping.</li><li>A question and answer period followed the presentation and discussion amongst Committee and Chamber members ensued. The Committee inquired where the bulk of the money will be spent. Samuel answered that the majority of the budget will go towards the gabion walls featuring the Yorkton signage, as well as, berms and landscaping. Other topics discussed included the tender closure date of May 17, 2021, trees, maximizing the budget, the Howard Johnson corner, pathways and a significant landmark for Yorkton.</li></ul>
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### Discussion

### Business Scale-up and Productivity (BSP) Program

Discussion	<ul style="list-style-type: none"><li>Samuel presented to the group the Business Scale-up and Productivity (BSP) Program. BSP is an interest-free, repayable funding program for high-growth</li></ul>
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	<p>incorporated businesses in Western Canada. Samuel poised the following questions to the committee:</p> <ul style="list-style-type: none"> <li>○ Would Yorkton businesses take advantage of this program?</li> <li>○ How do we promote this and let residents know this program is available?</li> </ul> <ul style="list-style-type: none"> <li>• A question and answer period followed the presentation and discussion amongst Committee and Chamber members ensued. Topics discussed included that small businesses are currently struggling, the low risk of the program and promotion. Ideas discussed for promotion included Facebook, the City of Yorkton's website, sending an alert out through a targeted app and using any of the City's Economic Development platforms.</li> </ul>
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## Deer Park Extension

Discussion	<ul style="list-style-type: none"> <li>• CV presented to the group a discussion topic on the Deer Park extension. In the last council meeting, they discussed the expansion of the food and beverage outlets at the Deer Park Golf Course. CV inquired if there were any recommendations to have the food and beverage area a little bit bigger, is there any advantage to that or is it good as it is.</li> <li>• Darcy discussed that there were different layout options for the course clubhouse. The main difference between the three options was the dining area; two options were about 3,000 sq. ft. The other option had reduced kitchen services with a dining area footprint of around 1,400 sq. ft. The majority of the council decided to go with the reduced dining services and the smaller footprint for the dining area inside. The deck in all the options was the same size.</li> <li>• A question and answer period followed the presentation and discussion amongst Committee and Chamber members ensued. Topics discussed included maximizing the clubhouse to facilitate weddings and banquets, the concern of Deer park not currently having any water or sewer services from the City of Yorkton, positivity for a smaller facility, events at the Gallagher Center, contracted catering services, cost recovery of city facilities and economic spin-off.</li> </ul>
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## Next Meeting

Motion 15-19	<p><b>ZAHARIA</b></p> <p>Motion to cancel June and July's meetings. Next meeting at the call of the chair for August 2021. CARRIED.</p>
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## Adjournment

Motion 16-19	<p><b>SVEINBJORNSEN</b></p> <p>That the Economic Development Committee Meeting be adjourned at 7:50 a.m. CARRIED.</p>
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CV Sastry  
CHAIRPERSON  
CV Sastry

Jody Hahn  
RECORDING SECRETARY  
Jody Hahn



January 6, 2022

Memorandum to: Members of Yorkton City Council

Re: 2022 Council Committee/Commission/Board Appointments

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I have attached a proposed list of the '2022 Council Committee/Commission/Board Appointments,' and would like to recommend the following:

**RECOMMENDATION:**

**That the Council of the City of Yorkton accept the resignations received from any 2021 Council Committee/Commission/Board Members, and further, approve the appointments as listed on the '2022 Council Committee Member List;' as attached, and further, that the residency requirements for those members be waived where applicable; and that any members who have served terms longer than permitted in their respective bylaws and terms of reference be granted extensions to remain on those committees if desirous.**

Respectfully submitted,

**Mitch Hipsley**

MAYOR MITCH HIPPSLEY

Enclosures (2)

Committee List  
YBID Board Letter Dated December 15, 2021

## **2022 Council Committee Member List**

\*indicates a member new to the board

\*\*indicates a Councillor new to the board

### **Civic Recognition Awards Committee**

*(Council Policy No. 10.440 requires 2 members at large and 3 members of Council)*

1. Mayor Mitch Hippsley
2. Councillor Quinn Haider
3. Councillor Chris Wyatt
4. Gerry Pepler
5. Tom Seeley

### **Development Appeals Board**

*(Requirement under The Cities Act Section 192. (1) and City of Yorkton Bylaw No. 2/2010)  
(Bylaw permits for 3-5 members)*

1. Arliss Dellow
2. Jerome Niezgoda
3. Stephen Rosowsky\*
4. CV Sastry
5. Sheldon Stechyshyn

### **District Planning Commission**

*(Requirement under The Planning and Development Act, 2007 Section 97(2)(ii) and  
City of Yorkton Bylaw No. 18/2007 (Bylaw requires 2 members of Council)*

1. Mayor Mitch Hippsley
2. Councillor Ken Chyz

### **Economic Development Committee**

*(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No.  
7/2011) (Bylaw requires 5 – 10 members)*

1. Councillor Dustin Brears
2. Councillor Darcy Zaharia
3. Bob Knox
4. Don Reed
5. CV Sastry
6. Marty Sveinbjornson
7. Brian Hilderman\*
8. Dana Wilkins\* (Parkland College)

### **Emergency Planning Committee**

*(Requirement under The Emergency Act Section 9 (1) and City of Yorkton Bylaw No. 7/98)*

1. Fire Chief Trevor Morrissey - EMO Coordinator
2. Mayor Mitch Hippsley
3. Councillor Dustin Brears
4. Councillor Ken Chyz
5. Councillor Randy Goulden
6. Councillor Quinn Haider
7. Councillor Chris Wyatt
8. Councillor Darcy Zaharia

### **Environmental Committee**

*(City of Yorkton Bylaw No.9/2011) (Bylaw requires 2 members of Council and 7 Members at Large)*

1. Councillor Dustin Brears
2. Councillor Darcy Zaharia
3. Sandra Bilan
4. Stefan Bymak
5. Tom Couville
6. Shannon Erickson
7. Matt Poier
8. Jason Signarowski
9. Malena Vroom

### **Gallagher Centre Board**

*(As per the Agreement with Yorkton Agricultural and Industrial Exhibition Association – July 12/2013)*

1. Mayor Mitch Hippsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden (Chair)
5. Councillor Quinn Haider

### **Municipal Heritage Advisory Sub-Committee**

*(Required under The Heritage Property Act, Section 10 and Bylaw No. 5/2011)  
(Bylaw requires 3-6 members)*

1. Gene Denischuk
2. Tamara Hall
3. Geraldine Hippsley
4. Larry Pearen

### **Planning and Infrastructure Commission**

*(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No. 5/2011) (Bylaw requires 7-11 members)*

1. Councillor Randy Goulden
2. Councillor Quinn Haider
3. Eugene Fedorowich
4. Doug Forester
5. Gordon Gendur (Good Spirit School Division)
6. Isabel O'Soup
7. Amit Patel\*
8. Mike Popowich
9. Eleanor Shumay
10. Glen Tymiak
11. Patricia Zaryski (Christ the Teacher Catholic School Division)

### **Property Standards Appeal Board**

*(Pursuant to Section 329 of The Cities Act)*

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Chris Wyatt
5. Councillor Darcy Zaharia

### **Protective Services Committee**

*(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No.8/2011) (Bylaw requires 2 members of Council and 8 Members at Large)*

1. Mayor Mitch Hipsley
2. Councillor Dustin Brears\*\*
3. Donna Evans
4. Michelle Goulden
5. Greg Klingspon (SHA) \*
6. Terri-Ann Lepowick
7. Larry Pearen
8. Lauretta Ritchie-McInnes
9. Scott Robertson\*
10. Andrew Sedley

### **Recreation and Community Services Committee**

*(Determined by Council as defined in The Cities Act Section 55 (a) and City of Yorkton Bylaw No. 6/2011) (Bylaw permits for 7-10 members)*

1. Councillor Ken Chyz
2. Councillor Randy Goulden
3. Donna Brothwell
4. Katie Ecklund\*
5. Tamara Hall\*
6. Yuri Forbes-Petrovich\*
7. Melinda Sevilla
8. Scott Sharpe\*
9. Tonia Vermette
10. Delmar Zwirsky

### **Yorkton Business Improvement District**

*(As established under The Cities Act Section 25 and City of Yorkton Bylaw No.10/2012) (Bylaw requires 10 members elected plus 1 City Rep – Council ratified)*

1. Councillor Ken Chyz
2. Phoebe Buckle
3. Sean Craib-Petkau
4. Doug Hull
5. Edith Montesclaros\*
6. Dave Nussbaumer
7. Gale Pelletier
8. Andrew Rae
9. Laurretta Ritchie-McInnes
10. Damon Syrota
11. Bruce Thurston

### **Yorkton Housing Corporation Board**

*(As established by City of Yorkton Bylaw No. 46/2008) (Bylaw requires all 7 members of Council)*

1. Mayor Mitch Hipplesley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Chris Wyatt
7. Councillor Darcy Zaharia



### **Yorkton Airport Authority**

*(As per the Terms of Reference and requirements under The Corporations Act) (T.o.R. requires 5-9 Directors)*

1. Mayor Mitch Hippsley
2. Councillor Dustin Brears
3. Councillor Ken Chyz
4. Councillor Randy Goulden
5. Councillor Quinn Haider
6. Councillor Chris Wyatt
7. Councillor Darcy Zaharia

### **Yorkton Public Library Board**

*(As established under The Public Libraries Act, 1996, Section 13)(Membership is 5-9 members one of which may be a Councillor)*

1. Councillor Chris Wyatt
2. Juanita Brown
3. Eileen Dellow
4. Tamara Hall
5. Luba Magis\*
6. Laretta Ritchie-McInnes
7. Melinda Sevilla
8. Malena Vroom
9. Darcy McLeod, Ex-Officio

### **Parkland Regional Library Board**

*(As per The Public Libraries Act, 1996: Section 32 (3) and 32 (4))(Membership may provide for up to 4 appointments from Yorkton Public Library Board and alternates)*

#### *Members:*

1. Councillor Chris Wyatt
2. Juanita Brown
3. Tamara Hall
4. Laretta Ritchie-McInnes

#### *Alternates:*

1. Eileen Dellow
2. Luba Magis\*
3. Melinda Sevilla
4. Malena Vroom

**NOTE:**

1. The Mayor is an ex-officio voting member of all Council Committees and when in attendance possesses all of the rights, privileges, powers and duties of other members, whether elected or appointed, however the Mayor's attendance shall not be included for the purpose of determining a quorum.
2. All members of Council may attend the meetings of Council Committees established by Council, and may take part in the proceedings of the same, however unless appointed as a member, shall not have a vote.



Dec. 15, 21

Dear Mayor Mitch Hipsley,

Re: Nominations for YBID 2022 Board of Directors

On behalf of the YBID Board of Directors we wish to thank you and members of your council for the ongoing support we receive during the course of our terms.

A large portion of our success comes from the input of our board and the partnerships we have established over the many years of YBIDs existence.

Since it began, the established policy of the membership of the YBID board has been to ask members in November if they wished to continue. Depending upon how many wish to step down, that is the number we replace. This year is no exception.

We are saying farewell to Sandy Kerr who has enjoyed the board and the YBID work but needs to step away for personal reasons. We wish Sandy all the best and wish to thank her for her time, input and participation.

The following individuals wish to be a part of the Board of YBID for 2022:

Gale Pelletier- Painted Hand Casino (returning)

Andrew Rae- Xerox Canada (returning)

Bruce Thurston- Yorkton Legacy Co-op (returning)

Damon Syrota – Cornerstone Credit Union (returning)

Phoebe Buckle- Under the Covers (returning)

Dave Nussbaumer – Lakeview Insurance Broker/Owner Baker Tilley Building (returning)

Doug Hull – JA Audio (returning)

Lauretta Ritchie-McInnes – Yorkton Constituency Office (returning)

Sean Craib-Petkau – Parlour Barbour (returning)

**Edith Montesclaros – East Central New Commers Centre (new for 2022)**

Ken Chyz- Ken Chyz Holdings, City Council Member (or other as appointed by Mayor)

Once your appointments have been made and please advise our YBID Executive Director Donna Brothwell. YBID will provide your office with all contact information of the full board for 2022 via your City Clerk.

Thank you again for the opportunity to serve our city and continue our co-operation and relationship with council.

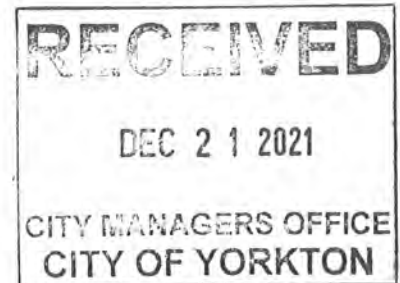
Donna Brothwell

Executive Director YBID



December 20, 2021

City of Yorkton  
Office of the City Clerk  
Ms Jessica Matsalla  
PO Box 400  
Yorkton, SK S3N 2W3



Ms Matsalla,

We are pleased to provide the information as required by the City of Yorkton.

We appreciate the continued partnership and look forward to promoting the services, attractions and programs Yorkton has to offer.

Thank you.

Kind regards,  
Darlene Stakiw  
President

# 2021

## Annual report



Tourism  
Yorkton







## Who we are

Tourism Yorkton is a non-profit membership-based organization founded in 1985 and governed by a Board of Directors. We operate with two full time staff and summer information councillors.

Tourism Yorkton is one of four stand-alone visitor information centres in Saskatchewan and the only year-round visitor information centre open on the Yellowhead Highway between Winnipeg and Saskatoon and in the eastern portion of Saskatchewan.

## Board of Directors

Darlene Stakiw, President	Avalon Studios & Gallery
Robert Ashcroft	Custom Microsystems
Barb Lang	Marlin Travel
Taylor Morrison	Gallagher Centre
Charles Ryder	Painted Hand Casino
Samuel Twumasi	City of Yorkton, Economic Development (until August)
David Balysky	City of Yorkton, Business Liaison (since November)
Carla Madsen	Western Development Museum
Janet Thomas	Home Inn and Suites
Randy Goulden, Executive Director	Tourism Yorkton

### Mission Statement

To realize economic benefit for the Yorkton area through tourism.

## Objectives

- To establish, maintain, and manage an office for the transacting and coordination of conventions, tourism information distribution and special event business for the City of Yorkton area
- To assist members and interested groups with convention or visitor meeting plans and preparations
- To provide a liaison between convention, tourism, visitor and special event planners and organizers and the services and facilities located in the City of Yorkton area

- To promote the services, attractions and facilities of the City of Yorkton and area
- To promote and encourage tourism related training and education programs
- To distribute information directly through advertising, mail, internet and personal contact.
- To promote, advance and encourage the convention, tourism, visitor and special event industry in general for Yorkton and area members
- To be the provider of information services to tourists/visitors while in Yorkton
- To be a coordinator of available services and organizations involved in tourism
- To be an advocate for the tourism industry



### **Economic impact of tourism**

*Local revenues:* Travel and tourism generated an estimated \$42.2 million in travel receipts in the Yorkton constituency (2019).

*Local employment:* Out of the 71,800 people employed within Saskatchewan, there were 1,718 people employed in the tourism related industries in the Yorkton constituency (2019).

*Training:* Over the past three years, 238 individuals in Yorkton constituency have participated in training through the Saskatchewan Tourism Education council, a division of Tourism Saskatchewan.

*Provincial employment:* Saskatchewan employs 71,800 people in tourism related industries (2019).

*Provincial business events:* There are 4,200 tourism products and services in Saskatchewan.

*Provincial revenue:* Travel and tourism generate an estimated \$2.24 billion in travel receipts annually in Saskatchewan.

*Education:* The Saskatchewan Tourism Education Council, a division of Tourism Saskatchewan, delivered a variety of training programs to 10,000 people, in 200 communities, across the province.

#### **Do you know someone we should contact?**

Tourism Yorkton is always looking for new members.

Call us at 306.783.8707

All leads are appreciated.

## **Service and program activities**

### **2021 highlights**

- Tourism Yorkton has the second largest membership (after Saskatoon) of a destination marketing organization in Saskatchewan.
- Our classic metal train in front of the building was transformed with bright colorful yarn (a form of graffiti or street art) designed and knit by local artists Michelle Easton and Tonia Vermette.
- The outdoor photo stand was restored and repainted by Mya Lauer for visitors to put their face into an old fashion photo and share their photos with a Yorkton background.
- Local Indigenous people's artwork by Brian Marion, Darwin Keshane and Simone McLeod now hangs throughout the visitor centre.
- We participated with Tourism Saskatchewan in Destination Canada's Canada Nice theme in a uniquely Saskatchewan way; the regional marketing campaign resulting in 175,000 views.
- Our social media presence (Facebook, Twitter and Instagram) and website ([www.tourismyorkton.com](http://www.tourismyorkton.com)) were updated and refreshed, with social media focussing on calls to action.
- Staycation Bingo allowed local people to experience what Yorkton has for activities, attractions and fun while vying for tasty prizes from Scoops, Yorkton's open air ice cream shop. Bingo spots changed monthly to allow participants to experiencing all that Yorkton as to offer.
- An image bank of more than 700 professional photos was assembled – and continues to be expanded -- featuring Yorkton attractions, services and activities for use in print and digital media.

### **Visitor information centre**

Tourism Yorkton is open to the public on a year-round basis, providing tourist services and information about the Yorkton area and Saskatchewan. That includes travel literature and guides, maps, information about attractions, highway conditions, crop information, souvenirs, telephone, washrooms, water supply, sewer dumping station and more. Information is also available about British Columbia, Alberta, Manitoba, Ontario, northern USA and Alaska.

We provide tourism information to hotels, motels, service stations, campgrounds, offices (doctors, dentists, lawyers) and many local businesses.

Through direct contact with visitors, Tourism Yorkton strives to meet and exceed customer expectations through quality service and products. Tourism Yorkton provides travel counseling using the information series we produce, as well as that provided by Tourism Saskatchewan and the City of Yorkton.



Visitors can take home memories of Yorkton and Saskatchewan by purchasing unique Saskatchewan-made crafts, clothing, postcards and souvenirs.



Crop information and displays have been developed to answer the many questions relating to crops seen while driving through Saskatchewan. Tourism Saskatchewan uses the crop information handout developed by Tourism Yorkton.

Little Traveler packages are prepared for visitors traveling with children. Packages include crayons, Where Good Things Happen colouring sheets and Tourism Yorkton members' complimentary gifts.

Visitors to the information centre provide economic spin-off for Yorkton and area businesses and events. The centre operates during normal business hours but has extended hours from mid-June to the end of the Labour Day weekend in September, when it is open daily from 8 am to 6 pm on weekdays, and from 9 am to 5 pm on weekends and holidays.

This year Tourism Yorkton received 1,281 (2020) requests for information by telephone, email, website-based inquiries and mail. Information was sent out to people in Quebec, Ontario, Saskatchewan, Manitoba, British Columbia, Nova Scotia, Alberta, Newfoundland, Prince Edward Island, Northwest Territories, New Brunswick, Yukon, Nunavut, United States and overseas.

### **Ongoing activities**

*Access Communications:* Participate in reports promoting services, attractions and programs in the Yorkton area.

*Advocacy:* Develop positions and lobby on behalf of the members of Tourism Yorkton on local and provincial issues including parks, funding levels for the industry and signage.

*American Bus Association:* Continue to work with the travel trade.

*Awards/recognition programs:* Encourage/develop nominations of Yorkton and area businesses and organizations for awards programs of Tourism Saskatchewan, Attractions Canada and Tourism Industry of Canada.

*Bid Yorkton:* Proactively work with groups and organizations to host meetings/conventions/events in our city. Bid to Host package was implemented for community groups and organizations and distributed within the community. Successful bids have included SUN conference, Tourism Saskatchewan Golf Classic, Good SAM Samboree, Yellowhead Highway Conference, Lutheran Synod, Theatrefest, Grand Slam of Curling, Saskatchewan Country Music Awards and Saskatchewan Snowmobile Association Provincial Festival.

*CTC branding:* Continue to provide input into branding process with Canadian Tourism Commission.

*Canada Day program:* Develop the application for an annual provincial grant and partner with Western Development Museum to plan and implement the event, which has an annual attendance of approximately 1500 people.

*Cemetery walking tours:* Worked with City of Yorkton Municipal Heritage Committee to develop and sell the self-guided walking tour of the Yorkton Cemetery.

*Club and organization listings:* All clubs and organizations are contacted twice yearly for updated contact information. This information is available to the public.



*Coffee campground program:* Organize and implement the coffee campground program at the Yorkton city campground each June, July and August. This program offers free coffee, cookies and juice to visitors three evenings a week, with community volunteers providing first-hand community information. This program continues to receive many compliments from visitors. This program was suspended for 2021 because of Covid-19 restrictions.

*Community attraction signs:* Develop and implement with Community Development, Parks and Recreation a program that saw the installation of 24 community attraction signs. The signs promote attractions and special events and are located on the six major highway entries to the city. The signage was updated in 2019.



*Compass and ReFine magazines:* Provide monthly event calendar.

*Conventions Meeting Canada:* Provide information for manual on facilities that cater to corporate and non-profits for special events, product launches, meetings, etc.

*Crops of the Parkland walking tour:* Self guided tour that provides an opportunity to walk, explore and learn about Saskatchewan crops and agriculture practices with crop plots and interpretive signage. Located steps away from the visitor centre.

*Electronic media interviews:* Tourism Yorkton participated in interviews with 94.1 FM The Fox Yorkton, CJGX 940AM Yorkton, CTV Yorkton, CBC TV, SaskTel Max, 94.5 FM The Rock Yorkton and Access Communications.

*Familiarization tours:* Conduct tours of the city, attractions and businesses for groups, media, writers, tour operators, caravans as well as the Foam Lake visitor information centre.

*Hub and Spoke tours:* Market six tours.

*Marketing:* Research material from Tourism Saskatchewan is consulted and forms the basis of the marketing initiatives.

*Maps:* Tourism Yorkton develops and distributes mini-maps that promote member businesses, services, sport facilities and attractions, with 15,000 maps printed annually.

*Moving to Yorkton packages:* Develop welcome/information kits, available online, for people relocating to the City of Yorkton.

*Murals, Monuments and More Public Art:* Market and conduct the self-guided and guided walking tours.

*Partnerships:* Tourism Yorkton maximizes the use of marketing and product development dollars by forming partnerships with national, provincial, regional and local governments, groups and organizations.

*Presentations:* Continue to make presentations at community and local groups and organizations advocating the benefits of the tourism industry.

*SaskPower Shand Greenhouse seedlings:* Partner to distribute 4,000 seedlings to help keep Yorkton green.

*School tours:* Information is distributed to school districts within the city and in rural Saskatchewan and Manitoba about tours suitable for children available in Yorkton. The information is distributed by email and on the website.

*Saskatchewan History and Folklore Society:* Provide tour opportunities both for meetings and interested members.

*Tourism Saskatchewan Travel Trade Strategy:* Work with Tourism Saskatchewan on the strategy to bring more travel trade business to Saskatchewan.

*Tourism signing study:* Collaborate with the City of Yorkton and Saskatchewan Ministry of Highways on a study to evaluate existing signage and identify other opportunities for tourism signage at the entrance to city.

*Visitor guides:* Summer (50,000 copies) and Winter (50,000 copies) guides are published and delivered to subscribers of Yorkton This Week and Marketplace recipients and mailed to Manitoba residents. The visitor guides are also used as fulfillment pieces and as an information resource in local accommodations.

*Visitor information centre theme decorations:* Recognize and promote Yorkton area events and ethnic backgrounds by decorating for events such as the Yorkton Film Festival, Exhibition, Thresherman's Show and Seniors' Festival and Sunflower Craft Show.

*Volunteers:* Tourism Yorkton utilizes volunteers to host at campground coffee evenings, for packaging welcome kits, to conduct tours, assist with reception, deliver tourism information, deliver Canada flag posters to businesses and providing leadership to the board of directors.

*Walking tours:* These showcase some of Yorkton's most stunning locales and include Downtown Walk; St. Mary's Ukrainian Catholic Church tour; Relaxation in Sonja's Healing and Meditation Garden; Ravine Ecological Preserve walk; Promise and Potential: Yorkton in the Early 1900s; and Pokemon Come & Go.



*Wedding planning guide:* Develop and implement information for hosting weddings and anniversaries.

*Welcome bags:* Print 9" x 12" bags printed on both sides which are used for event welcome packages, information fulfillment, marketplaces, etc.

*Welcome banner:* Made available to groups, organizations or businesses when hosting special events.

*Welcome conference delegates:* Tourism Yorkton welcomes and provides information to delegates to the City of Yorkton.



*Yorkton Airport:* Promote the usage of the regional airport and charter service.

*100 Must See in Saskatchewan:* Provide information for this book including Yorkton Film Festival.

## **Print advertising**

*CAA Direct Mail:* Participate in direct mail to 126 CAA offices throughout western Canada.

*Canadian Bus Association:* Advertise in the quarterly magazine with circulation of 100,000.



*Deer Park Golf Course and other city recreation facilities:* Distribute high resolution images.

*Destination Saskatchewan Summer Guide:* Distributed in May 2021.

*Destination Saskatchewan Winter Guide:* Distributed in October 2021, with a circulation of 100,000 in major provincial markets utilizing Leader Post, Star Phoenix, Prince Albert Herald and Lloydminster Times.

*Direct Mail:* Distribute to 400 seniors clubs throughout Saskatchewan.



*Direct Mail RV:* In February, 95,000 active motor home, trailer and fifth wheel vehicle owners in western and southern U.S. long-haul states receive a personalized direct mail package. These RVers are active members of the Good Sam Club. The package consists of a personalized letter, response card, and a full colour 8.5" x 17" brochure.

*Hotel Bulletin:* 850 are produced monthly featuring services, programs and events and are available in every accommodation room in Yorkton.

*National Tour Association:* Courier magazine, a monthly publication with a circulation of 5500 goes to movers and shakers in the motor coach industry, and features Saskatchewan as a destination.

*Saskatchewan Discovery Guide:* Distribution is 300,000 worldwide.

*Scenic Saskatchewan:* Western Producer with a circulation of 55,000 publishes a comprehensive magazine in May that promotes Saskatchewan tourism to farm households. An additional 7,500+ copies available at visitor reception centres.

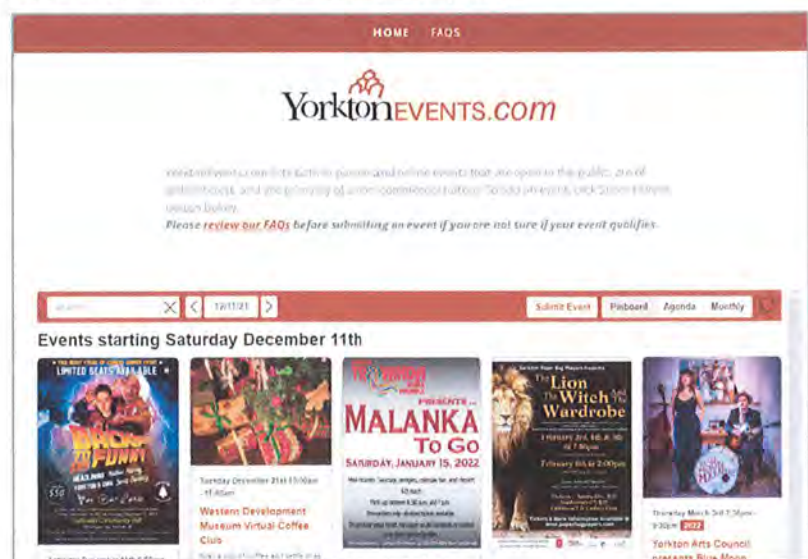
## Digital media

*Facebook, Twitter and Instagram:* These social media channels are used to promote attraction, services and event.

*TourismYorkton.com:* The website, upgraded in the spring of 2020, provides a listing of all members classified by sector, promotes attractions and events in Yorkton, provides tourist-oriented information about all aspects of Yorkton life, as well as links to other sources of online information. An inquiry form on the website is used extensively for information requests.

*YorktonEvents.com:* The online events calendar, a partnership between Tourism Yorkton and UncommonSense Business Solutions, provides information about upcoming events. Events are submitted by event organizers.

*Wikitravel:* This online service now includes an up-to-date travel guide promoting Yorkton.



### **Broadcast media**

Access Communications has produced programming promoting tourism in Yorkton, and SaskTel Max provides Destination Yorkton and ongoing programming.

### **Yellowhead Highway travel corridor**

Tourism Yorkton is one of the partners and board member of Team Yellowhead Tourism Marketing Consortium. The membership allows Tourism Yorkton to participate in the Yellowhead Information Rack Program. Yorkton information is distributed in all communities on the Yellowhead route. Ads promoting the Yellowhead Travel Guides were placed in 20 publications (17 U.S. and Canada). We have participated in the Yellowhead Guide with a full-page ad, page of editorial information, and listing of attractions and events.

### **Education and training**

Tourism Yorkton continues to take a lead role in tourism education and training opportunities:

- Business Skills Development Program for tourism operators: Conducted in partnership with STEC, Parkland College and Community Futures.
- Hospitality Advisory Committee: Tourism Yorkton plays a lead role in developing and implementing the advisory committee. The committee oversaw a provincial pilot project to support communities, employers and employees to expand the local employment base and develop initiatives to respond to the employment needs of their community.
- Hospitality training: In partnership with the Parkland College, the program identifies, offers and promotes customer service training.
- STEC certification exams: Tourism Yorkton continues to provide services to facilitate examinations.







*Where Good Things Happen*

## **2022 Working Plan**

*Tourism Yorkton will continue promoting the Yorkton area as a premier four-season destination, to realize economic benefit for the Yorkton area through tourism.*

### **TOURISM YORKTON'S VISION**

The Yorkton area is recognized as a progressive four-season destination located on the TransCanada Yellowhead Highway #16 and is known for:

- Hospitality
- Attractions
- Conventions/meetings/hosting facilities/services
- Customer service
- Commitment to unique natural heritage, community values and vibrant lifestyles

### **Defining Our Mission**

To fulfill our vision, Tourism Yorkton will:

Work together with our members, Tourism Saskatchewan, partners, the City of Yorkton and community to increase tourism resulting in economic benefits through utilization of recreational, cultural, commercial and person resources.

### **MISSION STATEMENT**

*To realize economic benefit for the Yorkton area through tourism.*

In the successful tourism promotion of Yorkton as a destination area, the following key factors must be considered:

- The Canadian Tourism Commission's vision statement focuses on the principles of authenticity, partnership, and research-based marketing, complementing Tourism Saskatchewan's promotions.
- Engaging participation has replaced passive observation.
- Competition for tourism markets is becoming increasingly intense as governments within Canada and abroad recognizes the economic contribution of the tourism industry.
- Continue to position Yorkton and area as a safe, friendly, clean and family oriented destination.
- Increasing importance of the Internet in overall message strategy.
- Increasing importance of social media marketing.
- Increasing interest in authenticity and education-based experiences.
- Distribution of the message (promotion and fulfillment) is as important as the message itself.
- Dual income families are becoming the norm, further challenging travel planners to accommodate schedules for both partners.
- Heightened environmental consciousness is moving concepts such as ecotourism into the mainstream of travel experience.
- Perception of value is more important than perception of price (i.e. differentiation on a price basis is not sustainable).
- The aging of North Americans and implications for tourism.



- The increasing challenge of “time” is encouraging an increase in short-term travel experiences, which are more flexible.

## **MARKETING STATEMENT AND INITIATIVES**

Tourism Yorkton will work and plan respecting the Province of Saskatchewan Covid 19 recovery regulations, implementing the 2022 Working Plan.

Consumer behavior is moving toward more learning-based experiences, increasing interest in soft adventure, and interesting new locations. Implications are for increasing interest and demand for agricultural, indigenous and cultural tourism, and for ecotourism experiences.

Yorkton is positioned and product ready to become a key destination for this new kind of consumer.

Improved packaging and promotion of travel experiences that are responsive to the individual needs of consumers will continue to be a major focus for Yorkton’s tourism industry. Improving the positioning of Yorkton in all markets will continue to be a priority.

1. Tourism Saskatchewan and Destination Canada Marketing Support Program: partner to implement the Canada Nice program, to support the recovery of the visitor economy at the local and regional level.
2. Convention and Events Planning Guide: continue to implement an effective strategy to identify and become proactive in working with groups and organizations to bring meetings/conventions/events to our city. Planning guide is enclosed.
3. Wedding Planner Guide: continue to implement an effective strategy to promote wedding, anniversaries, reunions. Wedding Planner Guide is enclosed.
4. Yorkton Business Improvement District: continue to work collaboratively on business development, retention and marketing.
5. Education and Training: Tourism Yorkton will continue to work with industry partners in making significant strides toward addressing the issues identified by its sector members. The industry’s collective objective has been to raise the level of professionalism across the industry by developing products, programs, and services to:
  - Improve human resource management and training practices
  - Improve the image of tourism as a viable career choice
  - Increase training and educational levels
  - Reduce turnover
  - Enhance self-esteem of tourism workers
  - Encourage greater relevance of existing post-secondary and technical training for tourism
6. Event Calendar/Database: Continue to implement/update the on-line, searchable event database.
7. Event Tent Cards: Produce and distribute twice a year – spring/summer and fall/winter, promoting Yorkton events; distributed to restaurants, hotels, malls, doctor/dentist offices, waiting rooms, etc; 1500 each run.
8. Community Tourism Action Plan: Implement and monitor the comprehensive action plan developed by the planning committee.

9. Marketing Activities (where partnerships and funding allows): Tourism Yorkton recognizes that effective penetration of the marketplace will depend on an integrated, sustained effort. Target markets will continue to be developed through a combination of advertising, direct sales, and unpaid media support. Partner, trade and consumer shows will be complimented with direct sales calls and familiarization tours. Within Canada, primary emphasis will be on Saskatchewan, Alberta and Manitoba. The short haul U.S. markets are the nearby states of North Dakota, South Dakota, Montana and Minnesota. The long haul U.S. markets are the states of California, Colorado, Florida, Illinois, Iowa, Michigan, Ohio, Oregon, Texas, Washington, Wisconsin and Alaska. Europe, Germany, Asia and U.S. long haul states will be the responsibility of Tourism Saskatchewan.

a) Marketplaces – partner with Tourism Saskatchewan and local members

- Family Motorcoach Association
- Saskatchewan Snowmobile Association
- Calgary Stampede
- Spring Expo, Yorkton
- Parkland Outdoor Show, Yorkton

b) Print Advertising

- Yellowhead Literature Rack Program
- CAA Magazine
- Edmonton Journal
- Tourism Saskatchewan internet opportunities
- Woodall's Camping & RV Directory
- Direct Mail
- Good SAM
- Saskatchewan and Alberta Senior Clubs
- American RV
- Destination Saskatchewan
- Summer Guide
- Winter Guide
- American RV Direct Mail
- Directwest telephone Directories
- Scenic Saskatchewan – Western Producer
- Canadian Bus Association
- Canadian Tour Planning and Operators Guide
- Yellowhead Travel Guide
- Opportunities within the Tourism Saskatchewan Marketing Program

c) Programs and Services – continue to promote the City of Yorkton through:

- Visitor guides
- Geocaching
- Clubs and organization listings
- Coffee campground program
- Promoting the benefits of tourism
- School tours
- Caravan tours
- Partnering in hospitality training
- Welcome packages
- Familiarization tours
- Bus tours
- Planning assistance

- Canada Day program
- Internet
- Calendar of events
- Wiki Travel
- Facebook
- Twitter
- Instagram

d) Marketing and Conventions

- Meetings Buyers' Guide
- Conventions Meeting Canada Guide
- Tour and Travel Canada
- Canadian Tour Planner and Operation Guide

10. Mini-maps: Develop, promote and distribute mini-maps to visitors that promote member businesses, services, sport facilities and attractions. 15,000 mini-maps printed annually.
11. Other Initiatives: Proactively working with all orders of government, partners and stakeholders to grow the tourism industry.
12. Photo/Image Bank: Partner with Tourism Saskatchewan in maintaining a photo/image bank. Enhance the Tourism Yorkton image bank, adding to the 700 summer photos taken in 2021 with winter images in 2022.
13. Promotional Pieces: Tourism Yorkton will cost out developing a promotional piece that will promote the attractions, services, events, and operators in the Yorkton area.
14. Unpaid Media: Continue to develop working relationships with media to realize unpaid marketing opportunities.
15. Visitor Guide: Develop and distribute spring/summer and fall/winter guides to promote Yorkton and area services, attractions, events, facilities, businesses. 50,00 copies are printed each season
16. Visitor Services: Through direct contact with the visitors to Yorkton, Tourism Yorkton strives to meet and exceed customer expectations through quality service. Tourism Yorkton provides travel counseling and information services to visitors through the visitor information centre. The visitor information centre is open Monday to Friday during the shoulder and winter period, and seven days a week throughout the summer period with extended hours. Requests for information are received and processed through mail, telephone, and email.
17. Year 2022 Activities: Tourism Yorkton will promote and support the many sporting events, reunions, festivals, shows, etc. occurring in 2022.
18. Relocation Package: Continue to promote and enhance the new electronic relocation package along with fulfillment of hard copy.
19. Prairie North and Refine Magazines: Provide weekly events.
20. Hotel Bulletins: Develop and distribute monthly event calendar for placement in all accommodation rooms and campgrounds, 860 distributed monthly.

21. Electronic/Internet Marketing: Provide timely information on Wiki Travel, Facebook, Instagram, Twitter and the Tourism Yorkton website.
22. Postcards: Developed two new images for sale to promote the activities, outdoors and canola.
23. Electronic Sign Board: Continue to showcase monthly event calendar on the electronic sign board located at the Tourism Yorkton Visitor Centre.

Tourism Yorkton  
Randy Goulden (Ms), Executive Director  
306-783-8707

[tourismyorkton@sasktel.net](mailto:tourismyorkton@sasktel.net)  
[www.tourismyorkton.com](http://www.tourismyorkton.com)

# TOURISM YORKTON BOARD OF DIRECTORS



NAME	ADDRESS	PHONE/FAX
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Robert Ashcroft Custom Microsystems <a href="mailto:cmisales@sasktel.net">cmisales@sasktel.net</a>	106 Franklin Ave. Yorkton, SK S3N 2G4	W – 782.1272
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Charles Ryder Memory Delorme-Antoine Painted Hand Casino <a href="mailto:charles.ryder@siga.sk.ca">charles.ryder@siga.sk.ca</a>	510 Broadway St. W. Yorkton, SK S3N 0P3	W – 786.6777 C – 621.5876
Janet Thomas Home Inn & Suites <a href="mailto:jthomas@d#h.ca">jthomas@d#h.ca</a>	506 Broadway St. West Yorkton, SK S3N 3Z4	W - 782.7829 C - 620.2058
Carla Madsen Western Development Museum <a href="mailto:tourismyorkton@sasktel.net">tourismyorkton@sasktel.net</a>	Box 98 Yorkton, SK S3N 2W4	W – 783-8707 F – 782.1027
Randy Goulden Executive Director <a href="mailto:tourismyorkton@sasktel.net">tourismyorkton@sasktel.net</a>	Box 460 Yorkton, SK S3N 2W4	W – 783-8707 H – 782-9139 C – 621-3056





## **Convention and event planning guide**

Tourism Yorkton  
306-783-8707  
[tourismyorkton@sasktel.net](mailto:tourismyorkton@sasktel.net)  
[www.tourismyorkton.com](http://www.tourismyorkton.com)

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This guide is provided as a service by Tourism Yorkton and is current as of the date published or revised. If you have questions about any of the services listed, or about planning an event or conference in Yorkton, please contact Tourism Yorkton, or any of the members listed in this guide.

We look forward to assisting you and welcoming your event to Yorkton.

*August 2021*



## Yorkton Fast Facts

Population:	19,588 (Saskatchewan Health estimate)
Area:	2,300 hectares (5,700 acres)
Annual retail sales:	\$576,840,000 (Source: Financial Post, Canadian demographics)
Annual income:	\$29,142 per capita \$90,008 average family income (Source: Financial Post, Canadian Demographics)
Climate:	2,300 hours per year of sunshine (6 hours per day) 38 to 114 cm of snow per year (15-45 inches) 38 cm of rain per year (15 inches)
Protective services:	Staffed fire department and police (RCMP)
Healthcare:	Regional Health Centre Public and private nursing and care homes Doctor offices and walk-in clinics Dentists, optometrists, chiropractors and other healthcare services
Public library:	Main branch of the provincial regional library system
Public transit:	City-operated bus service Private taxis Senior mobility service
Education:	4 public and 4 Catholic elementary schools 1 public and 1 Catholic high school Parkland Regional College
Communications:	Yorkton This Week weekly newspaper GX 94 AM Radio Access 7 Cable television community channel 94.1 FM Fox Radio 100.5 FM The Rock Radio CTV
Transportation:	<i>Roadways:</i> Distances to Yorkton: Regina SK 190 km (118 miles) Saskatoon SK 326 km (203 miles) Winnipeg MB 451 km (280 miles) Edmonton AB 851 km (529 miles) United States border 241 km (150 miles)





#### *Convention and Event Planning Guide*

Yorkton is ideally situated on the crossroads of major highways:

Trans Canada Yellowhead Highway (Highway 16) connecting Thunder Bay, Ontario and Vancouver, British Columbia.

Highway 9 extends from the US border to Hudson Bay, Saskatchewan.

Highway 10 is the main highway to Regina, east to the Manitoba border and is intersected by Highway 52.

#### *Railways:*

Yorkton is on the main line of Great Western Railway (operated by Canadian Pacific Railway) and Canadian National Railway (CN) from Regina to Churchill via Hudson Bay. The CN east-west transcontinental main line passes through Melville, 38 km southwest of Yorkton.

#### *Air services:*

Yorkton Airport is three miles north of the city. Runway 03-21 is paved and measures 4,800 feet by 150 feet. Runway 12-30 has a gravel surface and measures 3,000 feet by 100 feet.

Good Spirit Air Services operates at the airport. See [www.goodspiritair.com](http://www.goodspiritair.com). Scheduled service is not available.

## Yorkton Convention Facilities

Facility	Room Name	Capacity	Amenities
<b>Days Inn and Suites</b> 1 - 275 Broadway Street East 306.782.3112 <a href="http://www.wyndhamhotels.com">www.wyndhamhotels.com</a>	Meeting Room A	8	L-shaped room, coffee and tea service, available afternoons only
	Meeting Room B	25 - 30	
<b>Gallagher Centre</b> 455 Broadway Street West 306.786.1740 <a href="http://www.gallaghercentre.com">www.gallaghercentre.com</a>	National Bank	400	Host trade shows, machinery and car shows, livestock exhibits, hockey, curling, swimming; in-house sound system, portable staging, in-house catering available.  For information about the pavilions and grandstand, contact the Gallagher Centre.
	Convention Place		
	ReMax Sports	60	
	Lounge		
	Westland Insurance	40	
	Arena		
	Ravine Room	20	
	Youth Room		
	Flexi-hall (can accommodate 200 10' x 10' trade show booths)		
	Ag Pavilion		
Industrial Building			
Grandstand and track			
<b>Godfrey Dean Cultural Centre</b> 49 Smith Street East 306.786.2992 306.786.1740 306.786.1776 <a href="mailto:bookings@yorkton.ca">bookings@yorkton.ca</a> <a href="http://cityofyorkton.perfectmind.com">cityofyorkton.perfectmind.com</a>	Land Titles Building	150	Kitchen facilities
	Programming Room	40	
<b>Home Inn &amp; Suites Yorkton</b> 506 Broadway Street West 306.782.7829 <a href="http://www.homeinnyorkton.ca">www.homeinnyorkton.ca</a>	Meeting Room	30	Full coffee bar, built-in LCD projector and whiteboard. Large windows and access to an outside patio.

*Convention and Event Planning Guide*

<i>Facility</i>	<i>Room Name</i>	<i>Capacity</i>	<i>Amenities</i>
<b>Kinsmen Arena</b> 227 Prystai Way 306.786.1780 <a href="mailto:bookings@yorkton.ca">bookings@yorkton.ca</a>	Blue Room	40	
<b>Painted Hand Casino</b> 510 Broadway Street West 306.786.6777 <a href="http://www.siga.sk.ca">www.siga.sk.ca</a>	Salon A Salon B Salon C Salon D Salon E	400 200 200 60 60	Stage with technical lighting and in-house sound, green room with private bathroom, portable bar, full catering service, coat check, large screen and ceiling projector, complete range of audio-visual equipment, Internet access, cable. Inquire about trade show capacity.
<b>Quality Inn</b> 2 Kelsey Bay Phone: 306.783.3297 Fax: 306.783.3338 <a href="http://www.choicehotels.com">www.choicehotels.com</a>	Breakfast Room	125	L-shaped room, served with coffee and tea, afternoon bookings only.
<b>Society for the Involvement of Good Neighbours (SIGN)</b> 83 North Street 306.783.9409 <a href="mailto:signadmin@signyorkton.ca">signadmin@signyorkton.ca</a> <a href="http://www.signyorkton.ca">www.signyorkton.ca</a>	Dominion Wellington Room Regency Room Board Room York B	50-80 40 100 10 8-10	The Regency Room has a large whiteboard, podium with microphone and a sound system. Also available: flipchart holders (5), television/VCR/DVD players, PowerPoint projector and screens. Coffee, juice, muffins and cooky prices available on request.
<b>Yorkton Public Library</b> 93 Broadway Street West 306.786.1740 306.786.1776 <a href="mailto:bookings@yorkton.ca">bookings@yorkton.ca</a>	Meeting Room Programming Room	40 40	

## **Yorkton Services**

### **Custom Microsystems**

106 Franklin Drive  
306.782.1272

### **Becquet**

Rental: LCD projectors for PowerPoint presentations  
[www.becquet.ca](http://www.becquet.ca)

### **D's Signs and Designs**

111 Mcgrath Street  
Phone 306.786.6644  
Fax 306.786.6644  
[ds.signs@sasktel.net](mailto:ds.signs@sasktel.net)  
[www.dssigns.ca](http://www.dssigns.ca)  
Sign making, screen printing and embroidery.

### **JA Audio Production**

65 Argyle Street  
306.782.4529  
[www.jaaudio.ca](http://www.jaaudio.ca)

### **Northern Auto Leasing**

50 Broadway Street West  
306.782.2438

### **Parkland Printers Ltd.**

22 Fourth Avenue North  
306.786.4292

### **Saddles & Steel**

182 Broadway Street West  
306.783.4397  
[www.saddlesandsteel.com](http://www.saddlesandsteel.com)

### **Yorkton Public Library**

93 Broadway Street West  
306.783.3523  
[www.parklandlibrary.ca](http://www.parklandlibrary.ca)  
Presentation equipment rentals available.

## Yorkton Accommodations

*Yorkton provides complete hospitality services.*

### Days Inn

1 - 275 Broadway St. East, Yorkton SK, S3N 0N5  
Phone 306.782.3112  
Fax 306.782.3127

[www.daysinn.ca](http://www.daysinn.ca)

74 rooms, complementary wifi and newspapers. Business Centre, pool, hot tub and water slide. 2 meeting rooms to accommodate 8 to 30 people. Pets welcome. Smoke free. Rates are available on request.

### Home Inn & Suites Yorkton

506 Broadway St. West, Yorkton SK, S3N 0P3  
Phone 306.782.7829  
Fax 306.782.7830

[www.homeinnyorkton.ca](http://www.homeinnyorkton.ca)

80 rooms with a full service salon and spa. Free daily breakfast and free wifi. BBQ facilities are available and vending machines provide snacks and drinks. Deer Park Municipal Golf Course is just 1 km away. Painted Hand Casino is 1 minute's walk away and the Gallagher Centre is just across Broadway Street.

### Lorraine's Bed and Breakfast

146 Franklin Drive, Yorkton SK S3N 2G6  
Phone 306.783.6007  
Three-bedroom home. Common kitchen. Washer and dryer available for guests' use. 3 units – Guest room(s), shared bathroom, non-smoking accommodation. Continental breakfast included. Ice, meals on request, picnic tables and telephone access.

### Quality Inn

2 Kelsey Bay, Yorkton SK, S3N 3Z4  
Phone 306.783.3297  
Fax 306.783.3338

Toll-free reservations 1.844.967.5866

[qualityinnandsuites@gmail.com](mailto:qualityinnandsuites@gmail.com)

[www.choicehotels.com](http://www.choicehotels.com)

100 high quality rooms and executive suites. Hotel amenities include: indoor pool and waterslide, complimentary continental breakfast, free coffee service in the lobby 24 hours, in-room blow dryer, air conditioning, and coffee maker in room, cable TV and special movie channels, guest laundry, near shopping centres. Three-quarters of the rooms are non-smoking. Special family, senior citizen and corporate rates are available. No pets, please.

### Swedish Rose Cottage B & B

102 3rd Avenue N  
Yorkton SK S3N 1C3  
Phone 306-621-4400

Email [swedish-rose-cottage@hotmail.com](mailto:swedish-rose-cottage@hotmail.com)

Your home away from home.

Swedish Rose Cottage is a beautifully renovated century home filled with family heirlooms to share with all who need a place to stay when in the Yorkton area.

## Yorkton Restaurants

### **A&W**

365 Broadway Street West  
306.783.5116  
39 -275 Broadway Street East  
306.783.5119

### **Boston Pizza**

226 Broadway Street East  
306.786.4444  
[www.bostonpizza.com](http://www.bostonpizza.com)

### **Grumpy's**

328 Broadway Street West  
306.782.2422  
[www.grumpysgrill.ca](http://www.grumpysgrill.ca)

### **Lexonna's Soup N' Such**

277 Broadway Street East (Parkland Mall)  
306.783.8211

### **Manos**

277 Broadway Street East (Parkland Mall)  
306.786.7555  
[www.manosyorkton.ca](http://www.manosyorkton.ca)

### **McDonald's**

94 Broadway Street West  
306.783.5600  
240 Hamilton Road  
306.783.4417

### **Meltwich Food Co**

150 Broadway Street East Unit #2  
Yorkton S3N 3K4  
Phone 306-782-2228

### **Mr. Mikes Steakhouse Casual**

35 – 275 Broadway Street East  
[www.mrmikes.ca](http://www.mrmikes.ca)  
306.783.6453

### **Painted Hand Casino Restaurant**

510 Broadway Street West  
306.786.6777

### **Pita Pit**

9 – 275 Broadway Street East  
306.786.7482

### **Pizza Hut**

1 – 132 Broadway Street West  
306.786.2330

### **Prairie Donair**

6 - 146 Broadway Street East Yorkton S3N 3K4  
Phone 306-708-3388

### **Quesada Burritos & Tacos**

146 Broadway Street East Yorkton  
Phone 306-782-2244

### **Scoops**

37 Broadway Street West  
306.782.0263

### **Tapps Sports Lounge & Grill**

69 Broadway Street West Yorkton SK S3N 0L9  
Phone 306-783-2522

### **Wendy's Restaurant**

160 Broadway Street East  
306.783.0100

### **Wok Box**

1 - 150 Broadway Street East Yorkton S3N 3K4  
Phone 306-783-3388



## **Yorkton Campgrounds**

### **City of Yorkton Campground**

Off Highway 16 at the west city limits

From the Tourism Yorkton parking lot turn north (right) 2.9 km (1.8 miles) on Highway 9, turn west (left) on Highway 16 (York Road) and go 2.4 km (1.5 miles). You will arrive at the Yorkton City Campground on your left.

GPS location: N 51 13.463 W 102 29.024

Phone 306.786.1757

[justforyourv@gmail.com](mailto:justforyourv@gmail.com)

Campground offers 29 electrical sites, 20 non-electrical sites. Campground amenities: landscaped park setting, private service sites, minutes from downtown, no limit to length of stay, hot showers and washroom facilities, pull-through RV site, tent sites, on-site manager, attractive daily rates, sewer dump station, barbeques and picnic tables, firewood provided, wheelchair accessible site, fresh water.

Reservations accepted. Season starts mid April and ends late September.

### **Good Spirit Provincial Park**

Located 55 km northwest of Yorkton

Phone 306.792.2110

Campground offers 75 electrical sites, 117 non-electrical sites. One of the province's best natural beaches awaits you at the south end of Good Spirit Lake. Shallow shores are great for kids and the sand dunes provide exploring adventures.

### **York Lake Regional Park**

York Lake Regional Park, 3 kilometres south of Yorkton off Highway 10

Phone 306.782.7080

Campground offers 30 electrical sites, 15 non-electrical sites Amenities: landscaped park setting, private service sites, minutes from downtown, no limit to length of stay, pull-through RV site, tent sites, on-site manager, attractive daily rates, hot shower and washroom facilities, sewer dump station, barbeques and picnic tables, wood provided on site, wheelchair accessible site; fresh water available. Reservations accepted.

## Yorkton Recreation

### The Gallagher Centre

455 Broadway Street West

306.786.1740

[www.gallaghercentre.com](http://www.gallaghercentre.com)

The Gallagher Centre is owned and operated by the City of Yorkton, and houses the Westland Insurance Arena, home to the Yorkton Terriers; the Flexi-hall, a sports field house and the host of major trade shows and banquets for up to 1,200; the Curling Rink; National Bank Convention Place; Ravine and Youth Meetings Rooms, Access Communications Water Park including wave pool, waterslide, lane pool and more. The surrounding grounds include agricultural facilities, grandstand and racetrack.

### Deer Park Municipal Golf Course

306.786.1711

[www.golfdeerpark.com](http://www.golfdeerpark.com)

18-hole golf course that has hosted numerous regional, provincial and national championships

Men's par 72, ladies' par 73, multiple tee areas

Length 5,460 to 6,284 yards

Pro-shop, licensed restaurant, driving range.

### York Lake Regional Park Golf Course

306.782.8424

[www.yorklakegolf.com](http://www.yorklakegolf.com)

The golf course consists of 12 holes, which can be played as six holes, nine holes, 12 holes or 18 holes.

The new 12-hole layout is the most commonly played round and can be completed in under three hours.

Also available are practice facilities, and a 12-hole footgolf course.

### Yorkton Parks

A beautifully treed city, Yorkton boasts more than 30 park and recreational areas. Yorkton parks offer many opportunities for everyone to enjoy the outdoors all year round.

Neighbourhood parks include:

Playgrounds

Tennis courts

Benches

Water/spray parks

Winter skating

Pathways for leisurely strolls

*Other more active areas provide:*

Fastball and baseball diamonds

Football fields

Lacrosse

Soccer pitches



**Gloria Hayden Community Centre**

279 Morrison Drive

306-786-1776

[www.yorkton.ca/dept/leisure/gloriahayden.asp](http://www.yorkton.ca/dept/leisure/gloriahayden.asp)

Walking/jogging track

Racquetball, squash, handball, wallyball and pickleball courts

Hardwood floor gymnasium

Basketball court

Volleyball court

Tennis and badminton courts

**Ravine Ecological Preserve**

Featuring a 2.5 km interpretative trail with 20 stations explaining the natural history of the ravine and surrounding habitat, it also boasts an arboretum area under ongoing development displaying both native and locally cultivated plant species.

**Logan Green**

A natural setting park space that includes a botanical garden, nursery, memorial tree park, holding pond, fishing pond and Rotary Park. In 2001 Yorkton became the second city in Saskatchewan to incorporate the Hearts in Motion trail system which originated in Ireland. Individuals can walk, jog or cycle around the trails marked with kilometre intervals.

**Yorkton SkatePark**

The City of Yorkton Skatepark is located just off Broadway Street on Brodie Avenue. This concrete skatepark was completed in August of 2012. The skatepark is an unsupervised facility and the use of protective equipment is strongly recommended. The facility is inspected on a weekly basis. Please call Community Development, Parks & Recreation at 306.786.1780 if you encounter any concerns.

**Jubilee Park**

Between Foster Street and Cameron Street

Main ballpark which is home to four diamonds, water and electricity available, washroom facilities.

**Heritage Heights Park**

Located on McBurney Drive, this park includes:

2 tennis courts

Outdoor rink with lighting until 10 p.m. in season

Croki-curl in season

Ball diamond with backstop

Football/soccer field with uprights

Walking pathways

## **Yorkton Culture**

### **Community pARTners Gallery**

Yorkton Public Library  
93 Broadway Street West  
306.783.3523  
[www.yorktonarts.ca](http://www.yorktonarts.ca)

### **Godfrey Dean Art Gallery**

49 Smith Street East  
306.783.8722  
[www.deangallery.ca](http://www.deangallery.ca)

Located on the second floor of the Godfrey Dean Cultural Centre and is adjacent to the historical Land Titles Building, corner of 3rd Ave. North and Smith Street East. Through locally/nationally acclaimed artists, GDAG reflects issues pertinent to Yorkton's cultural Diversity while raising visual artistic awareness.

### **Yorkton Public Library**

93 Broadway Street West  
306.783.3523  
[www.parklandlibrary.ca](http://www.parklandlibrary.ca)

### **Yorkton Film Festival**

49 Smith Street East  
306.782.7077  
[www.yorktonfilm.com](http://www.yorktonfilm.com)

Held each spring and is an internationally acclaimed event that draws entries in short-film production from across Canada and has become the centre stage for the Canadian film and video industry. This event is an All-Canadian competition for short film and video productions. Seminars, workshops, guest speakers and appearances by well-known actors and producers are part of the festival week.

## Entertainers

### **Aboriginal Drummers and Singers**

Rod Wade Belanger  
306.783.2225

### **Bagpipers**

Ferne Katzberg  
306.783.5710

### **The Cowboy Poet**

Morley Thorpe  
306.534.4601

### **Free My Muse**

Carrie Pengilly  
306.782.6873  
[freemymuse@hotmail.com](mailto:freemymuse@hotmail.com)  
[www.freemymusetheatre.com](http://www.freemymusetheatre.com)

Free My Muse Theatre Company is a professional, creative studio offering classes and performances for students of all ages. The Theatre Company also offers excellent entertainment for holiday parties, conferences, celebrations and educational environments.

### **Fuzztone Music**

Ken Kohlert  
306.782.5355  
[fuzztonemusic@sasktel.net](mailto:fuzztonemusic@sasktel.net)

Sound system rentals, set-up and delivery, musical instrument sales, and referrals of possible local performers.

### **Kalyna Ukrainian Dance School**

306.783.3240  
[yorktonkalyna@gmail.com](mailto:yorktonkalyna@gmail.com)  
[www.yorktonkalynadance.com](http://www.yorktonkalynadance.com)

### **Magical Makayla**

Richard Winters  
[richardwinters@sasktel.net](mailto:richardwinters@sasktel.net)

### **Odds & Ends Orchestra**

306.783.9391 or 306.783.4824  
This combo specializes in providing easy listening.

### **Paper Bag Players**

306.782.6311 or 306.782.3459  
Full length and short plays, musicals and skits of all kinds.

**Sacred Heart High School's Channel 22**

Rita Hilbig

306.783.3128

[rita.hilbig@sasktel.net](mailto:rita.hilbig@sasktel.net)

A musical performance group comprised of Sacred Heart students; perform a variety of musical genres.  
Available November through June.

**Saddles & Steel Music Productions**

306.783.4397

DJ services for all occasions.

**Student Pianists**

Suzanne Hack

306.782.2627

**Troyanda Ukrainian Dance Ensemble**

306.783.3141

[yorktontroyanda@gmail.com](mailto:yorktontroyanda@gmail.com)

**Yorkton Adult Band**

Larry Pearen

306.782.4182



## Attractions

### **Community pARTners Gallery**

Yorkton Public Library  
93 Broadway Street West  
306.783.3523  
[www.yorktonarts.ca](http://www.yorktonarts.ca)

### **Crops of the Parkland Walking Tour**

Enjoy the beauty of Saskatchewan's landscape, characterized by vast prairie land and colourful crops covered by big blue skies. Located adjacent to the Tourism Yorkton Visitor Centre. Walk, explore and learn about Saskatchewan crops and the agricultural practices that contribute to our province's position as a world leader in food production.

### **Godfrey Dean Art Gallery**

Second Floor of the Godfrey Dean Cultural Centre, corner of Third Avenue North and Smith Street East  
306.783.8722  
Open year-round  
Through locally and nationally acclaimed artists, the Art Gallery reflects issues pertinent to Yorkton's Cultural diversity while raising visual artistic awareness.

### **Heritage Walking Tour**

The self guided experience will introduce you to Yorkton's past. The private homes and public buildings are of interest both in their relationship to the history of Yorkton and as samples of the city's architectural heritage. At a leisurely pace the walk will take an hour and a half.

### **National Doukhobor Heritage Village and Museum**

Veregin SK, a pleasant 45-minute drive from Yorkton  
306.542.4441

In 1982 Saskatchewan declared the Doukhobor Prayer Home a Provincial Heritage Building. The Veregin Doukhobor Prayer Home is a landmark of the area, with architecture that can be traced to the mid-1800s in Russia. The home was built in 1917. Many buildings make up the unique village. Visitors can view a "peche" (brick oven), a "banya" (bathhouse) and household articles and utensils. The Museum houses Doukhobor artefacts. Barns, a blacksmith shop and a collection of agricultural equipment complete this Heritage Village.

### **Painted Hand Casino**

510 Broadway Street West  
306.786.6777  
[www.siga.sk.ca](http://www.siga.sk.ca)

The casino has 209 slot machines, 6 live table games and a souvenir and gift shop. The multipurpose Parkland Room can accommodate a seminar or conference with ease and can be transformed into three sections, ensuring privacy, group separation and/or conference category. The room can also be used for concerts, comedy shows, trade shows, conferences, holiday staff parties, weddings, seminars, or other events. The facility can accommodate up to 420 individuals depending on the set-up style. Painted Hand Casino offers meticulously prepared food by their Red Seal First Nations chefs.



### **Public Art Walking Tour**

Good things have been happening on the art scene in Yorkton for over a century and will continue to happen as Renaissance Yorkton promotes Art in the Heart of Yorkton. This unique tour presents public art pieces for your own personal exploration with no admission fee required. Enjoy your adventure!

### **St. Mary's Ukrainian Catholic Church**

155 Catherine Street

306.783.4594

[www.saintm.sasktelwebsite.net](http://www.saintm.sasktelwebsite.net)

View one of the finest hand-painted domed ceilings of its kind in North America right here in Yorkton! Painted by the late Stephen Meush in 1941, the curvature of the dome is more than 62 feet. The church can be viewed weekdays between 9 am and 4 pm.

### **Sunflower Arts and Crafts Show**

Held each September, the show is one of the largest non-juried shows in Saskatchewan. It showcases the talents of crafts people from across the province.

### **Western Development Museum**

Highway 16 West

306.783.8361

[www.wdm.ca](http://www.wdm.ca)

One of four provincial museums in Saskatchewan, the Yorkton WDM houses artefacts and displays that tell the story of the province's development. Visitors can feel the hope of early immigrants to the province, discover the gigantic Twin City gas tractor and view a real log house! A highlight of the year is the annual Threshermen's Show and Seniors' Festival, with exhibits and activities that give it the true fun and excitement of a genuine country fair!

### **Yorkton Sports Hall of Fame and Museum**

A sample of the collection is located on the second floor of the Gallagher Centre at 455 Broadway Street West. Local heroes to world class athletes await you here! Sports enthusiasts can view memorabilia and artefacts as well as gain knowledge of Yorkton's extensive sporting history.

## **Yorkton Shopping**

### *Unique shops*

#### **Alexander's Men's Wear**

41 Broadway Street East

306.783.8107

Men's clothing, accessories and formal wear.

#### **All About Flowers**

71 Seventh Ave

306.782.4222

Assortment of flower arrangements and bouquets.

#### **Dream Weddings and Formal Wear**

91A Broadway Street East

306.782.6000

All you will need for that special occasion.

#### **Florissima, Flowers & Plants**

8 Broadway Street East

306.783.4571

A new fresh concept of flowers and plants for birthdays, anniversaries, weddings, funerals or just because.

#### **The Plum Tree**

34 Betts Avenue

306.786.5006

A quaint boutique, lots of great holiday gift ideas, along with wedding gifts (does gift registry), also sell local artists' paintings, beautiful and different home décor.

#### **Sherring Gold**

91 Broadway Street East

306.782.4653

Fine jewelry manufacturers and repairs.

#### **Sonja Pawliw Healing and Meditation Garden**

Open June 1 to September 1

95 Wellington Avenue

306.783.7015

Come and relax in a peaceful garden which features more than 150 species of lilies in an Old English garden setting. You'll find nooks in which to relax and forget your stress. Trickling water, soft background music, hidden angels and private seating areas are all in the garden, for your comfort. A variety of birds play among the flowers, and for your evening enjoyments, the garden is lit to create that magical feeling. There is no admission charge. Her garden has been featured in such magazines as *Canadian Gardening* and *Prairie Edition Garden West*.

**Terry's Bookworm**

22 Second Avenue North & 14 Broadway Street East

306.782.4424

Offering used books and maternity clothes. Located in the downtown core.

**Under the Covers**

30 Betts Ave

306.782.7982

1.866.585.7982

[www.underthecovers.ca](http://www.underthecovers.ca)

Under the Covers offers home parties, in-store parties, mail and online orders, pole parties, monthly specials, online newsletters and forums and franchise opportunities. This shop carries a full line of lingerie including a wide assortment of adult merchandise.

**Welcome Home Floral and Gift Shop**

113 Smith Street East

306.782.7686

A cozy shop with hundreds of creative gift ideas awaits you! The house was built in 1909 and has since warmed the hearts of many families and travellers. An entire two-story shop filled with consignment good featuring a large selection of prairie prints and souvenirs, Saskatoon berry products, home accents and giftware, as well as collections for the kitchen, bath, home & garden as well as handbags and jewelry.

*Art and giftware*

**Avalon Art**

306-621-7954 or 782-2368

By appointment only

Framing, alongside the inspiring work of Saskatchewan's First Nations and Aboriginal artists.

**Kahkewistahaw Gas & Convenience Store**

500 Broadway Street West

306.786.8830

Showcasing a fully stocked aboriginal gift shop.

## Yorkton Nightlife

### **Boston Pizza**

226 Broadway Street East

306.786.4444

[www.bostonpizza.com](http://www.bostonpizza.com)

Full-service restaurant, seasonal outdoor patio and sports bar. Sports bar features sports memorabilia and big screen TV's perfect for watching the game!

### **Mano's Restaurant & Lounge**

119-227 Broadway Street East

306.786.7555

[www.manosyorkton.ca](http://www.manosyorkton.ca)

Full-service restaurant and lounge featuring VLT's.

### **Mr. Mikes Steakhouse Casual**

35-275 Broadway Street East

306.783.6453

[www.mrmikes.ca](http://www.mrmikes.ca)

Full-service restaurant and lounge.

### **Painted Hand Casino**

510 Broadway Street West

306.786.6777

[www.siga.sk.ca](http://www.siga.sk.ca)

The new 43,000 square foot facility features 217 slots, seven live table games, restaurant and multipurpose room designed to accommodate a variety of entertainment events.

### **Tapps Sports Lounge & Grill**

69 Broadway Street West Yorkton SK S3N 0L9

Phone 306-783-2522

[www.tappsyorkton.ca](http://www.tappsyorkton.ca)

Best burgers and steaks in town! Full service licensed restaurant and sports lounge.

## Yorkton Event Planners

### **Circle the Date Wedding & Event Planning**

306.621.9561

[www.circlethedataplanning.com](http://www.circlethedataplanning.com)

A full-service wedding and event planning company.



## Get Help Promoting Your Event

*This is a listing of the businesses that will help you promote your event for free!*

### **Tourism Yorkton**

Telephone 306.783.8707

[tourismyorkton@sasktel.net](mailto:tourismyorkton@sasktel.net)

[www.tourismyorkton.com](http://www.tourismyorkton.com)

Online Calendar of Events ([www.yorktonevents.com](http://www.yorktonevents.com))

Electronic signage located at Tourism Yorkton Office Junction of Highways 9 and 16

Social media (Facebook & Instagram)

Information brochures

Hotel Bulletin (list of events placed in all accommodation rooms in Yorkton)

Summer and Winter Visitor Guides

Summer and Winter Event Tent Cards

### **GX94 Radio**

Cornerstone Credit Union Community Calendar

Telephone 306.782.2256

Fax 306.781.7338

[gx94@sasktel.net](mailto:gx94@sasktel.net)

[www.gx94radio.com](http://www.gx94radio.com)

### **Fox FM Radio Cornerstone Fox Den Events**

Telephone 306.782.9410

Fax 306.783.4994

[thefox.programming@sasktel.net](mailto:thefox.programming@sasktel.net)

[www.foxfmonline.ca](http://www.foxfmonline.ca)

### **The Rock Radio**

Telephone 306.786.7625

Fax 306.782.4437

[dennis@1005therock.ca](mailto:dennis@1005therock.ca)

[www.therock985.ca](http://www.therock985.ca)

### **CTV Community Calendar**

Telephone 306.786.8400

Fax 306.782.7212

[www.ctv.ca](http://www.ctv.ca)

### **Access Communications Talk of the Town**

Telephone 306.783.1566

Fax 306.782.1952

[customer.care@accesscomm.ca](mailto:customer.care@accesscomm.ca)

[www.accesscomm.ca](http://www.accesscomm.ca)





*Convention and Event Planning Guide*

**Access Communications Community Calendar**

[www.myaccess.ca/access7/community-calendar/](http://www.myaccess.ca/access7/community-calendar/)

**Yorkton This Week**

Community Spotlight

Telephone 306.782.2465

Fax 306.786.1898

[editorial@yorktonthisweek.com](mailto:editorial@yorktonthisweek.com)

[www.yorktonthisweek.com](http://www.yorktonthisweek.com)

**Tourism Saskatchewan**

Event Saskatchewan

Telephone 1.877.237.2273

[www.tourismsaskatchewan.com](http://www.tourismsaskatchewan.com)

**SaskTel**

Events

[www.mysask.com](http://www.mysask.com)



## **Wedding planning guide**

Tourism Yorkton  
306-783-8707  
[tourismyorkton@sasktel.net](mailto:tourismyorkton@sasktel.net)  
[www.tourismyorkton.com](http://www.tourismyorkton.com)

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This guide is provided as a service by Tourism Yorkton and is current as of the date published or revised. If you have questions about any of the services listed, or about planning a wedding in Yorkton, please contact Tourism Yorkton, or any of the members listed in this guide.

We look forward to assisting you.

*August 2021*









*Wedding Planning Guide*

<i>Facility</i>	<i>Room Name</i>	<i>Capacity</i>	<i>Amenities</i>
<b>Kinsmen Arena</b> 227 Prystai Way 306.786.1780 <a href="mailto:bookings@yorkton.ca">bookings@yorkton.ca</a>	Blue Room	40	
<b>Painted Hand Casino</b> 510 Broadway Street West 306.786.6777 <a href="http://www.siga.sk.ca">www.siga.sk.ca</a>	Salon A Salon B Salon C Salon D Salon E	400 200 200 60 60	Stage with technical lighting and in-house sound, green room with private bathroom, portable bar, full catering service, coat check, large screen and ceiling projector, complete range of audio-visual equipment, Internet access, cable. Inquire about trade show capacity.
<b>Quality Inn</b> 2 Kelsey Bay Phone: 306.783.3297 Fax: 306.783.3338 <a href="http://www.choicehotels.com">www.choicehotels.com</a>	Breakfast Room	125	L-shaped room, served with coffee and tea, afternoon bookings only
<b>Yorkton Public Library</b> 93 Broadway Street West 306.786.1740 306.786.1776 <a href="mailto:bookings@yorkton.ca">bookings@yorkton.ca</a>	Meeting Room Programming Room	40 40	

## **Wedding Planners**

### **Circle the Date Wedding & Event Planning**

306.621.9561

[www.circlethedateplanning.com](http://www.circlethedateplanning.com)

A full-service wedding and event planning company in Yorkton SK.

## **Halls and Auditoriums**

### **Gallagher Centre**

455 Broadway Street West

Yorkton SK S3N 2X1

Phone 306.786.1740

Fax 306.786.7661

[gallaghercentre@yorkton.ca](mailto:gallaghercentre@yorkton.ca)

[www.gallaghercentre.com](http://www.gallaghercentre.com)

### **St. Mary's Ukrainian Catholic Cultural Centre**

240 Wellington Avenue

Yorkton SK S3N 4B3

Phone 306.782.1010

Fax 306.782.0424

Can accommodate meetings, weddings and conventions for 25 to 625 people.

### **Yorkton Wildlife Federation**

York Lake Regional Park

Box 1811 Yorkton SK S3N 3R2

Phone 306.783.431

### **Outdoor Venues**

- Arboretum at the Ravine Ecological Preserve
- Botanical Garden at Logan Green
- Mature Elm Stand at Tupper Park

Phone 306.786.1780

## Accommodations

*Yorkton provides complete hospitality services.*

### **Days Inn**

1 - 275 Broadway St. East, Yorkton SK, S3N 0N5

Phone 306.782.3112

Fax 306.782.3127

[www.daysinn.ca](http://www.daysinn.ca)

74 rooms, complementary wifi and newspapers. Business Centre, pool, hot tub and water slide. 2 meeting rooms to accommodate 8 to 30 people. Pets welcome. Smoke free. Rates are available on request.

### **Home Inn & Suites Yorkton**

506 Broadway St. West, Yorkton SK, S3N 0P3

Phone 306.782.7829

Fax 306.782.7830

[www.homeinnyorkton.ca](http://www.homeinnyorkton.ca)

80 rooms with a full service salon and spa. Free daily breakfast and free wifi. BBQ facilities are available and vending machines provide snacks and drinks. Deer Park Municipal Golf Course is just 1 km away. Painted Hand Casino is a 1 minute walk away and the Gallagher Centre is just across Broadway Street.

### **Lorraine's Bed and Breakfast**

146 Franklin Drive, Yorkton SK S3N 2G6

Phone 306.783.6007

Three-bedroom home. Common kitchen. Washer and dryer available for guests' use. 3 units – Guest room(s), shared bathroom, non-smoking accommodation. Continental breakfast included. Ice, meals on request, picnic tables and telephone access.

### **Quality Inn**

2 Kelsey Bay, Yorkton SK, S3N 3Z4

Phone 306.783.3297

Fax 306.783.3338

Toll-free reservations 1.844.967.5866

[qualityinnandsuites@gmail.com](mailto:qualityinnandsuites@gmail.com)

[www.choicehotels.com](http://www.choicehotels.com)

100 high quality rooms and executive suites. Hotel amenities include: indoor pool and waterslide, complimentary continental breakfast, free coffee service in the lobby 24 hours, in-room blow dryer, air conditioning, and coffee maker in room, cable TV and special movie channels, guest laundry, near shopping centres. Three-quarters of the rooms are non-smoking. Special family, senior citizen and corporate rates are available. No pets, please.

### **Swedish Rose Cottage B & B**

102 3rd Avenue N

Yorkton SK S3N 1C3

Phone 306-621-4400

Email [swedish-rose-cottage@hotmail.com](mailto:swedish-rose-cottage@hotmail.com)

Your home away from home.

Swedish Rose Cottage is a beautifully renovated century home filled with family heirlooms to share with all who need a place to stay when in the Yorkton area.

## Marriage Commissioners

### **Brenda Denton**

Phone 306-621-7155

[foreverloveandmemories@gmail.com](mailto:foreverloveandmemories@gmail.com)

### **Mrs. Florence Stachura**

Phone 306-782-7415

[tfstachura@sasktel.net](mailto:tfstachura@sasktel.net)

### **Mr. Jason Kopan**

Phone 306.783.0099

[jasonkopan@kopans.ca](mailto:jasonkopan@kopans.ca)

### **Ms. Karen Ransome**

Phone 306.782.9583

[wransome@sasktel.net](mailto:wransome@sasktel.net)

### **Ms. Rose Walters**

Phone 306.783.4828

Cell 306.621.602

[rwalters@sasktel.net](mailto:rwalters@sasktel.net)

## Wedding Cakes

### **Creative Cakes**

For any occasion

306.641.6460

Jen Woloschuk

[creativecreationcakes@hotmail.com](mailto:creativecreationcakes@hotmail.com)

### **Oh My Cupcakes by Meg**

96 Henderson Drive

Yorkton SK

306.621.5386

## Florists

### **All About Flowers**

Stephanie Buckle

71 Seventh Avenue South

Yorkton SK S3N 3V1

Phone 306.782.4222

### **Florissima Flowers & Plants**

Maria Waelchi

8 Broadway Street East

Yorkton SK S3N 0K3

Phone 306.783.4570 Fax 306.783.4571

[myflorissima@aol.com](mailto:myflorissima@aol.com)

### **Welcome Home Floral & Gift Shop**

Kerry Geddes

113 Smith Street East

Yorkton SK S3N 0H8

Phone 306.782.7686

Fax 306.782.7686

## Wedding Photographers

### **The Art of Life - Photography by Mitch**

15 Betts Avenue, Yorkton SK

306-782-4911

### **Avalon Art**

306-621-7954 or 782-2368

By appointment only

Framing, alongside the inspiring work of Saskatchewan's First Nations and Aboriginal artists

### **Carol's Photography**

Phone 306.621.4948

[carol@carolsphotography.net](mailto:carol@carolsphotography.net)

[www.carolsphotography.net](http://www.carolsphotography.net)

### **Simple Shots by Jackie**

306.621.7913

Jackie Herman

[jackiehermanphotos@yahoo.ca](mailto:jackiehermanphotos@yahoo.ca)



## **Sound, Lighting & DJ Services**

### **JA Audio Production**

65 Argyle Street  
Yorkton SK S3N 0P7  
Phone 306.782.4529  
[www.jaaudio.ca](http://www.jaaudio.ca)

JA Audio Productions is a professional sound company featuring live sound and lighting production, audio and visual installs, service and repairs and professional DJ services.

### **Saddles and Steel DJ Services**

83 Broadway Street East  
Yorkton SK S3N 0Y9  
Phone 306.783.4397  
[saddlesandsteel@sasktel.net](mailto:saddlesandsteel@sasktel.net)  
[www.saddlesandsteel.com](http://www.saddlesandsteel.com)

Saddles and Steel are the only CDJA (Canadian Disc Jockey Association) licensed DJ company in the Yorkton area. They have the music, equipment, staff and knowledge to entertain crowds ranging from young to old. Their music is up-dated monthly and includes new country, rock, pop or alternative, plus the extensive library of two-stepping, polka, waltz, heel toe, and everything in between.

## **Entertainers**

### **Aboriginal Drummers and Singers**

Rod Wade Belanger  
306.783.2225

### **Bagpipers**

Fern Katzberg  
306.783.57

### **Blackjack Music**

Jack Skrip  
[www.astonishmentartist.com](http://www.astonishmentartist.com)  
Offers a variety of Magic Shows.

### **The Cowboy Poet**

Morley Thorpe  
306.534.4601

### **Yorkton Community Band**

Phone 306.782.4182

### **Free My Muse**

Carrie Pengilly  
306.782.6873  
[freemymuse@hotmail.com](mailto:freemymuse@hotmail.com)  
[www.freemymusetheatre.com](http://www.freemymusetheatre.com)

Free My Muse Theatre Company is a professional, creative studio offering classes and performances for students of all ages. The Theatre Company also offers excellent entertainment for holiday parties, conferences, celebrations and educational environments.

### **Fuzztone Music**

Ken Kohlert  
306.782.5355  
[fuzztonemusic@sasktel.net](mailto:fuzztonemusic@sasktel.net)

Sound system rentals, set-up and delivery, musical instrument sales and referrals of possible local performers.

**Kalyna Ukrainian Dance School**

306.783.3240 or 306.786.5560

[yorktonkalyna@gmail.com](mailto:yorktonkalyna@gmail.com)

[www.yorktonkalynadance.com](http://www.yorktonkalynadance.com)

**Magical Makayla**

Richard Winters

[richardwinters@sasktel.net](mailto:richardwinters@sasktel.net)

**Odds & Ends Orchestra**

306.783.9391 or 306.783.4824

This combo specializes in providing easy listening.

**Paper Bag Players**

306.782.6311 or 306.782.3459

Full length and short plays, musicals and skits of all kinds.

**Sacred Heart High School's Channel 22**

Rita Hilbig

306.783.3128

[rita.hilbig@sasktel.net](mailto:rita.hilbig@sasktel.net)

A musical performance group comprised of Sacred Heart students; perform a variety of musical genres. Available November through June.

**Troyanda Dance Ensemble**

306.783.3141

[yorktontroyanda@gmail.com](mailto:yorktontroyanda@gmail.com)

**Yorkton Adult Band**

Larry Pearen

306.782.4182

**Western Development Museum**

306.783.8361

Offers exciting tours back into time.

[www.wdm.ca](http://www.wdm.ca)

## Massage Therapists & Hair Salons

**Parlor Barber Shop**

8 1st Avenue North

Yorkton SK

Phone 306.521.0036

**Rebel Hair**

200-283 Myrtle Avenue

Yorkton SK S3N 1R5

Phone 306.620.8000

**Refresh Massage Studio and Spa**

75 Broadway Street West

Yorkton SK S3N 0L9

Phone 306.783.1370

[refreshmassagestudio@hotmail.ca](mailto:refreshmassagestudio@hotmail.ca)

[www.refreshmassagestudioandspa.com](http://www.refreshmassagestudioandspa.com)

**Welcome Home Floral & Gift Shop**

113 Smith Street East

Yorkton SK S3N 0H8

Phone 306.782.7686 Fax 306.782.7686

A wide selection of flowers, gifts and a massage clinic all in one place.

## Make Up

### **Naturally You Esthetics & Day Spa**

19-385 Broadway Street East  
Yorkton SK, S3N 3Z3  
Phone 306.786.6666  
[naturallyyouesthetics@outlook.com](mailto:naturallyyouesthetics@outlook.com)

### **Mini-luxe Lash & Beauty Studio**

154 Broadway Street West  
Yorkton SK S3N 0M6  
Phone 306.316.1568  
[miniluxestudio@gmail.com](mailto:miniluxestudio@gmail.com)

### **Studio RO**

Rebecca Trost  
2A-7 Broadway Street West  
Yorkton SK S3N 0L3  
Phone. 306.641.5900

## Tanning

### **Fabutan**

84 Broadway Street East  
Yorkton SK S3N 0K9  
Phone 306.782.2224  
[www.fabutan.com](http://www.fabutan.com)

### **Tantalize**

77 Broadway Street West  
Yorkton SK  
Phone 306.782.5757

### **Uptown Casuals**

3 Broadway Street West  
Yorkton SK S3N 0L3  
Phone 306.783.0303  
[www.uptowncasuals.ca](http://www.uptowncasuals.ca)  
Million Dollar Spray tans.

## Wedding Party Attire

### **Alexander's Men's Wear**

41 Broadway Street East  
Yorkton SK S3N 0K6  
Phone 306.783.8107  
[alexandersmenswear@sasktel.net](mailto:alexandersmenswear@sasktel.net)

### **Dream Weddings**

41 Broadway Street East  
Yorkton SK S3N 0K6  
Phone 306.783.8107  
Offers suit rentals.

### **K.W. Men's Wear**

27 Broadway Street East  
Yorkton SK S3N 0K4  
306.782.2722

### **Tracy's on Broadway**

84 Broadway Street East  
Yorkton SK S3N 0K9  
306.783.6360

### **Under the Covers**

30 Betts Avenue  
306.782.7982  
1.866.585.7982  
[www.underthecovers.ca](http://www.underthecovers.ca)

## Alterations

### **Alterations by Melinda**

4 3rd Avenue North  
Yorkton SK S3N 1B9  
Phone 306.641.6030

### **York-Sask Dry Cleaners**

14 First Avenue North  
Yorkton SK S3N 1J4  
Phone 306.782.2647  
Fax 306.782.0842

## Wedding Party Gifts

### **All About Flowers**

Stephanie Buckle  
71 Seventh Avenue South  
Yorkton SK S3N 3V1  
Phone 306.782.4222

### **Crystal Clear Imprints**

76 Seventh Avenue South  
Yorkton SK S3N 3V2  
Phone 306.783.3322 Fax 306.786.1833  
[inquiries@crystalclearimprints.com](mailto:inquiries@crystalclearimprints.com)  
[www.crystalclearimprints.com](http://www.crystalclearimprints.com)

### **The Plum Tree**

34 Betts Avenue  
306.786.5006

A quaint boutique, lots of great holiday gift ideas, along with wedding gifts (does gift registry), also sell local artists' paintings, beautiful and different home décor.

### **Sherring Gold Jewelers**

91 Broadway Street East  
Yorkton SK S3N 0L1  
Phone 306.782.4653  
[www.sherringgold.ca](http://www.sherringgold.ca)

### **Welcome Home Floral & Gift Shop**

113 Smith Street East  
Yorkton SK S3N 0H8  
Phone 306.782.5151

A cozy shop with hundreds of creative gift ideas awaits you! An entire two-story shop filled with consignment goods featuring a large selection of prairie prints and souvenirs, home accents and giftware.

## Transportation

### **Cloud Nine Coaches-Limo Service**

Phone 306.620.9718

Yorkton and surrounding areas, we provide full limo service for your special events.

### **Good Spirit Air Service**

Box 128 Yorkton SK S3N 2V6  
Located at the Yorkton Airport  
Phone 306.786.3352 Fax 306.786.3339  
[miccar@sasktel.net](mailto:miccar@sasktel.net)  
[www.goodspiritair.com](http://www.goodspiritair.com)

We provide safe and reliable charter air service to people travelling for business or recreation to destinations anywhere in Canada and soon to the US.

## Auto Detailing

### **Mirror Image Auto Detailing**

Highway 10 East Yorkton SK  
Phone 306. 621.0567  
[Mirrorimage.yorkton@gmail.com](mailto:Mirrorimage.yorkton@gmail.com)



## Rentals

### **In Good Taste**

290 Main Street, Togo, SK S3N 4E0

Phone 306.597.4656

[jared@ingoodtastefoods.ca](mailto:jared@ingoodtastefoods.ca)

Catering and party tent rentals. One phone call takes care of a large portion of your event.

## Travel Agencies

### **CAA Travel Agency**

159 Broadway Street East

Yorkton SK S3N 3K6

Phone 306.783.6548 Fax 306.782.1499

"Where Dependability Is A Tradition"

Full-service travel agency, passport photos, travel accessories, international driver's permits.

### **Marlin Travel**

240 Hamilton Road

Yorkton SK S3N 4C6

Phone 306.782.0503 Fax 306.782.0506

[sgrunert@thomascook.ca](mailto:sgrunert@thomascook.ca)

"Low, low prices every day!"

Full service travel agency open 9-9 Monday - Friday, 9:30 - 5:30 Saturday and 11:00 - 5:00 Sunday for your convenience.

### **Outta' Here Travel**

5 First Avenue North

Yorkton SK S3N 1J3

Phone 306.782.5955 Fax 306.782.5965

[outtahere@sasktel.net](mailto:outtahere@sasktel.net)

Destination weddings, vacation packages, airline tickets, hotels, cruises and holiday tours.

## Stationery and Design

### **Parkland Printers**

22 Fourth Avenue North

Yorkton SK S3N 1A2

Phone 306.782.8211

Fax 306.782.8564

[parklandprinters@sasktel.net](mailto:parklandprinters@sasktel.net)

## Attractions

### **Crops of the Parkland Walking Tour**

Enjoy the beauty of Saskatchewan's landscape, characterized by vast prairie land and colorful crops covered by big blue skies. Located adjacent to the Tourism Yorkton Visitor Centre in summer and fall. Walk, explore and learn about Saskatchewan crops and the agricultural practices that contribute to our province's position as a world leader in food production.

### **Godfrey Dean Art Gallery**

Second Floor of the Godfrey Dean Cultural Centre, corner of Third Avenue North and Smith Street East  
306.783.8722

[www.deangallery.ca](http://www.deangallery.ca)

Open year-round

Through locally and nationally acclaimed artists, the Art Gallery reflects issues pertinent to Yorkton's Cultural diversity while raising visual artistic awareness.

### **Heritage Walking Tour**

The self-guided experience will introduce you to Yorkton's past. The private homes and public buildings are of interest both in their relationship to the history of Yorkton and as samples of the city's architectural heritage. At a leisurely pace the walk will take an hour and a half.

### **National Doukhobor Heritage Village and Museum**

Veregin SK, a pleasant 45-minute drive from Yorkton  
306.542.4441

In 1982 the province of Saskatchewan declared the Doukhobor Prayer Home a Provincial Heritage Building. The Veregin Doukhobor Prayer Home is a landmark of the area, with architecture that can be traced to the mid-1800s in Russia. The home was built in 1917 and is currently part of the National Doukhobor Heritage Village. Many buildings make up this unique village. Visitors can view a "peche" (brick oven), a "banya" (bathhouse) and several household articles and utensils that can be found in the homes. The Museum and Administration Building holds Doukhobour artifacts, ranging from photos and handicrafts to clothing and hand tools. Barns, a blacksmith shop and a collection of agricultural equipment complete this Heritage Village. It is truly one of a kind and well worth the drive.

### **Painted Hand Casino**

510 Broadway Street West

306.786.6777

[www.siga.sk.ca](http://www.siga.sk.ca)

The casino has 209 slot machines, 6 live table games and a souvenir and gift shop. The multipurpose Parkland Room can accommodate a seminar or conference with ease as it has the ability to be transformed into three sections, ensuring privacy, group separation and/or conference category. The room can also be used for concerts, comedy shows, trade shows, conferences, holiday staff parties, weddings, seminars, or other events. The facility can accommodate up to 420 individuals depending on the set-up style. Painted Hand Casino offers meticulously prepared food by their Red Seal First Nations Chefs.

**Public Art Walking Tour**

Good things have been happening on the art scene in Yorkton for over a century and will continue to happen as Renaissance Yorkton promotes “Art in the Heart of Yorkton”. This unique tour presents public art pieces for your own personal exploration with no admission fee required. Enjoy your adventure!

**St. Mary’s Ukrainian Catholic Church**

155 Catherine Street

306.783.4594

[www.saintmarysyorkton.com](http://www.saintmarysyorkton.com)

View one of the finest hand-painted domed ceilings of its kind in North America right here in Yorkton! Painted by the late Stephen Meush in 1941, the curvature of the dome is more than 62 feet. The church can be viewed weekdays between 9 am and 4 pm.

**Sunflower Arts and Crafts Show**

Held each September, the show is one of the largest non-juried shows in Saskatchewan. It showcases the talents of crafts people from across the province.

**Western Development Museum**

Highway 16 West

306.783.8361

[www.wdm.ca](http://www.wdm.ca)

One of four provincial museums in Saskatchewan, the Yorkton WDM houses artifacts and displays that tell the story of the province’s development. Visitors can feel the hope of early immigrants to the province, discover the gigantic Twin City gas tractor and view a real log house! A highlight of the year is the annual Threshermen’s Show and Seniors’ Festival with exhibits and activities that give it the true fun and excitement of a genuine country fair!

**Yorkton Sports Hall of Fame and Museum**

Located on the second floor of the Gallagher Centre, 455 Broadway Street West.

Local heroes to world class athletes await you here! Sports enthusiasts can view memorabilia and various artifacts as well as gain knowledge of Yorkton’s extensive sporting history.

## **Places of Worship**

### **Canadian Orthodox Church**

306.783.4498

### **Church of Jesus Christ of Latterday Saints**

306.782.2614

27 2nd Avenue North

### **Destiny International Christian Assembly**

306.782.2427

109 Maple Avenue

### **Dominion Chapel Ministry**

306.782.4447

306.620.2462 or 306.641.2377

366 Independent Street

### **Family Worship Centre**

Church Office: 306.783.3001

491 Broadway Street (Highway 10 East)

### **First Baptist Church**

306.783.3119

35 Smith Street East

### **Free Pentecostal Church**

306.783.5663

20 Bradbrooke Drive

### **Grace Communion International**

306.782.2789

Meeting at 366 Independent Street  
(Church of the Nazarene)

### **Grace Presbyterian**

306.782.2066

66 Park Street

### **Greek Orthodox Church**

306.786.6216

160 Betts Avenue

97 Dunlop Street West

### **Heartland Baptist Church**

306.783.1025

Meeting at the Seventh Day Adventist

384 Gladstone Ave South

### **Heritage Baptist Church**

306.783.7912

345 Darlington Street East

### **Holy Transfiguration Ukrainian Orthodox Church**

306.783.6731

89 Bradbrooke Drive

### **Holy Trinity Anglican Church**

306.786.7131

165 Second Avenue North & Darlington Street

### **Kingdom Hall of Jehovah's Witnesses**

306.783.4808

51 Alderwood Place

### **Masonic Temple**

306.783.0222

111 Haultain Avenue

### **Parkland Community Church**

306.782.1555

78 Front Street

### **Prairie Harvest Christian Life Centre**

306.786.6840

72 Melrose Avenue (use south entrance)

### **The Salvation Army Yorkton Corps (Church)**

306.783.4640

147 Booth Street

### **Seventh Day Adventist Church**

306.782.2931

384 Gladstone Avenue South



**St. Andrew's United Church**

306.783.4157

Second Avenue North & Smith Street

**St Gerard's Roman Catholic Church**

306.782.2449

125 Third Avenue North

**St. Mark The Evangelist**

306.786.6216

Meeting at the Greek Orthodox

160 Betts Avenue

**St Mary's Ukrainian Catholic Church**

306.783.4594

155 Catherine Street

**St. Paul Lutheran Church**

306.783.4266

73 Smith Street East

**Westview United Church**

306.783.3063

355 Bradbrooke Drive

**Worldwide Church of God**

306.782.2789

**Yorkton Alliance Church**

306.782.1161

186 Allanbrooke Drive

**Yorkton Christian Fellowship**

306.782.2140

58 Agricultural Avenue

**Yorkton Church of the Nazarene**

306.783.7824

366 Independent Street

**Yorkton Faith Ministries**

306.782.8202

16 Maple Avenue North

**Yorkton Victory Church**

306.782.0984

38 Bradbrooke Drive

**Zion Lutheran Church**

306.783.5589

234 Independent Street



# Business & Marketing Plan

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## 1.0 Overview

The Yorkton Convention and Visitor Bureau is a non-profit organization founded in 1985 to promote tourism opportunities in the Yorkton area. It is governed by an elected Board of Directors. The Executive Director works with staff and volunteers well trained in customer service who generate awareness and interest in the dynamic range of services our membership adds to the city.

The organization now operates under the name Tourism Yorkton and is located in the Visitor Information Centre, located at the junction of highways 9 and 16. The location gives visitors to the area easy access to information on the multitude of attractions, services, and facilities in our city. The office is the only Tourism Information Centre on the Yellowhead Highway between Winnipeg and Saskatoon that is open year round.

*The city and area* offers a four-season destination. Winter tourism, especially in snowmobiling and events.

*The city and area* hosts two major corridors: East/West access – Yellowhead Highway; North/South United States access – Saskota Travel Corridor.

*The city and area* boasts a provincial recreational park, as well as a unique regional park.

*The city and area* boasts some of the best viewing of Northern lights in the world, which could potentially become a tourist attraction product all on its own.

*The city and area* possesses several unique and one of a kind tourism venues in Saskatchewan.

Veregin's National Doukhobour Heritage Village, the painted dome at St. Mary's Ukrainian Catholic Church, Crops of the Parkland Walking Tour, and the Western Development Museum in Yorkton are examples of the unique tourism attractions that the area hosts.

## 2.0 Mission Statement and Vision

### 2.1 Mission Statement

To realize economic benefit for the Yorkton area through tourism.

### 2.2 Vision

Vision for the Saskatchewan tourism industry:

- Worth an estimated \$2.37 billion
- Tourism related employment of 67,000
- Integrated database and fulfillment capabilities for the Internet
- Strong, sustainable brand
- Political recognition and support for a growing industry
- Stakeholder support for product development
- Realization to full potential of the winter product

## 3.0 Values

- *We believe* that by providing an excellent product our visitors will return to the Yorkton area.
- *We believe* that we can provide a first class experience through:
  - Great customer service
  - High quality product
  - Exceeding expectations
- *We believe* we have and will continue to assist in the development of top quality sport, culture and recreation experiences.
- *We believe* we provide unique, sustainable destination experiences.
- *We believe* in a consistent quality offering of product.
- *We believe* in providing consistent quality of membership services.
- *We believe* in the value and benefit of partnerships.



## **4.0 Situational Analysis – Business Environment**

### **4.1 Membership**

#### **Categories**

##### **Accommodation**

- Bed and Breakfast/Motels
- Campground/RV Parks
- Hotels/Motels/Resorts/Cabins
- Outfitters

##### **Attractions**

- Adventure/Recreation sites and activities (e.g., ongoing sporting events, Casinos, golf courses, ski areas, nation, provincial, regional parks)
- Heritage/Culture (e.g., historic sites, museums, ongoing theatre companies, public galleries)

##### **Events/Event Attractions**

- Events: Short-term annual events such as Canada's Golden Sheaf Awards/Yorkton Film Festival, Yorkton Exhibition Event Associations

##### **Food and Beverages**

- Restaurants/pubs – consumer services, not food/beverage supply
- Convention/banquet facilities

##### **Retail Goods and Services**

- Antique/souvenir/gift shops, commercial galleries
- Gas/service stations
- Stores (e.g., grocery, pharmacy, hardware, hair salons, car dealerships)
- Shopping centres/malls/department stores

##### **Transportation**

- Air, bus, rail services (e.g., West Jet, STC, Via Rail)
- Taxi, car rentals, limousine service

##### **Travel Trade**

- Travel agencies, limousine service

##### **Professional Business Services**

- Business services/corporations/suppliers (e.g., banks, legal firms, ad agencies, brewers, printers, display companies)
- Education and training institutions, libraries
- Individuals/home-based businesses
- Media (newspapers, radio, television, billboards)
- Service clubs

## 4.2 Benefits

### Tourism Yorkton

Your membership with Tourism Yorkton gives you a wide range of benefits. Below are just some of our ongoing services. We are always open to new ideas on projects that support our mandate and objectives.

- Social media promoting member attractions and services
- Events and trade to our economy promote Yorkton as a host city
- We closely work with event organizers and provide many services to groups bidding to host an event in our city
- Information packages are available for events held in our city
- Interested in moving to Yorkton? We have relocation packages for Yorkton
- Visitor guides and mini maps are available to everyone and are a great way for members to advertise
- We also offer an online event calendar which searches by product, date and location
- Tourism Yorkton has represented its members at many provincial, national and international trade shows and events
- We offer city tours which brings the people closer to our members
- Tourism Yorkton is continually spreading awareness of the importance of this industry
- Every Monday, Tuesday and Wednesday throughout June, July and August, Tourism Yorkton organizes a program offering free coffee, cookies and juice to visitors at the city-operated campground
- The Information Centre has a team of enthusiastic volunteers that assist in all aspects of running the office, preparing welcome kits and providing visitor information
- Tourism Yorkton keeps an up to date list of all services, organizations, groups and clubs in the city
- Tourism Yorkton's web page address is [www.tourismyorkton.com](http://www.tourismyorkton.com). Tourism Yorkton members have the opportunity to be listed in a searchable membership database in the appropriate sectors on the Internet site and to have linkages to their sites if applicable
- Tourism Yorkton works closely in partnership with the City of Yorkton and the Yorkton Chamber of Commerce
- Tourism Yorkton is a lead partner in a four year project marketing the Yellowhead route across Canada and the US

## 5.0 Operations

### 5.1 Management/Directors

- The Board of Directors shall have the power to establish the right to be no less than nine (9) and no larger than fifteen (15) directors
- The Board of Directors is appointed by a majority vote of the Directors of Tourism Yorkton. From these Directors shall be elected the offices: President, Vice-President and Finance Chairperson
- The Directors shall also consist of two (2) representatives appointed by the City of Yorkton, being the Economic Development Officer and Director of Leisure Services.
- The Directors may appoint members of Tourism Yorkton to fill vacancies on the board and to appoint committees for the purpose of carrying out projects and duties
- From the Board of Directors there shall be an Executive Committee, formed consisting of: President, Vice-President, Finance Chairperson, and the Executive Director of Tourism Yorkton. The Executive Director shall attend all board meetings.
- The term of office of each Director shall be for a period of two (2) years. Half of the Directors to be elected each year.
- The President, Vice-President, and Finance Chairperson shall be elected for a period of one (1) year

### 5.2 Roles and Responsibility – Board of Directors

The Board of Directors will act in a manner that emphasizes strategic leadership, future direction and pro-activity. Responsibilities of a Governing Board:

- The legal responsibility to ensure the goals, objectives and activities of the organization are carried out
- Responsible for organization's compliance with relevant Federal, Provincial and Municipal Laws and Acts
- Make decisions related to strategic planning
- Make decisions related to policy development
- Make decisions related to financial planning and financial control
- Make decisions related to the recruitment and retention of the staff
- Monitor organization's operations
- Evaluate organizational performance
- Ensure a process of accountability to members, the community and stakeholders
- Ensures decisions are consistent with the organization's bylaw
- Acts in the best interest of the organization
- To assist with membership recruitment and retention

#### Benefits for a Person Serving on the Tourism Yorkton Board

- Grow in personal development
- Individuals will receive personal exposure in home community
- An individual's business or company receives extra exposure in the community
- Many networking opportunities with others involved in tourism

### **5.3 Roles and Responsibility – Management/Employees**

The Board will provide the direction, strategic planning and evaluation to the Executive Director. The Executive Director is responsible for:

- Monitoring and maintaining expenditures as approved in the annual budget
- Develop and implement membership activities and service plan
- Coordinating the logistics of board, executive committee and member meetings including minute taking and distribution of minutes
- Responding to public and members
- Participating in trade and sales missions
- Develop and implement a marketing plan

The staff will have a strong team spirit

The staff is mandated to respond to membership needs

### **5.4 Office Location**

Located at the Tourism Yorkton Visitor Information Centre on the junctions of Highways 9, 10 and 16 South. The office is located on two major travel and trade corridors, in a visitor information centre operating year round. The rental costs include all utilities, parking, maintenance and repairs, janitorial and sharing of costs for office equipment.

## **6.0 Business Environment and Strategic Priorities**

### **6.1 Business Environment**

The following list outlines the current business climate within the City of Yorkton and area:

- Increased membership and membership interest by the industry
- Increased number of partners participating in the campaigns
- A favourable exchange rate for U.S. currency, resulting in increased opportunity
- Municipality is supportive of the tourism industry
- An increase in the numbers of rooms in the accommodation sector
- The overall business environment is expanding
- Agriculture will have an effect on the overall Saskatchewan tourism industry

### **6.2 Strategic Priorities**

- Maximize Internet and social media opportunities and performance
- Maximize marketing resources and market reach through partnerships
- Leverage results through industry development activities
- Increase focus on unpaid media opportunities
- Facilitate collaborative efforts with stakeholders including promotional activities, research and product development initiatives
- Re-focus on key markets including Saskatchewan
- Enhance destination area and product awareness in key markets
- Facilitate greater customer relationship management including travel trade and travel media

Partners and cost sharing are key components to successfully competing in a global market. Tourism Yorkton will continue to partner and work cooperatively with: City based MO's, Tourism Saskatchewan, non-profit organizations, and the numerous consortiums.



## 6.3 Strategic Relationships

Strengthening and creating strategic relationships with members, partners, stakeholders and allies. Relationships and teamwork are integral to the way Tourism Yorkton conducts its business. We are seen as an open, accountable, respected and responsive partner. To continue growing the tourism industry, Tourism Yorkton works with many partners, stakeholders and allies including:

- Saskatchewan Indian Gaming Authority (SIGA)
- Community Futures
- Saskatchewan Snowmobile Association
- Canada Day Committee
- Family Motor Coach Association
- Yellowhead Birding Trail
- Woodalls
- Ministry of Highways and Transportation
- Regional Parks
- Saskatchewan Urban Municipalities Association
- Provincial Parks
- FSIN
- Parkland Recreation and Culture District
- Provincial Media
- Saskatchewan Regional Library Association
- Yellowhead Highway Association
- SPRA-TransCanada Trail
- Saskatchewan Bed and Breakfasts
- Ducks Unlimited
- Saskatchewan Association of Rural Municipalities
- Canola Production Council of Canada
- Nature Saskatchewan
- Destination Marketing Organizations

## 7.0 SWOC Analysis

### Strengths

The Board of Directors are key stakeholders in the industry and offer experience to the members.

- The diverse products and services
- Friendly people
- Uncrowded and unspoiled

### Weaknesses

- Resident lack of awareness of products in the area
- Customer service training improvement
- Lack of training for skills in small business operations
- The lack of awareness of the importance of the tourism industry to the economy
- The lack of awareness of operators to the contributions they make to the industry

### Opportunities

- Human resources availability – full time staff

### Challenges

- Perception of value of membership and relevance to members
- Lack of participation from members
- Destination area concentration

## 8.0 Goals

Tourism Yorkton will work with partners and members to successfully attain the following goals that will guide the activities:

1. Develop partnerships in markets of mutual interest
2. Increase resident awareness of tourism products in the Yorkton area
3. Increase tourism expenditures in the Yorkton area through increased visitation, extended length of stay and increased programming/ packaging
4. Develop enduring strategic relationships with members and stakeholders
5. Create effective informational and evaluation research tools
6. Build a growing and engaged membership
7. Increase member involvement in the website and social media

## 9.0 Goals and Objectives

The success and visibility of Tourism Yorkton is based upon the strength of relationships between all stakeholders. Tourism Yorkton will strive to provide members with relevant, efficient and quality service and support on a timely basis, therefore growing the tourism industry. Tourism Yorkton will focus on strengthening the tourism industry by:

1. **Goal:** To increase membership in Tourism Yorkton by 1% in the next year  
  
**Objective:** To increase the public and membership awareness of the DMO and industry  
  
**Actions:**  
Membership Strategy – will continue to develop strategies to increase membership by 1%  
  
Internet Strategy – to develop a strategy/plan to communicate with members and potential members, the benefit and process of the new internet/web presence  
  
Event Management – to build the skills of community groups and organizations (organizational structure, planning, marketing, promotion, media relations, administration, site management, event presentation.
2. **Goal:** To engage the membership in tourism activities by increasing the value/benefit of membership  
  
**Objective:** To increase the value of membership in the DMO and industry  
  
**Actions:**  
Small Business Operations – to raise the skills of tourism operators, Tourism Yorkton, in partnership with STEC and community partners, will schedule training workshops  
  
Education and Training – to ensure that members will continue to value and raise the level of training and professionalism. Tourism Yorkton, in partnership with STEC and other community partners will offer training workshops. Workshops offered include web development/marketing, packaging and event management.  
  
Tourism Awareness Week – to distribute information, proclamation and constituency reports
  - To provide media ongoing information monthly beginning May 1 and concluding after the summer season  
Funding Programs – to assist in identifying available and appropriate funding assistance opportunities; for members to use in: capital expenditures, training and promotion.  
  
Tourism Saskatchewan Going Places Newsletter – work with members and partners to forward articles for inclusion in Going Places
3. **Goal:** To increase industry support and commitment  
  
**Objective:** To increase support and commitment by members and partners

**Actions:**

Impact and Benefit of the Tourism Industry – to communicate the ongoing impact of the industry on the community economies

Database of Previous Inquiries – to continue to collect and update a database of inquiries and distribute current information to all previous inquiries

Visitor Information Services – to continue to develop and provide a community visitor information service

Signage – to increase the effectiveness of the signage of tourism products and services, Tourism Yorkton will work cooperatively with the Ministry of Highways in promotion and implementation of the enhanced tourism signage program.

Strengthen Partnership – to continue to develop and strengthen key strategic partnership that will grow the products and services within the Yorkton area

Volunteer Contributions- to increase the volunteer contribution to the operations of Tourism Yorkton and the tourism industry

Professional Development and Training – Tourism Yorkton will encourage and support board and staff training and develop initiatives



## 10.0 Marketing

### 10.1 Regional and Community Overview

The 2019 International and Canadian Travel survey data revealed that visitors spent a total of \$98 million in the 1.9 million trips they made to the East Central Saskatchewan. Included in the total was \$15 million spent by hunters and fishermen. The outdoor segment in East Central generated one third of all spending in the region, with cultural visitors spending \$13.2 million, or about one fifth of all spending by overnight visitors.

Over the course of 2019, visitors spent more than \$2.4 million person nights in East Central Saskatchewan, with an average stay in the region of three nights (2.98). One quarter of the 2.4 million person nights were spent in the region's hotels, motels, resorts, bed and breakfast establishments and other commercial roofed properties. 56% of the 1.6 million visitors stayed in the region at least one night.

The following is a predominant visitation breakdown for East Central Saskatchewan based on 2019 tourism statistics:

Saskatchewan Residents (458,000) 67%

Mid baby boomers (mid 40s with children)

Alberta Residents (91,000) 13%

Baby boomers with children

Expatriates

Manitoba (71,000) 11%

Older – 50+ with no children

USA (20,000) 3%

Short Haul (Border States: North and South Dakota, Montana, Minnesota and Colorado)

Maturing baby boomers and seniors (45-75)

Overnight visitors predominately visit friends and relatives, shot, sightsee, and participate in an outdoor activity. Festivals along with cultural and sporting events were also well attended by these visitors.

Tourism Yorkton will pursue two components that are critical to fulfilling the mandate and increasing market base:

1. Product packaging – Developing the Tourism Yorkton product lines and multi-layering them with membership partnerships, marketing dollars can be utilized in all areas of product promotion. The development of market-ready packages must be a priority and can be communicated and sold individually or to the travel trade. Partnerships are important in combining the product areas. Multi-layering of the products will hit all levels of every target market group.
2. Internet – with the continued development of internet marketing, members have the opportunity for enhanced:
  - Communication and relationship building with client
  - Business purchases
  - Service
  - Online sales
  - Surveying
  - Contests
  - Coupons

## 10.2 Situational Analysis

### 10.2.1 Trends

Trends affecting the tourism industry are numerous but must be considered to ensure that tourism marketing activities are effectively conducted.

- Expenditures by visitors staying one or more nights in Saskatchewan accounted for an estimated \$79.8 million over 2019
- Visiting friends and relatives remain the primary purpose for Canadians to visit Saskatchewan
- Overseas and U.S. visitors come to Saskatchewan for specific recreational experiences
- Mature and aging North American population holds a record amount of disposable income and leisure time
- Increased global competition. More countries are recognizing the economic benefits of tourism
- Growing interest in interactive versus passive experiences
- Demand for learning based experiences, such as ecotourism, First Nations, Metis and cultural tourism
- Consumers seek the value and convenience of packaged product but also demand options for customizing their vacation package
- Increasing use of the Internet to visit travel sites

### 10.2.2 Product Analysis

#### 1. Birding

- Last Mountain Lake home to the oldest bird sanctuary in North America
- Greatest diversity of songbird in North America
- Quill Lakes declared part of Western Hemisphere Shorebird Reserve Network
- Yellowhead Birding Trail
- Over 85 million Americans enjoy birds, with over 25 million considering themselves to be “avid” watchers, prepared to travel
- Birding is second only to gardening as the most popular leisure time activity
- The value of the U.S. market is estimated at \$14 billion
- An estimated 150,000 travellers include birding or wildlife viewing as an activity in Saskatchewan
- Demographics –
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta
  - United States

#### 2. Casino

- The city has a casino facility, the Painted Hand Casino
- Demographics
  - Older baby boomers, seniors
- Geographic markets
  - Saskatchewan
  - Manitoba
  - Alberta

3. Convention Meeting

- Within Canada, total interprovincial business trips of more than one night accounted for 3.3 million visits
- Convention trips accounted for 94,000 visits to Saskatchewan
- Markets include associations, corporations, recreation, and sport and culture organizations
- Demographics –
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta

4. Culture/History

- Culture and heritage is a part of the broader tourism experience
- Cultural tourism can be segmented into two main focuses:
  - Activities linked to heritage (historic sites, museums and galleries)
  - Activities reflecting Canadian lifestyle (customs, styles of housing, food, crafts, religions and traditions)
- Strong appeal to the pleasure travel markets
- Demographics
  - Older baby boomers, seniors and families
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - USA short haul
  - International (non USA)

5. Fishing

- Fishing in the East Central Saskatchewan Tourism Region is primarily drive in
- 16% of all U.S. adults have gone fishing
- Demographics
  - Male baby boomers, seniors and families from Saskatchewan
  - Male baby boomers, from Alberta
  - Older baby boomers and seniors from USA
- Geographic Markets
  - Saskatchewan (60%)
  - Alberta (15%)
  - USA (25%)

6. General Touring

- Saskatchewan residents are travelling within their own province
- There is an increasing interest in short-term vacations by provincial residents
- 20% of Alberta residents select Saskatchewan as their vacation destination because of lakes, resorts and parks
- The destination areas within East Central Saskatchewan have developed attractions, including: heritage and culture, parks and historic sites, and festivals and events to extend the stay of those general touring
- Demographics
  - Primarily families and seniors, some singles and couples (Alberta)
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta

7. Golf

- Within the area, there are six golf courses, Yorkton area has three eighteen hole and one nine hole courses
- The highest utilized courses in the region are under 40% seasonal play; thus, there is a major potential for growth
  - For those from outside Saskatchewan, golf is not the primary reason for travel
- Primary reasons are mostly VFR and general touring
- Within Saskatchewan, golf is a primary reason for travel
- Demographics
  - Baby boomers and seniors
- Geographic Markets
  - Saskatchewan
  - Western Manitoba
  - USA short haul

8. Hunting

- Within the region, hunting primarily includes game bird, moose, whitetail deer and bear
- Demographics
  - Primarily baby boomers (40+)
- Geographic Markets
  - Saskatchewan
  - US short haul

9. Motorcoach/Seniors

- Pass through motorcoach traffic, via Yellowhead, Saskota and CANAM highways
- Most motorcoach travel to the East Central Saskatchewan originates from the province's two major centers
- The primary reasons for travelling in the region for those originating from Saskatchewan are general touring, special events and casinos
- The primary reasons for travelling in the area for those originating from Manitoba or Alberta are health/spas, casinos and general touring
- The primary reasons for travelling in the area for those originating from the USA are general touring and fishing
- Demographics
  - Primarily 50+
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta
  - USA short haul

10. Pass Through

- The area has four major travel corridors – East/ West access – Yellowhead Highway and Northern Woods and Water Route; North/South United States access – CANAM International Highway and Saskota Travel Corridor
- In order to extend the time a traveller spends in the East Central area, marketing areas along the corridor, tour loops and scenic byways are essential
- Demographics
  - All ages – trade and commerce transportation



- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta

#### 11. RV

- This market travels for longer periods
- Willing to travel in shoulder season
- Two major highway corridors pass through the area: Yellowhead and Saskota
- Demographics
  - Growing market as baby boomers get older
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - Alberta
  - USA short haul
  - USA long haul
  - Pass through

#### 12. Special Events

- The Yorkton area hosts a wide variety of events, spanning the entire year
- The majority of events are local, generating thousands of dollars for the communities
- USA short haul market is interested in cultural events
- Demographics
  - All ages – demographics will change from event to event
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - North Dakota

#### 13. Sports and Sporting Events

- Researchers from the University of Regina examined family expenditures at sporting tournaments: a family from a host community will spend \$71.63 in the local community while a family travelling to a sporting event will spend \$174.11 in the hosting community and \$79.64 en route
- The region is host to tournaments and sporting events year round
- Demographics
  - Participants – primarily under 50
  - Spectators – baby boomers and seniors
- Geographic Markets
  - Primarily Saskatchewan
  - Some western Manitoba

#### 14. Visiting Friends and Relatives

- The primary reason for travelling to East Central Saskatchewan and Yorkton is VFR
- Demographics
  - All ages
- Geographic Markets
  - Saskatchewan
  - Manitoba

- Alberta (expatriates)
- British Columbia

**15. Winter Experiences**

- Segments include snowmobiling, cross-country skiing, ice fishing and special events
- All segments, with the exception of snowmobiling, are primarily Saskatchewan markets
- Demographics
  - All ages, with the exception of seniors
- Geographic Markets
  - Saskatchewan
  - Manitoba
  - US short haul

### 10.2.3 SWOC Analysis

#### Strengths

- Friendly people
- Wildlife viewing and bird watching
- Strong outdoor water-based recreation
- Hunting
- Variety of whitetail and mule deer, moose, elk, bear and waterfowl
- Vibrant cultural and heritage sector
  - National Doukhobour Heritage Village in Veregin
  - The painted dome at St. Mary's Ukrainian Church in Yorkton
  - Western Development Museum
- Aboriginal performance events
  - Painted Hand Pow Wow
- Deer Park Golf Course
- National rating
  - Good Spirit Lake Golf Resort
  - Deer Park Municipal Golf course
- Uncrowded and unspoiled provincial parks, regional parks and municipal campgrounds
- Wynyard/Foam Lake/Wadena – strong ecotourism infrastructure in place
  - Includes the oldest bird sanctuary in North America
  - Only bird banding site in Saskatchewan
  - Area includes hosts of endangered species, including whooping cranes and the piping plover
- Wide variety of festivals and events
  - World renowned Canada's Golden Sheaf Awards/Yorkton Film Festival
  - Kalyna Ukrainian Dance Competition
  - Thresherman's Seniors' Festival
  - Sunflower Arts and Crafts Show
- Winter-based tourism, including snowmobiling, cross country skiing, ice fishing and winter festivals
  - Over 2000 miles of groomed snowmobile trails
- Convention and meeting facilities
  - Home Inn and Suites
  - Days Inn and Suites
  - St. Gerald's Hall
  - Painted Hand Casino
  - St. Mary's Cultural Centre
  - Gallagher Centre
- Junior A and AAA hockey
  - Yorkton Terriers
  - Yorkton Harvest
- Distinctive bed and breakfast operators
  - Swedish Rose
  - Windy Acres
  - Lorraine's
- Developed products and product packaging
- Manitoba market is within a short driving distance and offers a great potential to promote non-Manitoba products
- Two major highway corridors offer access to the major attractions and cities
- Available: 518 accommodations rooms.

### Weaknesses

- Lack of resident awareness of products
- Customer service training required
- Condition of secondary highways
- Effective signage
- Hours of operation do not always meet visitor needs (daily and/or seasonally)
- Programming/ packaging for children
- Investment in upgrade/ maintenance of properties
- Packages
- Knowledge about “pricing”
- Training for skills in small business operations
- Saskatchewan residents do not add the same level of expenditures as those from outside the province; many stay with friends and/or relatives and do not frequent restaurants, nightclubs and other local facilities
- Visitors from outside of Canada or from Alberta and British Columbia must travel a greater distance to reach our destination areas

### Opportunities

- Maturing “boomers” in Canada and the US
- Consumers more environmentally conscious
- Increase in interest in heritage/culture
- Internet as a new medium (becoming more mainstream)
- Increase in hunting/ fishing constraints in other jurisdictions (e.g. Ontario/ Alberta)
- Saskatchewan is being recognized as a venue for national conferences/events
- Availability of existing resources for education and training
- Increasing interest in marketing partnerships (e.g. destination areas, Tourism Saskatchewan, C.T.C.)
- There has been a positive effect in the agricultural sector in new ventures opening up to encourage tourists to visit farms, opening bed and breakfasts, etc.
- Potential to work cooperatively with Metis and First Nations people to develop their unique product and to access the overseas target market
- The city is in a unique position to capitalize on a market that is growing exponentially – the baby boomers who want to get away from it all and experience peace and tranquility (but want it close to additional recreational and personal services)
- What once were considered weaknesses, can now be counted as assets: flat terrain is better for RV's than rolling or mountainous terrain, sparse population means less stress while driving, and more privacy once the destination is reached
- Recognition of our unrivalled fishing, pristine forests, and unpolluted lakes is reaching farther than ever before
- Great opportunity to expand tourism activity in the shoulder and winter seasons
- Strengthened relationship of the regions and Tourism Saskatchewan provides an excellent opportunity for partnerships and cost effective marketing
- The favourable exchange rate for American travellers is expected to remain relatively stable

### Challenges

- Decline in the agricultural economy could have a negative effect on the markets (note: as stated above, there can be positive effects associated with low commodity prices, etc.)

- Increase in the exchange rate could negatively impact the U.S. visitation (but will keep residents in the province)
- Growing competition in the global tourism industry
- Competition for marketing resources
- Higher fuel prices will discourage those travellers who might otherwise decide to spend an extra day or more in our region on their way to or from another area
- Deteriorating highways will be a negative factor as well, especially if Manitoba and Alberta are in significantly better shape
- Localized promotion versus regional promotion
- Lack of business in shoulder/ winter season



## 10.3 Goals

Annual visitor expenditures in the Yorkton area were \$38.1 million in 2019. Tourism Yorkton's goal will grow the annual tourism expenditures by 1% annually over the next three years.

The visitor expenditures will be measured by Statistics Canada data collected from the Canadian Travel Survey and the International Travel Survey. To achieve this goal, the region assumes the following environment:

- A stable political and economic environment
- Membership's level of investment in marketing continues to increase
- Continued support from Tourism Saskatchewan
- Canada/US currency exchange rate remains relatively constant

### **Marketing Statement**

Tourism Yorkton offers four season distinctive, natural, cultural/heritage resources, events and winter products. Products such as recreational opportunities, nature and bird viewing and others complement these resources. This combination creates a viable and enticing four season destination region, along with the best meeting/event opportunities.

Branding will emphasize "Where good things happen" recognizing the high propensity of families to take short-term getaways throughout the year

### **Target Markets**

- Saskatchewan residents (VFR, families, seniors, motorcoach)
- Neighbouring provinces of Alberta and Manitoba (young, affluent, outdoor interests, seniors, motorcoach, and recreation vehicle travellers)
- U.S. markets (with packaged products for vertical segments including senior, ecotourism, outdoor/adventure and RV markets)

### **Primary Vertical Markets**

- Events
- Outdoor/adventure
- Senior and health
- Culture and heritage
- RV
- Winter experiences
- Meeting and convention
- Motorcoach

### **Secondary Vertical Markets**

- Hunting
- Birding

## 10.4 Marketing Objectives

### Geographic Markets

#### Saskatchewan

Expenditures by Saskatchewan visitors for all trips in the area were \$62.1 million in 2019. The marketing objective is to increase expenditures from Saskatchewan residents by 2%. Tourism Yorkton has committed to generating 40 additional Saskatchewan inquiries (e-mail) by December 31, 2022.

#### Alberta

Expenditures by Alberta visitors for all trips in the area were \$6.6 million in 2019. The marketing objective is to increase expenditures from Alberta residents by 1%. Tourism Yorkton is also committed to generating 20 additional inquiries from Alberta (1-800, e-mail, mail) by December 31, 2022.

#### Manitoba

Expenditures by Manitoba visitors for all trips in the area were \$12.1 million in 2019. The marketing objective is to increase expenditures by 1%. Tourism Yorkton is committed to generating 20 additional inquiries from Manitoba (1-800, e-mail, mail) by December 31, 2022.

#### United States/Other

Expenditures by American visitors for all trips in the area were \$5.0 million. The marketing objective is to increase expenditures by 1%. Tourism Yorkton is committed to generating 20 additional inquiries from vertical campaigns targeting the U.S. market by December 31, 2022.

### Vertical Markets

#### RV Market

Tourism Yorkton is committed to generating 15 additional camping and RVing inquiries by December 31, 2022.

#### Seniors/Motorcoach/Trade Market

Tourism Yorkton is committed to generating 5 additional inquiries (telephone, e-mail, mail) by September 30, 2022. Tourism Yorkton will identify five additional sales leads from tour operators.

#### Winter Experiences

Tourism Yorkton will work cooperatively and collaboratively with partners, operators and Tourism Saskatchewan Product Development Department with referrals to assist new and expanded tourism related operations. Tourism Yorkton will assist tourism related operators with: co-op advertising opportunities, marketing planning, package development and training.

#### Packaging

Tourism Yorkton promotes and encourages members to partner and package to provide visitors with value-added experiences. We have assisted in developing over 12 market-ready packages in the area of history, culture and outdoor/adventure and promoted them in the Saskatchewan, Manitoba, Alberta and U.S. markets.

### Strategic Overview

- Capitalize on strategic partnerships, including: Tourism Saskatchewan, DMO's, SB&B, highway corridor associations, and SSA
- Web site expansion promoting area product
- Encourage cross-promotion of destination areas and products
- Serve our members through cooperative marketing opportunities
- Assist in developing additional packaged products
- Encourage cooperative marketing

### Geographic Markets

#### Saskatchewan

- Invite tourism interests and community leaders support through area geographic presentations throughout the region
- Research and develop media campaigns
- Deliver call to action messages in all media placements to generate inquiries for member and package information
- Database auto, RV, snowmobile and water based sport dealerships in the area
- Distribute above info to all car/RV dealerships for each vehicle sold
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement

#### Alberta and Manitoba

- Participate in Tourism Saskatchewan and other collective campaigns and initiatives
- Deliver call to action messages in all media placements to generate inquiries for member and package information
- Capitalize on provincial efforts in nearby markets through cooperative opportunities for region or member participation
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement

#### United States Eco-Adventure

- Provide FIT (Free Independent Traveller) packaged product targeted to a qualified segment of travellers
- Provide support for Rendezvous
- Provide packaged product for all venues
- Implement member evaluation forms to assist in overall campaign measurement
- Support FAM trips through partner in-kind contributions

### Vertical Market

#### Senior/Motorcoach

- To identify and contact five new qualified leads

- Provided packaged product to Tourism Saskatchewan for all venues
- Utilize strength of Culture/Heritage theme
- Media Campaign/Direct Mail to seniors' groups and publications
- Participate with Tourism Saskatchewan campaigns in the US market

#### **RV Travel**

- Partner specific participation with Tourism Saskatchewan RV campaign
- Participate in Woodall's and the Yellowhead travel guide
- Develop database of RV dealerships
- Distribute information in every RV sold in the area
- To confirm two bookings

#### **Winter Experience**

- Participate in consumer shows
- Participate in Sno-Riders West Magazine advertising
- Develop and implement a Provincial Media FAM Tour
- Database the snowmobile dealerships in the region

### **10.4.1 Marketing Activities**

The marketing strategy will be implemented in order to meet the objectives. It is the target of Tourism Yorkton to meet the objectives as outlined through a cooperative marketing program.

#### **Other Marketing Activities**

Tourism Yorkton will develop additional marketing activities, providing funding and partnerships are available. Additional marketing activities must be within the goals of this marketing plan and assist in fulfilling at least one of the objectives listed. New marketing activities that are developed throughout the year will be in partnership with other members or other regions.

Tourism Yorkton will work collaboratively with Tourism Saskatchewan in developing FAM tours to promote Yorkton product.

We will continue to work collectively with the tourism regions and Tourism Saskatchewan to market and evaluate the sale of packaged products.

### **10.4.2 Evaluation-Success Measurement**

Evaluation of the Tourism Yorkton Marketing Plan is essential to the future marketing efforts of the area. The success of this marketing plan will be based on the following evaluations:

- Inquiries to the offices
- Member evaluation and tracking
- Response cards
- Trade and consumer show evaluation forms (standard)
- Tracking of inquiries through coded ads
- Travel data provided by CTC and Tourism Saskatchewan
- Packages sold through campaigns
- Coupon returns
- Tracking of website unique visits
- Social media

**YORKTON CONVENTION AND VISITOR'S BUREAU INC.**

**FINANCIAL STATEMENTS**

**For the year ended December 31, 2020**



# YORKTON CONVENTION AND VISITOR'S BUREAU INC.

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For the year ended December 31, 2020

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## STATEMENT OF RESPONSIBILITY

The accompanying financial statements are the responsibility of the Board Members of Yorkton Convention and Visitor's Bureau Inc. and have been prepared in compliance with legislation, and in accordance with Canadian accounting standards for not-for-profit organizations.

In carrying out its responsibilities, the Board Members maintain appropriate systems of internal and administrative controls designed to provide reasonable assurance that transactions are executed in accordance with proper authorization, that assets are properly accounted for and safeguarded, and that financial information produced is relevant and reliable.

The Board Members of the organization met with management and the external auditors to review the financial statements and discuss any significant financial reporting or internal control matters prior to their approval of the financial statements.

Sensus Chartered Professional Accountants Ltd., as the organization's appointed external auditors, have audited the financial statements. The Auditor's Report is addressed to the Board Members and appears on the following page. Their opinion is based upon an examination conducted in accordance with Canadian generally accepted auditing standards, performing such tests and other procedures as they consider necessary to obtain reasonable assurance that the financial statements are free of material misstatement and present fairly the financial position and results of the organization in accordance with Canadian accounting standards for not-for-profit organizations.

  
Board Member

## INDEPENDENT AUDITOR'S REPORT

To the Board Members of:  
Yorkton Convention and Visitor's Bureau Inc.  
Yorkton, Saskatchewan

### Opinion

We have audited the financial statements of Yorkton Convention and Visitor's Bureau Inc., which comprise the statement of financial position as at December 31, 2020 and the statement of operations and changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements including a summary of significant accounting policies.

In our opinion, the financial statements present fairly, in all material respects, the financial position of Yorkton Convention and Visitor's Bureau Inc. as at December 31, 2020, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the audit of the financial statements section of our report. We are independent of Yorkton Convention and Visitor's Bureau Inc. in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing Yorkton Convention and Visitor's Bureau Inc.'s ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate Yorkton Convention and Visitor's Bureau Inc. or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing Yorkton Convention and Visitor's Bureau Inc.'s financial reporting process.

### Auditor's Responsibilities for the Audit of the Financial Statements

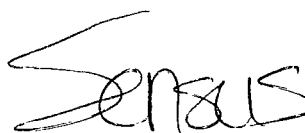
Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian auditing standards, we exercise our professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Yorkton Convention and Visitor's Bureau Inc.'s internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on Yorkton Convention and Visitor's Bureau Inc.'s ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause Yorkton Convention and Visitor's Bureau Inc. to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Yorkton, Saskatchewan  
May 3, 2021



Chartered Professional Accountants Ltd.

**YORKTON CONVENTION AND VISITOR'S BUREAU INC.**  
**STATEMENT OF FINANCIAL POSITION**  
**December 31, 2020**

	2020	2019
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	\$ 25,216	\$ 8,522
Short-term investments (Note 2)	74,000	55,700
Accounts receivable (Note 3)	1,309	1,194
Prepaid expenses	334	
	<u>100,859</u>	<u>65,416</u>
<b>CAPITAL ASSETS</b> (Notes 2 and 4)	3,095	1,402
	<u>\$ 103,954</u>	<u>\$ 66,818</u>
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable (Note 5)	\$ 5,109	\$ 3,977
Deferred revenue (Notes 2 and 9)	127	5,948
	<u>5,236</u>	<u>9,925</u>
<b>NET ASSETS</b>		
<b>UNRESTRICTED NET ASSETS</b>	<u>98,718</u>	<u>56,893</u>
	<u>\$ 103,954</u>	<u>\$ 66,818</u>



**YORKTON CONVENTION AND VISITOR'S BUREAU INC.**  
**STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS**  
 For the year ended December 31, 2020

	2020 Budget Unaudited (Note 8)	2020 Actual	2019 Actual
<b>REVENUE</b>			
City of Yorkton service contract	\$ 62,000	\$ 62,000	\$ 62,000
Grants - Canada Emergency Wage Subsidy (Note 11)		28,054	
- Government of Saskatchewan (Note 11)		15,000	
- City of Yorkton - lease		10,521	10,521
- Employment	9,300	9,824	7,137
- Canada Day	3,500	2,485	500
Membership	26,000	20,134	22,689
Interest	400	760	1,075
Marketing	11,500	650	10,859
Souvenir sales	700	73	219
Miscellaneous	200		50
	<b>113,600</b>	<b>149,501</b>	<b>115,050</b>
<b>EXPENSES</b>			
Accounting and legal	7,000	6,528	6,820
Administration	6,070	1,784	2,926
Amortization	510	510	217
Canada Day	3,500	2,485	530
Insurance	500	451	425
Interest and bank charges	700	670	488
Marketing	4,800	1,027	2,999
Miscellaneous	1,800	1,284	
Office supplies	2,200	2,133	4,300
Rent		10,020	10,020
Repairs and maintenance		200	
Salaries and wages	79,475	75,465	76,162
Telephone	3,800	3,619	3,661
Vehicle	1,500	1,500	1,350
	<b>111,855</b>	<b>107,676</b>	<b>109,898</b>
<b>EXCESS OF REVENUES OVER EXPENSES</b>	<b>\$ 1,745</b>	<b>41,825</b>	<b>5,152</b>
<b>UNRESTRICTED NET ASSETS, BEGINNING OF YEAR</b>		<b>56,893</b>	<b>51,741</b>
<b>UNRESTRICTED NET ASSETS, END OF YEAR</b>		<b>\$ 98,718</b>	<b>\$ 56,893</b>

**YORKTON CONVENTION AND VISITOR'S BUREAU INC.**  
**STATEMENT OF CASH FLOWS**  
 For the year ended December 31, 2020

	2020	2019
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Cash receipts from customers	\$ 76,920	\$ 99,380
Cash paid to suppliers and employees	(105,697)	(112,761)
Interest received	760	1,075
Grants received	65,884	18,158
Interest paid	(670)	(488)
	<u>37,197</u>	<u>5,364</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchase of capital assets	(2,203)	
Purchase of short-term investments	(18,300)	(15,184)
	<u>(20,503)</u>	<u>(15,184)</u>
<b>CHANGE IN CASH</b>	<b>16,694</b>	<b>(9,820)</b>
<b>CASH, BEGINNING OF YEAR</b>	<b>8,522</b>	<b>18,342</b>
<b>CASH, END OF YEAR</b>	<b>\$ 25,216</b>	<b>\$ 8,522</b>

# YORKTON CONVENTION AND VISITOR'S BUREAU INC.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended December 31, 2020

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### 1. DESCRIPTION OF ORGANIZATION

Yorkton Convention and Visitor's Bureau Inc. was incorporated on April 18, 1996 under the Business Corporations Act of Saskatchewan. The organization is currently engaged in promoting tourism for the City of Yorkton.

The organization is exempt from income taxes under *the Income Tax Act*.

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

These financial statements have been prepared in accordance with the Canadian accounting standards for not-for-profit organizations. The following are considered to be the more significant accounting policies:

#### Revenue recognition

The organization follows the deferral method of accounting for revenues. Grants and service contracts are recognized when the related expenses are incurred. Interest is recorded as it is earned. Membership income, marketing income and sales income are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured.

Federal government programs include COVID-19 Canada Emergency Wage Subsidy and is recorded when the related payroll expenses have been incurred.

#### Deferred revenue

Deferred revenue consists of prepaid membership revenue received during the year. Revenue will be recognized in the year that the membership pertains to.

#### Short-term investments

Short-term investments represent a redeemable GIC held with the Royal Bank of Canada, recorded at the lower of cost and market value, earning interest at an annual rate of 1.40% (2019 - 1.50%).

#### Capital Assets

Yorkton Convention and Visitor's Bureau Inc. records capital asset additions or disposals at cost. Amortization is calculated using straight-line basis at rates intended to amortize the cost of the assets over their estimated useful lives. The amortization rates for the capital assets are as follows:

Furniture & fixtures	- 10.00 years
Computer equipment	- 3.33 years

In the year of acquisition, one-half of the applicable rate is applied.

# YORKTON CONVENTION AND VISITOR'S BUREAU INC.

## NOTES TO THE FINANCIAL STATEMENTS

For the year ended December 31, 2020

### 2. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (continued)

#### Use of estimates

The preparation of these financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amount of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amount of revenues and expenses during the reporting period. Significant estimates include those used when accounting for amortization of capital assets. All estimates are reviewed periodically and adjustments are made to the statements of operations as appropriate in the year they become known.

#### Financial instruments

The organization initially measures its financial assets and financial liabilities at fair value. The organization subsequently measures all its financial assets and financial liabilities at amortized cost.

Financial assets measured at amortized cost include cash, short-term investments, and accounts receivable.

Financial liabilities measured at amortized cost include accounts payable.

### 3. ACCOUNTS RECEIVABLE

	2020	2019
Accrued interest	\$ 640	\$ 717
GST	669	477
	<u>\$ 1,309</u>	<u>\$ 1,194</u>

### 4. CAPITAL ASSETS

	Balance, Beginning of Year	Additions	Disposals	Balance, End of Year
Furniture & fixtures	\$ 16,335			\$ 16,335
Computer equipment	3,758	2,203		5,961
	<u>20,093</u>	<u>2,203</u>		<u>22,296</u>

#### ACCUMULATED AMORTIZATION

Furniture & fixtures	15,127	121	15,248
Computer equipment	3,564	389	3,953
	<u>18,691</u>	<u>510</u>	<u>19,201</u>

#### NET BOOK VALUE

\$ <u>1,402</u>	\$ <u>3,095</u>
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# **YORKTON CONVENTION AND VISITOR'S BUREAU INC.**

## **NOTES TO THE FINANCIAL STATEMENTS**

### **For the year ended December 31, 2020**

#### **5. ACCOUNTS PAYABLE**

	2020	2019
Accrued audit fee	\$ 3,600	\$ 3,500
Payroll deductions	1,163	477
Visa payable	346	
	<b>\$ 5,109</b>	<b>\$ 3,977</b>

#### **6. FINANCIAL INSTRUMENTS**

The organization is exposed to various risks through its financial instruments.

##### **Credit risk**

Yorkton Convention & Visitor's Bureau Inc. provides credit to its clients in the normal course of operations and virtually never has any bad debts. The organization has not seen a decline in the collectibility of accounts receivable as a result of the COVID-19 pandemic.

##### **Liquidity risk**

Liquidity risk is the risk of being unable to meet cash requirements or fund obligations as they become due. It stems from the possibility of delay in realizing the fair value of financial instruments. At this time, the organization has more than adequate current assets to cover its current liabilities, therefore liquidity risk is minimal. There has not been any negative impacts on cash flows from operations due to the COVID-19 pandemic, therefore the organization's exposure to liquidity risk remains consistent with the prior period.

The organization manages its liquidity risk by constantly monitoring cash flows and financial liability maturities, and by holding assets that can be readily converted into cash.

Accounts payable are generally paid within 30 days.

##### **Interest rate risk**

The organization is exposed to interest rate risk on its fixed interest rate financial instruments. Fixed-rate financial instruments subject the organization to a fair value risk. The organization is exposed to this type of risk as a result of an investment in a redeemable GIC. The crisis stemming from the COVID-19 virus has had a non-favourable impact on interest rates in the current year as rates have decreased causing lower interest earned on the investment in a redeemable GIC. However, the risk associated with investments is reduced to a minimum since the organizations financial instruments are primarily short-term in nature.

#### **7. ECONOMIC DEPENDENCE**

The Yorkton Convention and Visitor's Bureau Inc. receives a substantial amount of its revenue from the City of Yorkton and is financially dependant on the City of Yorkton for funding. During the 2020 year, the organization received approximately 49% (2019 - 63%) of total revenues in funding from the City of Yorkton. All of these amounts have been included in revenue.



**YORKTON CONVENTION AND VISITOR'S BUREAU INC.**  
**NOTES TO THE FINANCIAL STATEMENTS**  
 For the year ended December 31, 2020

**8. BUDGET**

The budget figures presented for comparative purposes are unaudited and are those approved by the board members.

**9. DEFERRED REVENUE**

Deferred revenue consist of contributions received prior to year end which relates to services to be delivered after year end.

	2020	2019
Balance, beginning of year	\$ 5,948	\$ 1,191
Contributions received during the year	127	5,948
Revenue recognized during the year	(5,948)	(1,191)
Balance, end of year	<u>\$ 127</u>	<u>\$ 5,948</u>

**10. OTHER MATTERS**

During the year, the COVID-19 pandemic impacted Canada and caused significant disruptions to the Canadian economy. The pandemic caused Yorkton Convention and Visitor's Bureau Inc. to see a significant decrease in marketing revenues during the year. Through government assistance programs and funding from the City of Yorkton, the organization is able to cover their obligations and commitments. While the disruption is currently expected to be temporary, there is considerable uncertainty about the duration of the disruption. As a result, the total related financial impact and duration cannot be reasonably estimated at this time.

**11. GOVERNMENT ASSISTANCE**

The organization has applied for a wage subsidy for salaries and wages from the Canada Emergency Wage Subsidy program in the amount of \$28,054 which has been received and credited to income and is reported on the statement of operations and changes in net assets.

The organization applied for and received the Saskatchewan Tourism Sector Support Program grant through the Government of Saskatchewan in the amount of \$15,000. This amount has been received and credited to income and is reported on the statement of operations and changes in net assets.

**Tourism Yorkton***Budget 2022***REVENUE****Income**

Sale of goods (net)	800.00
Memberships	22,000.00
Special events	3,000.00
Marketing	11,500.00
Services contract	62,000.00
Interest	1,100.00
Employment support	9,000.00
Other income	0.00
<b>TOTAL REVENUE</b>	<u>109,400.00</u>

**EXPENSE****Marketing expenses**

Printing	2,500.00
Advertising	400.00
Special Events	300.00
Sales	0.00
Website	1,200.00
<b>Total marketing expense</b>	<u>4,400.00</u>

**Payroll expenses**

Wages and salaries - fulltime	60,500.00
Wages - parttime	10,000.00
EI expense	2,500.00
CPP expense	3,500.00
WCB expense	175.00
Employee health benefits	3,300.00
<b>Total payroll expense</b>	<u>79,975.00</u>

**Administration**

Accounting and legal	6,000.00
Bank charges	300.00
Rent	4,300.00
Depreciation - furniture & fixtures	0.00
Depreciation - computers	0.00
Courier and postage	1,700.00
Telephone and internet	4,200.00
Photocopies	1,800.00
Meetings/conferences	500.00
Memberships and subscriptions	400.00
Vehicle allowance	1,500.00
Contracted services	1,000.00
Website and social media	500.00

Training and education	500.00
Insurance	500.00
Office supplies	1,800.00
Repair & maintenance	0.00
<b>Total admin expense</b>	<u>25,000.00</u>
 <b>TOTAL EXPENSE</b>	 <u>109,375.00</u>
 <b>NET INCOME</b>	 <u><u>25.00</u></u>

TITLE: <b>Request Transfer of Title - Tax Enforcement</b>	DATE OF MEETING: <b>January 10, 2022</b>
	REPORT DATE: January 6, 2022
CLEARANCES: Ashley Stradeski - Director of Finance <b>Ashley Stradeski</b>	ATTACHMENTS: 1. Account Listing Detail
Written by: Jessica Hudy - Taxation Clerk <b>Jessica Hudy</b>	
Reviewed by: Jessica Matsalla – City Clerk <b>Jessica Matsalla</b>	
Approved by: Lonnie Kaal - City Manager <b>Lonnie Kaal</b>	

## **PURPOSE/BACKGROUND**

The Tax Enforcement Process involves a number of interrelated steps that ultimately protect the City's financial interest. The Final step, *Request Transfer of Title*, provides the City with both the ability to take possession of properties defaulting payment of taxes as well as gain the potential to recapture a portion, if not all, of the unpaid taxes on a property.

The final step involves the City applying for title of the lands for which we have received Provincial Mediation Board consent. The attachment details those properties for which the City of Yorkton has received letters of consent from the PMB.

While this is the final stage of Tax Enforcement, we continue to work with the property owners until we have exhausted all efforts to collect the outstanding taxes. If the arrears are paid in full, we halt the process. However, we have to balance these efforts with the expectations we have of other property owners in the city. We are obligated to treat all property owners with the same level of service and respect.

## **DISCUSSION/ANALYSIS/IMPACT**

Of the three properties, one is vacant residential land, and the other two are vacant commercial land. All properties have gone through the required stages of enforcement, as detailed in the attachment.

Following authorization from Council, administration will proceed with completing legislated *Form H: Request Transfer of Title* on each of the attached properties. Following this final step the current owners will no longer have any claim over the land, or any improvements on the land.

## **COMMUNICATION PLAN/PUBLIC NOTICE**

Within a year of taking possession, the City must offer the property for sale by public auction or tender. The tender must be advertised in a newspaper for a minimum of three (3) weeks. In addition, the local school divisions are to be advised at least three (3) weeks in advance of the auction/deadline for tenders per section 31 of the *Tax Enforcement Act*. If the land does not sell, the City can choose to retain the land, lease it, or sell it.

## **OPTIONS**

1. Authorize moving forward with Form H to Request Transfer of Title on each property as listed below.
2. Withhold authorization, at this time, to move forward with Form H to Request Transfer of Title on each property.
3. That Administration be provided with alternative direction.

## **ADMINISTRATIVE RECOMMENDATION**

That Council authorize Administration to proceed with *Form H* to obtain title to the following properties:

	<b>LOT</b>	<b>BLOCK</b>	<b>PLAN</b>	<b>PARCEL</b>
1	5	C	46116	142802377
2	23	4	99Y11400	143109480
3	3	L	79Y05099	142799327

and offer the land for sale within one year from the City obtaining title of said properties.



Roll No.	Property Information					Account Information		Tax Enforcement Timeline				Comments
	Civic Address	Lot	Blk	Plan	Parcel	Last Payment	Amount owing	Lien Registered	6-Month Notice	PMB Consent	Final Notice	
514925900	[REDACTED] *	5	C	46116	142802377	19-Oct-17	Arrears - 5,630.70 Clean up costs - 0 Total - \$5,630.70	20-Jan-20	29-Oct-20	26-Oct-21	22-Nov-21	Residential Vacant Land
504908450	[REDACTED] *	23	4	99Y11400	143109480	31-Dec-18	Arrears - 67,725.25 Clean up costs - 145,019.28 Total - \$212,744.53	20-Jan-20	29-Oct-20	2-Sep-21	20-Oct-21	General Commercial Vacant Land
515037900	[REDACTED] *	3	L	79Y05099	142799327	21-Jan-19	Arrears - 25,427.60 Clean up costs - 54,717.43 Total - \$80,145.03	14-Jan-19	31-Oct-19	5-Apr-21	22-Nov-21	Commercial BID Vacant Land

\*Redacted pursuant to LAFOIP Sec. 23(1)(e)

<b>TITLE: Investing in Infrastructure Program (ICIP) – Community, Culture and Recreation Infrastructure Stream Phase I - Intake – Godfrey Dean Cultural Centre Upgrades</b>	<b>DATE OF MEETING: January 10, 2022</b>
	<b>REPORT DATE: January 7, 2022</b>
<b>CLEARANCES:</b> Darcy McLeod - Director of Recreation and Community Services  <b>Darcy McLeod</b>	<b>ATTACHMENTS:</b>
Written by: Lisa Washington - Manager of Community, Culture & Heritage  <b>Lisa Washington</b>	
Reviewed by: Jessica Matsalla - City Clerk  <b>Jessica Matsalla</b>	
Approved by: Lonnie Kaal - City Manager  <b>Lonnie Kaal</b>	

### **BACKGROUND**

The governments of Canada and Saskatchewan signed a bilateral agreement in 2018 for the Investing in Canada Infrastructure Program (ICIP). The program will provide more than \$900 million in federal funding for all types of Saskatchewan infrastructure projects over 10 years until 2028. These projects will be cost-shared by the federal and provincial governments, municipalities and other eligible recipients.

These investments will bring many benefits to people across Saskatchewan, including:

- cleaner environment by reduction of soil and air pollutants;
- improvements for drinking water;
- reduced greenhouse gas emissions;
- sustainable water management;
- enhanced public parks, recreational facilities and other spaces that make communities great places to live.

ICIP funding is divided into four streams, each with their own allocations, eligible projects and defined outcomes. The streams are:

- Public Transit Infrastructure - \$308 million
- Green Infrastructure - \$420 million
- Community, Culture and Recreation - \$56 million
- Rural and Northern Communities Infrastructure - \$116 million

This application is being submitted under the Community, Culture and Recreation stream. This stream builds stronger communities and improves social inclusion. The deadline for submission for Phase 1 applications is Noon (CST), Tuesday, January 11, 2022. The first phase is for shovel ready projects with the second phase closing May 10, 2022, which will accommodate more complex projects that may not currently be ready. This application through Phase 1 is focused on upgrades to the Godfrey

Dean Cultural Centre, which have become priorities and are currently included in the 2023 capital budget. A second application will be submitted for the Phase 2 intake as well, however the project will be determined once the 2022/23 capital budget is approved. A motion of support from Council is required (& will be for a Phase 2 application when ready), to complete the applications.

### **DISCUSSION/ANALYSIS/IMPACT**

The work being completed at the Godfrey Dean includes work to rejuvenate this historical building's functionality and aesthetic appeal in order to prevent future structural problems. This work includes:

- Repointing the upper and lower limestone mortar on all of the building elevations.
- Selective Jahn and Dutchmen repairs.
- All the limestone cleaned using DOFF steam equipment.
- Repointing 100% of the brick mortar joints on the north and part of the west elevations require.
- Minor hole filling and patching.

If the recommended repairs are completed in a timely manner, they will rejuvenate the historical buildings functionality and aesthetic appeal while preventing structural problems from arising in the future.

Further, this application would also support the rejuvenation of the kitchenette at the Godfrey Dean to include new cabinetry, countertops and flooring.

### **FINANCIAL IMPLICATIONS**

The funding provided by the federal and provincial governments towards infrastructure projects is cost-shared. Information from the application package states: "The levels of federal and provincial contribution, for municipal projects are: federal contribution at least 40% and provincial contribution up to 33.33%. Only projects with eligible costs between a minimum of \$100,000 and a maximum of \$10 million will be considered during this intake process. This Godfrey Dean project has a total value of \$205,000. Applicants must also demonstrate how the proposed project will be cost-shared. Projects must be completed by October 31, 2027. As a result of these criteria, and in order to qualify for this grant, Council must provide a resolution indicating their financial support for the municipal portion of the grant. The exterior upgrades to the Godfrey Dean Cultural Centre are already in the budget for 2023, pending Council approval. If successful, there is potential to decrease the cost to the municipality and invest any designated municipal funds into expansion of outdoor programming space.

### **COMMUNICATION PLAN/PUBLIC NOTICE**

If we are successful in our application, we will follow the publicity guidelines we would receive with our notification of the adjudication results.

### **STRATEGIC PRIORITIES/OCP/COMMITTEE RECOMMENDATION(S)**

This application aligns with Part 4 the City's Official Community Plan, "Our Healthy Community". It speaks to our social well-being, a well-designed city, a vibrant city centre, an expandable economy, and balanced strategies for a complete, healthy and livable community, and celebrations of history, culture and diversity. It also aligns with Part 5 of the Official Community Plan "Our Infrastructure", by potentially offering an efficient and cost-effective way to provide for the maintenance, service and support of the Godfrey Dean Cultural Centre.

## **OPTIONS**

1. That Council endorse the Godfrey Dean Cultural Centre Renovations project application and authorize Administration to submit an application to the Investing in Canada Infrastructure Program (ICIP) grant through the Community, Culture and Recreation Stream, which commits the City to:
  - a. Meet legislated requirements per *The Cities Act*,
  - b. Meet the terms and conditions of the ICIP program,
  - c. Conduct an open tendering process,
  - d. Manage the construction of the project,
  - e. Fund the municipal share of the project,
  - f. Fund ongoing operation and maintenance costs, and
  - g. Follow any mitigation measures as required by the federal *Impact Assessment Act* and *The Environmental Assessment Act (Saskatchewan)*.
2. Receive and file this report, with no motion of support.

## **RECOMMENDATION**

That Council endorse the Godfrey Dean Cultural Centre Renovations project application and authorize Administration to submit an application to the Investing in Canada Infrastructure Program (ICIP) grant through the Community, Culture and Recreation Stream, which commits the City to:

- a. Meet legislated requirements per *The Cities Act*,
- b. Meet the terms and conditions of the ICIP program,
- c. Conduct an open tendering process,
- d. Manage the construction of the project,
- e. Fund the municipal share of the project,
- f. Fund ongoing operation and maintenance costs, and
- g. Follow any mitigation measures as required by the federal *Impact Assessment Act* and *The Environmental Assessment Act (Saskatchewan)*.

<b>TITLE: Municipal Revenue Sharing – Annual Declaration of Eligibility</b>	<b>DATE OF MEETING: January 10, 2022</b>
	<b>REPORT DATE: January 6, 2022</b>
<b>CLEARANCES:</b> Ashley Stradeski - Director of Finance  <b>Ashley Stradeski</b>	<b>ATTACHMENTS:</b>
Written by: Amber Matechuk – City Controller  <b>Amber Matechuk</b>	
Reviewed by: Jessica Matsalla - City Clerk  <b>Jessica Matsalla</b>	
Approved by: Lonnie Kaal - City Manager  <b>Lonnie Kaal</b>	

### **PURPOSE/BACKGROUND**

Annually, the Ministry of Government Relations provides funding to the City in the form of a revenue sharing grant. This grant is a portion of the PST collected by the Province and is distributed to cities based on population. In order to attain this funding and ensure effective local governance, the City must file the annual eligibility declaration.

### **DISCUSSION/ANALYSIS/IMPACT**

This declaration, due January 31<sup>st</sup>, requires council resolution and confirmation of the requirements below:

- Submission of the 2020 Audited Financial Statements to the Ministry of Government Relations;
- Submission of the 2020 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;
- In Good Standing with respect to the reporting and remittance of Education Property Taxes;
- Adoption of a Council Procedures Bylaw;
- Adoption of an Employee Code of Conduct; and
- All members of council have filed and annually updated their Public Disclosure Statements, as required

Administration confirms as of the date of this report, all items have been completed.

### **FINANCIAL IMPLICATIONS**

Failure to submit the annual declaration by the deadline could result in the municipal revenue sharing grant being withheld.

## **OPTIONS**

1. To approve the draft resolution as follows:

The Council of the City of Yorkton confirms the municipality meets the following eligibility requirements to receive the Municipal Revenue Sharing Grant:

- Submission of the 2020 Audited Financial Statements to the Ministry of Government Relations;
- Submission of the 2020 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;
- In Good Standing with respect to the reporting and remittance of Education Property Taxes;
- Adoption of a Council Procedures Bylaw;
- Adoption of an Employee Code of Conduct; and
- All members of council have filed and annually updated their Public Disclosure Statements, as required; and

that we understand if any requirements are not met, our Municipal Revenue Sharing Grant may be withheld until all requirements are met; and that we authorize the City Clerk to sign the Declaration of Eligibility and submit it to the Ministry of Government Relations.

2. To deny the draft resolution for reasons listed by Council.
3. Other direction as provided by Council.

## **ADMINISTRATIVE RECOMMENDATION(S)**

**That Yorkton City Council confirms that the eligibility requirements to receive the Municipal Revenue Sharing grant have been met; including:**

- **Submission of the 2020 Audited Financial Statements to the Ministry of Government Relations;**
- **Submission of the 2020 Public Reporting on Municipal Waterworks to the Ministry of Government Relations;**
- **In Good Standing with respect to the reporting and remittance of Education Property Taxes;**
- **Adoption of a Council Procedures Bylaw;**
- **Adoption of an Employee Code of Conduct; and**
- **All members of council have filed and annually updated their Public Disclosure Statements, as required; and**

**And further, that Council authorizes the City Clerk to sign the Declaration of Eligibility and submit this document to the Ministry of Government Relations.**