

Within Reach. Beyond Expectation.



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Who is NCER?

North Central Enterprise Region is a non-profit, Economic Development Organization, whose focus is to assist the North Central Region to increase business and industry competitiveness, realize its economic potential and compete globally.

Our Vision.

NCER vision is to be the partner of choice for businesses, industry, communities and associations that pursue sustainable economic development within the North Central Region.

2006 Statistics

Total Population: 71,876
 Square Footage: Approx. 23,000
 Employment Rate: 57.4%
 Average Household Income: \$53,083
 Average Housing Price: \$198, 132

What is Economic Development?

Economic Development is about creation of jobs and wealth within a community. Economic Development is typically measured in terms of jobs and income, but also includes improvements in human development, education, health, choice and environmental sustainability.

What are Enterprise Regions?

Enterprise Regions provide the focus and leadership necessary to build high performing regions. Enterprise Regions report to their board of directors with support for funding and general direction from Enterprise Saskatchewan.

Our Key Messages

During the end of 2009 and the beginning of 2010 the North Central Enterprise Region commissioned Tap Communications to conduct town hall meetings and interview stakeholders within the Region to identify the meaning of the Region to those that live here. The following recommended key messages were brought to the forefront:

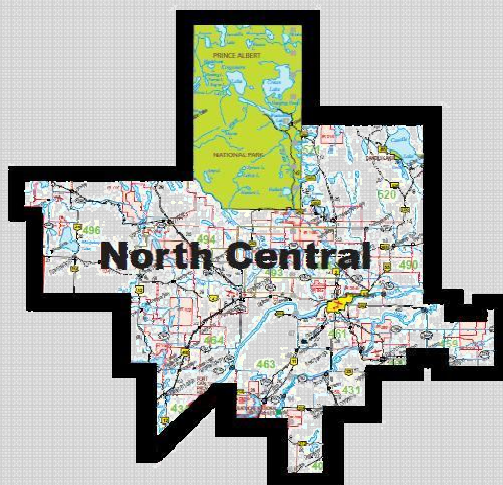
- **Hub of the North:**
- **Saskatchewan's Premiere All-Season Resort Destination**
- **A Canadian Focal Point for Aboriginal Culture, Advancement and Partnership**
- **Affordable Choices for a Desired Lifestyle**



The
boarders
of NCER
service
area

Includes the following Rural Municipalities:
The area bounded by Rural Municipalities
of Spiritwood, Canwood, Paddockwood,
Leask, Shellbrook, Duck Lake, Prince Albert,
Fish Creek, St. Louis, Birch Hills, Kinistino,
Garden River, Buckland, Lakeland, Blaine
Lake, The Prince Albert National Park, as
well as corresponding First Nations.

About The Region



Memberships

Memberships consists of four categories:

Aboriginal Membership: Open to any First Nation or Métis organization/communities within the geographic boundaries of the NCER.

Business/Industry Membership: Open to small business, manufactures, processors, industrial companies, resource business, and any other for-profit enterprise with an interest in the economic progress within the geographic boundaries of NCER.

Community Membership: Open to rural municipalities, urban municipalities, community economic development organizations, and any other community based

non-profit organizations with an interest in the economic progress within the geographic boundaries of the NCER.

Market Membership: Open to post-secondary institutions, labour groups, professional associations, youth organizations, Chamber of Commerce/boards of trade, tourism agencies, and organizations with the capacity to contribute to the growth and development of the region within the geographic boundaries of the NCER.

All Memberships are \$25.00 (including taxes) per year and expire yearly on the day of the AGM.

NCER's Strategic Directions

Business Retention & Expansion

The Purpose of the BR&E program is to encourage the growth of local business by identifying the concerns and barriers facing business owners and working together to develop strategies and solutions to address these concerns. BR&E is on track with the same strategic direction from prior years. A variety of strategies are being implemented that are part of the overall BR&E Program including the Regional Brand Strategy and the development of a Labour Market Strategy.

Investment Attraction and Supplier Development

NCER endeavors to undertake a Pre-Active approach to the investment attraction process so that the region moves to be ready

for domestic and foreign films with potential or interest to locate within the region. NCER has successfully been granted funding through the Department of Foreign Affairs and International Trade Canada Invest Canada Communities Initiative to pursue the Investment Attraction Strategy with matching funding from Enterprise Saskatchewan in the 2010/2011 year.

Regional Labour Market Strategy

The NCER is susceptible to a significant labour shortage going forward. Despite the "cooling" of labour demand in the past year, the labour shortage issue is expected to return with a vengeance across Canada. As well, the shortage is expected to be general and widespread across virtually all sectors.



Our Values

Leadership: We provide leadership that is ethical, engaging and transparent for the purpose of providing sustainable economic development support to the stakeholders of the region.

Partnership: We seek to develop partnerships with the goal of uniting groups that share similar desires in pursuing economic development activities that will benefit the region.

Effective Communications: We are the hub for sharing information that supports economic development in the region and will provide it in a timely manner.

Innovation: We deliver flexible strategies that embrace creative thinking for the region.

Our Mission

The purpose of the North Central Enterprise Region is to create economic development that is sustainable, action oriented and flexible:

- ◆ by fostering and facilitating a culture of innovation and entrepreneurship;
- ◆ by encouraging investment, residential growth and prosperity for the region;
- ◆ by promoting partnerships between stakeholder groups of the region and beyond;
- ◆ by providing leadership in economic development that is engaging, inclusive and transparent



Three Core Strategies have been developed to address this gap and thereby position the NCER for future economic growth:

1. **Higher Participation Rate:** Increase the Participation rates of underrepresented groups, particularly First Nations people, of the existing NCER labour pool population.
2. **Higher Net Inter-Provincial Migration:** Increase the number of people moving to the region to be part of the labour force for a net gain over individuals leaving the region.
3. **Increase Immigration:** Attract new immigrants to the region from other countries.

Regional infrastructure

Through direct involvement on regional infrastructure committees provide a collective voice of the regional infrastructure requirements and prioritizing these requirements. Within the regional infrastructure committees we seek to initiate implementation plans on those infrastructure priorities that will have the greatest opportunity to impact regional economic development. The Ministry of Highways has initiated a regional transportation planning process to develop a sustainable and economically efficient approach to regional transportation needs. There are a number of roads related to these planning issues in the NCER such as a second bridge in Prince Albert, tourism corridor development, signage, twinning highway #11 and the continuing status of the St. Louis Bridge.

Community Profiles and Planning

NCER believes supporting Community Profiles and Planning as an important role to our overall strategic plan. One of our main objectives as provided by NCER's board was to provide a regional infrastructure plan. Community and land planning is essential in an infrastructure plan. In our second year of operation NCER intends to spend a significant amount of time on community profiles and plans as we believe it is a core requirement for all communities to attract both business and residents to their communities.

Succession Planning

Future sustainability of a vibrant business community, particularly to small communities that make up the majority of our region, is highly dependent on providing support for succession planning and encouragement of entrepreneurship. NCER in cooperation with Enterprise Saskatchewan and other interest groups to work with the business community and seek input to develop new programs/tool to help support succession planning and Entrepreneurship.

Engagement of Youth

To encourage the youth of North Central Region to become involved in economic activity starting with higher completion rates from high school, continued education or training from a post secondary school, participation in business development youth programs such as SYPE, with the end goal of having our youth become active members of the community that help support economic development. The North Central region has an opportunity to engage more youth to be involved in actively supporting economic development.

Staff of NCER

Mr. John Ondrusek (Chief Executive Officer)

Mr. Ondrusek came to NCER with over twenty Years of leadership in Marketing and Sales Management Experience. Positions held include director of marketing, marketing manager, marketing consultant, product manager, director of sales, dealer development manager and distribution manager. John holds his MBA from Athabasca University and a Bachelor of Administration degree with Honours (Major in Marketing) from Brock University St. Catherine's Ontario. Currently John is active in a variety of boards and committees that support NCER's work.

Mr. Jonathon Theaker (Economic Development Officer)

Mr. Theaker was born and raise in Saskatoon, SK. He then went on to obtain his Bachelors of Management with a Major in Economic at the University of Lethbridge. He began his professional career as an Ec. Dev. Officer with the Prince Albert Regional Economic Development Authority in 2007. He has completed extensive professional development courses including year 1 and 2 of the University of Waterloo Economic Development Program. He is currently working on completing the Economic Developers Association of Canada (EDAC) Economic Developer (Ec.D) certification program

Aboriginal

Connie Farber, Prince Albert Indian and Métis Friendship Centre.

Andrew Douglas, Prince Albert Grand Council

Tom Bear, Big River First Nation

Business

Larry Marshall, Marshall Farms Inc/ Caribou Creek Log Homes/ Wild Rows Growers

Cecile Leblanc-Turner, Conseil de la Cooperation de la Saskatchewan

Yvonne Groenen, Groenen Accounting

Municipal

Earl Mickelson, R.M. of Birch Hills

Al Christensen, R.M. of Lakeland

Lance Grosco, Town of Duck Lake

Jeanette Dzlurzynski, R.M. of Canwood

George Tomporowski, Town of Shellbrook

Market

Jayne Remenda, Prince Albert Downtown Improvement District Association

Vivian Nemish, Blaine Lake Chamber of Commerce

Brian Howell, Riverbank Development Corporation



NCER Staff Con't

Mr. Brent Zlukosky (Economic Development Coordinator)

Mr. Zlukosky joins us after spending three and a half years within the Economic Development and Planning department with the City of Prince Albert. He is well known within this region as he has worked with many of the local businesses and organizations. Originally from Humboldt, he obtained his degree in Business Operations from DeVry in Calgary and moved to Prince Albert shortly after graduation.

Ms. Malissa Hall (Administrative Assistant)

Ms. Hall was born and raised in Prince Albert where she graduated from Carlton Comprehensive High School in 2004. Upon graduating Malissa then went on to work at the Brick here in Prince Albert where she held the positions of Customer Service, Sales, Merchandising and Managers Assistant. After working for the Brick for four years, she moved to Saskatoon where she received her Business Application Specialist and Medical Office Assistant Diploma in 2008 from CDI College. In 2008 Malissa moved back to Prince Albert and attended First Nations University of Canada, where she received her Northern Health Sciences Access Program Certificate in 2009. Malissa Now lives in Birch Hills with her family.

Regional Tourism

NCER considers tourism an industry and based on its importance to the regional economy warrants support through regional economic development. A regional tourism strategy will be provided to support the Tourism operators and Tourism Association helping these groups to further develop the industry recognizing the importance that each operator and association plays in promoting tourism.

Engaging Leadership in and Effective Governance of Regional Economic Development

To ensure that regional development and economic growth are maintained, new leadership with business, communities and organizations must be identified and developed. North Central Enterprise Region will engage leaders and

encourage new ideas to effectively govern and co-ordinate the economic development of the region.

During the first year of operations as an Enterprise Region, North Central can make the general observation that our Board of Directors and members of committees we lead or participate in are too often the same groups of people. This loyal group that participates in community/economic development can only spread their time so thinly before their ability to contribute becomes very limited or they quit all involvement in these volunteer roles out of frustration. Our strategy in this area must be to help support, guide and encourage youth engagement and create interest to others to engage in community/regional economic development increasing a wider stakeholder voice.

2009-2010 Core Activities

- 1) *Successful E.R. application, fully staffed and operational*
- 2) *Communications plan to launch NCER included town hall meetings, advertising campaigns (newspaper, radio & T.V.), website developed and open house with over 100 in attendance*
- 3) *Membership drive resulted in 89 members to date and continued interest is growing for partnership opportunities throughout the region*
- 4) *Funding of projects included CDTF for Regional Brand Study, Enterprise Saskatchewan matched funding of the projects. DFAIT, Enterprise Saskatchewan to match 2010 for Investment Attraction Strategy and Department of Advanced Education Employment & Labour for a Labour Market Strategy*
- 5) *Regional brand developed, after 4 town hall meetings, numerous interviews and committee review the North Central*

- 6) *Continuation of BR&E work started by PAREDA focusing on moving forward on regional workforce development, improving business friendliness and increase communications.*
- 7) *Regional Tourism Strategy being pursued through work with PANP DMO and priorities identified at the Tourism Summit (March 2010) at Elk Ridge Resort in Waskesiu that had over 70 in attendance.*
- 8) *Infrastructure support provided to assist North Central Rail Corporation in their attempts to purchase the Speers rail line.*
- 9) *Labour Market Strategy completed with 16 step strategic plan developed that received support to implement from various associations that are on the planning committee.*



Membership Benefits

Being a member of the North Central Enterprise Region has the following benefits:

- ✓ Entitles you to one vote in the election of the Board of Directors, and any motion put forward at the Annual General Meeting.
- ✓ Is entitled to nominate individuals to the NCER Board of Directors
- ✓ Will receive regular updates regarding developments in the NCER.
- ✓ Be provided all information about happenings within the Region and updates on significant projects.
- ✓ Ability to bring any issues and concerns to the Board of Directors

For more information or to become a member please contact our office:

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