

TOWN OF

Outlook



IRRIGATION CAPITAL OF SASKATCHEWAN

STRATEGIC PLAN – BALANCED SCORECARD
2022-2031

REDEFINING HOW WE PIVOT

Presented: November 30, 2022

5 Strategic Goals for Town of Outlook Legend to Scorecard:

- A. Enhance Partnerships and Engage Stakeholders – Embrace champions, build on successes for community development, engage service groups and special interest groups, partner for community events, expand waste diversion partners, expand service area/strengthen existing partnerships and explore new ones with landfill and protective services, build relationships with other local governments and authorities**
- B. Expand Communications with residents, visitors and prospective investors – Use more social media, expand print media, work at informing and educating the constituents, broadening and updating the website as the base of all virtual communication, relying on it to be accurate and timely, develop brochures, activities guides, “how to” guides**
- C. Develop, Maintain & Replace Infrastructure – Repair and replace utility infrastructure, environmental infrastructure, transportation infrastructure, governance infrastructure, safety infrastructure, recreation infrastructure; develop subdivisions, develop communities within the subdivisions, plan for growth, embrace change**
- D. Strengthen our position as the Irrigation Capital of Saskatchewan – expand our product, develop the brand, we are a destination, build on this, expand it and SELL IT**
- E. Celebrate our successes – acknowledge our failures, put them to rest; partner to host community events, embrace and celebrate all our community has to offer.**

Town of Outlook Balanced Scorecard

Strategic Goal	Projects that Are Relevant and Achievable	Specific Details	How will we measure our success, (key performance indicators), what is the timeline?	Who will champion this within our staff, within the community, who are the key stakeholders?	November, 2022 Score: 1 – Not started 2 – Just started 3 – Needs more work 4 – Nearing Completion 5 – Complete 0 – No longer a priority
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A. Expand and Engage Partners and Stakeholders

A	<i>Establish Storefront Enhancement Grant</i>	Provide incentives for storefront owners to improved upon their storefront; encourage participation in creating and following through on downtown revitalization throughout the Commercial District	<ul style="list-style-type: none"> Tracking Document for Grants and Incentives Establish business benchmarks and track over time Begin October, 2022 	<ul style="list-style-type: none"> Council Chamber of Commerce Community Development Advisory Committee and staff 	<ul style="list-style-type: none"> 5 – Council passed TAX-005 which is a policy which provides a matching grant of up to \$5,000 for up to 5 properties each calendar year effective January 1, 2023 This is a part of a menu that includes 4 commercial tax incentive policies and 1 residential tax incentive policy
A	<i>Organize and Continue Semi-annual open house</i>	Spring open house – incorporate Town and partners to share information trade show style Fall open house – incorporate Town with annual report delivery and celebrate recreation, sport and culture partners to present planned activities and sign up for fall and winter activities	<ul style="list-style-type: none"> Track attendance at open house Track presenters attendance year over year Spring 2022 	<ul style="list-style-type: none"> Town Council Chamber of Commerce All partners, community charitable organizations, event planners Ministry officials Contractors Administration 	<ul style="list-style-type: none"> 5 – Open house held in May and November 2022 Keep this on the scorecard for a continual basis
A	<i>Establish “Team Outlook”</i>	Establish Team Outlook standard, sponsor team member involvement in charities of their choice; introduce public to our staff and volunteers, highlight their roles, experiences and capacities, encourage	<ul style="list-style-type: none"> Team members involved in charitable organizations Donations increased Employee Volunteer Recognition Policy 	<ul style="list-style-type: none"> Council Staff Charitable Organizations and community event organizers 	<ul style="list-style-type: none"> 3 – have budgeted and granted funds to local charitable organizations, Town’s logo has been front and centre at

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		presence at community events in branded apparel, encourage and recognize team members volunteering and promoting charitable functions and organizations	<ul style="list-style-type: none"> Articles in paper and social media Begin Summer, 2022 	<ul style="list-style-type: none"> The Outlook 	various events as a sponsor <ul style="list-style-type: none"> Needs work with Team being present and making an impact volunteering We will look at getting Team Outlook collared shirts in 2023
A	<i>Regionalize landfill</i>	Methodically and purposefully accept waste from neighbouring municipalities and communities; provide proximate landfill access to those who can use the services, establishing a truly regional landfill with gate fees for anyone, partner with municipalities to provide capital funding on the back end	<ul style="list-style-type: none"> User Agreements with neighbouring municipalities to accept solid waste Acceptance of commercial haulers January 1, 2023 	<ul style="list-style-type: none"> Public Works and Environmental Health Staff Council Administration Solid waste haulers 	<ul style="list-style-type: none"> 1 – While work is done establishing new fees and we are accepting useable and sellable commodities from everyone now, we are not at this point yet
A	<i>Promote local businesses and services</i>	Restart Welcome Wagon program engaging business community and volunteers; Expand Outlook swag, look at a local coupon program, local promotions	<ul style="list-style-type: none"> Track baskets delivered Track coupons used Summer 2023 	<ul style="list-style-type: none"> Volunteer Organization Chamber of Commerce Administration Staff 	<ul style="list-style-type: none"> 2 – Not a welcome wagon, but participating local promotions and working with partners Mid Sask and Chamber of Commerce
A	<i>Establish Tourism staff under community development umbrella</i>	Work with local tourism businesses to develop packages and tours (guided and self-guided); grow tourism sector in Outlook; use QR codes strategically placed in community; Stay and Play Packages, expand offerings to include other local	<ul style="list-style-type: none"> Increased Park usage Track tourism spending Visitor follow up and feedback forms 2024-2025 	<ul style="list-style-type: none"> Regional Park Staff and Board Chamber of Commerce Tourism businesses Tourism operators Sask Tourism 	<ul style="list-style-type: none"> 2 – developing Community Development staff in recreation, hired assistant in community development to assist with programming in community

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		courses and other local places to stay and enjoy; Establish visitors guide and map			development, CAO and Rec Director training and engaging in sessions related to tourism
A	<i>Re-establish Chief Whitecap Trail on the river</i>	Incorporate first nations traditional activities with the trail, support the mosaic that is our home; Partner with Whitecap Dakota First Nation to develop a challenging trail or fitness challenge incorporating water, land and sport;	<ul style="list-style-type: none"> • Trails exist • Self Guided Tours • Passports • Establishment of kayak set-ins • 2024-2025 	<ul style="list-style-type: none"> • Town of Outlook/Whitecap Dakota leadership • Community Development Advisory Committee • Chamber of Commerce • Lake Diefenbaker Tourism 	<ul style="list-style-type: none"> • 1 – Nothing done to date
A	<i>Incorporate Fitness/Activity Hub (community centre)</i>	There are many professionals who are trained in specific health and wellness specialties, they may need facilities, advertising, space, a bulletin board or exposure to their public, we know they could use supports of some kind as well it would be great if there was an inventory or listing of professionals for those seeking them ideal for small classes and private or semi-private health and wellness presentations and coaches, trainers and professionals	<ul style="list-style-type: none"> • Community Centre • Listings • Brochures • Community Engagement • Advertising/Bulletin Board possibly electronic • Annual Survey of what the practitioners need for supports • Begin 2022-2023 	<ul style="list-style-type: none"> • Community Development staff • Health and Wellness practitioners • Private ownership of facility (former Quadra building?) 	<ul style="list-style-type: none"> • 2 – Recreation Admin staff has done calls out for professionals and are engaging professionals, working at establishing the website and Rec social media to be a main source of community event information • Need to Establish additional social media presence (tik tok and Instagram)

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A	Expand Fire and Rescue Department Membership	Create programs which celebrate membership and recruit future members Create a junior department, fire and rescue auxiliary members, support fundraising and recognition programs, embrace collegial events with other teams in the area	<ul style="list-style-type: none"> • Increased membership • Mutual Aid Agreements • Fundraising for capital projects • Presence of department at community events • 2024 	<ul style="list-style-type: none"> • Outlook-Rudy Protective Services Committee • Fire and Rescue department and families 	<ul style="list-style-type: none"> • 2 – Local Membership is maintaining numbers, fundraising has started but just getting started
A	Expand use of Bounty Hall and Museum area	Utilize Bounty Hall and space on Museum grounds for market and entertainment gathering; multicultural and reconciliation events, incorporate flags in the area; Farmers’ Market space and offerings, create a weather friendly space, perhaps incorporating stands with shelter from the sun; area for small gatherings, incorporating reconciliation aspects with the community buildings	<ul style="list-style-type: none"> • Celebrations and participation of diverse cultures • Hosting new events and people • Completion of entertaining space in the area • 2023-2024 	<ul style="list-style-type: none"> • Museum Board and Volunteers • Small Businesses • Farmer’s Market group • Multicultural Society • First Nations in the area • Schools 	<ul style="list-style-type: none"> • 3 – Museum board is growing and a presence in the community, Bounty Hall is nearing ready for opening, looking for more donations to get bathroom and kitchenette at entrance • Town lent employee on part time basis to coordinate volunteers and necessary construction

B. Expand Communications with Stakeholders

<p>B</p>	<p><i>Attend/Coordinate/Facilitate annual or semi-annual joint meetings of Councils with RMs of Fertile Valley and Rudy, Villages of Broderick, Glenside, Macrorie and Conquest and others;</i></p>	<p>Extend invitations and ask for invitations; formal and informal; meetings and social engagements; standard invitations to Councils and community to participate in community events; remembers we are several municipalities in what many consider one community</p>	<ul style="list-style-type: none"> • Joint Ventures • Attendance at community functions • Relationships • Ongoing 	<ul style="list-style-type: none"> • Town Council • Team Outlook • CAO • Other Municipal Councils and staff 	<ul style="list-style-type: none"> • 2 – while we have not put together joint meetings of Council, we are working on expanding partnerships and joint ventures including MAL on Community Development Committee and the Park Board is inclusive of new members from the Rural Municipalities
<p>B</p>	<p><i>Expand Social Media presence</i></p>	<p>link everything to the website at every opportunity, the website will be the main source of information at all times, use QR codes to provide information and to glean information about visitors; Revamp website, include area for booking activities including swimming lessons, pool and Civic Centre and possibly Recplex, expand social media presence to Instagram at least, have events and activity calendars on website</p>	<ul style="list-style-type: none"> • Enhanced public awareness • Marketing campaigns on website and on social media • Track hits on website and followers/hits on social media • Start now, full implementation spring 2023 	<ul style="list-style-type: none"> • Administrative staff • Eventual Communications specialist staff member • Council 	<ul style="list-style-type: none"> • 3 – Brought frontline staff on board regarding procedure when using social media and website • Website is revamped but always a work in progress • Have yet to expand social media presence • Calendar on our website – booking is done online, success with pool booking
<p>B</p>	<p><i>Prepare and share an Annual Report</i></p>	<p>Shares financial information, celebrates successes, shows off our team – from that have a communications strategy and plan for all year long Utilize website, bulletins boards, social media, print media, radio and television to get our messages out there, prepare balanced scorecard for annual report, own failures, celebrate successes</p>	<ul style="list-style-type: none"> • A robust annual report produced each September reporting key performance indicators • Communications strategy throughout the year • September, 2023 	<ul style="list-style-type: none"> • Mayor and Council • Committees • Staff • Communications Specialist • The Outlook • Radio Stations 	<ul style="list-style-type: none"> • 4 – First Edition of annual report, expected to be complete and at Open House November 30, 2022 • Will leave this on here on a continual basis

B	Update/Create Consistent and Attractive Signage and Branding on Buildings	Create signage template with Irrigation Capital in mind and place signs at each building owned by the Town, possibly with QR Code for people to identify what is done there; Wayfinding signs which are unique to the Irrigation Capital of Saskatchewan; possibly naming rights to buildings to corporate sponsors	<ul style="list-style-type: none"> • Signs in place • Information provided • Sponsorships • Improved Buildings (Civic Centre, Fire Hall, Building formerly known as the depot) • 2023-2024 	<ul style="list-style-type: none"> • Public Works Staff • Council • Corporate Sponsors 	<ul style="list-style-type: none"> • 3 – Local contractor finalizing signs for 2 entrances – should be installed without lighting before end of 2022, we have the mapping to go with this, working at sponsorship and naming • Need to work on having power to Town of Outlook signs beyond the turnouts and power at the turnouts for lighting, replacing the solar power as it is not effective • QR code on its way
B	Establish an email address list for communications with stakeholders	Provide incentive for stakeholders to sign up in the beginning (a contest) then maintain over the long term. Link this to the website	<ul style="list-style-type: none"> • Track number of Email Addresses in list • At least monthly communication with email list stakeholders in addition to social media • Summer 2022 	<ul style="list-style-type: none"> • Administration staff • Recreation staff • Utility staff 	<ul style="list-style-type: none"> • 1 - On 2023 workplan
B	Install Information Monitors in the Town Hall Complex entrance, Recplex, Civic Centre and Swimming Pool	Gives people something to look at while waiting and a place to get the information; could sell ad space for local businesses as well, can utilize already established software at Recplex, expand to other facilities; showing community calendar, events, announcements, advertising	<ul style="list-style-type: none"> • Dedicated staff time to operate • Expanded software usage • Customer service surveys • 2023 	<ul style="list-style-type: none"> • Town Council • All departments • Dedicated Communications staff 	<ul style="list-style-type: none"> • 2 – Need to use existing monitors at Recplex and use software • Have not done any more work on this

C. Develop, Maintain and Replace Infrastructure

<p>C</p>	<p><i>Rehabilitate Highway 15; Enhance Bypass, improve switchback</i></p>	<p>Town replace underground infrastructure (water, sewer, storm water mains), Town make changes necessary under Traffic Impact Assessment for development; lobby Ministry to rehabilitate; Town make repairs and maintenance until rehabilitation; work with RM of Rudy and Ministry on Switchback and bypass</p>	<ul style="list-style-type: none"> • Significantly improved highway • Used and enhanced Bypass, registered and signed properly • Town begin in 2022 • Rehabilitated Highway by 2026 OR SOONER 	<ul style="list-style-type: none"> • Ministry of Highways • RM of Rudy Council • Town Council • Public Works Department • Administration 	<ul style="list-style-type: none"> • 2 – Underground infrastructure project begun fall 2022, expect Phase 1 and 2 to be complete in summer of 2023 • Negotiated new road Maintenance Agreement with Ministry of Highways, more funds to Town to compensate us for work done by Town • Keeping on top of Ministry of Highways to stay on the forefront regarding rehabilitation of Highway 15 • Lobbying with RM of Rudy to ensure bypass conversation not lost Provincially
<p>C</p>	<p><i>Pave as necessary and planned; repair and replacement of sidewalks and underground infrastructure under the pavement</i></p>	<p>Follow through on paving plan, review paving plan and add to it regularly; constant review of state of sidewalks, streets, underground infrastructure</p>	<ul style="list-style-type: none"> • Smoother Streets • Less Complaints • Better Sidewalks • Less Costly ongoing maintenance 	<ul style="list-style-type: none"> • Public Works Staff • Council • Administration 	<ul style="list-style-type: none"> • 3 – 10 blocks paving completed summer of 2022; major sidewalk repair completed in 2022 • Paving plan update winter 2022-2023
<p>C</p>	<p><i>Develop and Support Development of Commercial/Industrial Area as well as Highway Commercial Area</i></p>	<p>Complete Railyard Subdivision phases 1b and 2, Begin and complete Highway Commercial Subdivision; Encourage transition of appropriate business to new area; support development by industry and business by retaining and recruiting business in The Irrigation Capital of Saskatchewan</p>	<ul style="list-style-type: none"> • Growth of the business sector • Increased tax collection to support operations • More shopping locally • Survey of business and local shoppers 	<ul style="list-style-type: none"> • Council • Administration • Chamber of Commerce • Community Development Advisory Committee 	<ul style="list-style-type: none"> • 3 – Phase 1a completed fall 2022 • Lots priced and for sale • High level discussion with both existing business and recruiting new business

					<ul style="list-style-type: none"> Highway Commercial storm water capacity being developed
C	<i>Develop Residential Lots for sale with a mix of uses</i>	Develop College South Subdivision; Complete Mann Street; Plan and develop East of Mann (and rename) Subdivision; engage developers to assist	<ul style="list-style-type: none"> Mixed Use Residential Offerings Increased Work force Increased population 	<ul style="list-style-type: none"> Council Administration Community Development Advisory Committee Chamber of Commerce 	<ul style="list-style-type: none"> 2 – Mann Street Subdivision working on storm water capacity Working on Subdivision of property with planner
C	<i>Provide Sustainable and Dependable Raw Water Intake and Upgrade Water Treatment Plant</i>	Installation of infiltration wells in South Saskatchewan River, new pump house for wells and supply pipe upgrade, UV system, re-route treated water through the reservoir, divert backwash water to sanitary sewer system	<ul style="list-style-type: none"> New sustainable raw water intake Secured Funding already, need local funds as well as partnerships with Westside and Riverside Golf Club 2022-2024 	<ul style="list-style-type: none"> Utility Staff Administration Water Security Agency Associated Engineering Riverside Golf Course Westside Water Utility 	<ul style="list-style-type: none"> 3 – Studies for new raw water supply infiltration wells in winter 2022 Engineer working on water treatment upgrade technical work
C	<i>Landscape and Beautify Outside area around Town Hall Complex and Civic Centre</i>	Repair or Remove sprinkler systems and grass, incorporate low maintenance landscaping with planters; this needs to improve the look of our community	<ul style="list-style-type: none"> Begin in 2022, complete in 2023 	<ul style="list-style-type: none"> Town Council Budget All staff 	<ul style="list-style-type: none"> 3 – Completed Town Hall Complex area in 2022 Still need to plan and complete Civic Centre property including the community garden
C	<i>Enhance Staff areas, systems and technology at Jim Kook Recplex, Civic Centre and Van Raay and Community Pool</i>	Enhance communications by purchasing commercial cell boosters, incorporate enhanced wifi throughout all facilities; set up phone at front area that automatically calls staff on call; use radios, set up staff room in former rec office, set up change room with space for cubbies for staff at pool and space for breaks	<ul style="list-style-type: none"> Enhanced staff morale Provision of better service Accessibility of staff to public when needed Better utilization of space Start communications in 2022, spaces in 2023-2024 	<ul style="list-style-type: none"> Recreation staff Community Development Advisory Committee Council 	<ul style="list-style-type: none"> 3 – Commercial cell boosters are ordered and awaiting installation; wifi in all facilities Phone system change in progress
C	<i>Build New Fire Hall</i>	Engage department, engage community, Continue Fundraising, establish a committee, communicate with the public, start circulating a reasonable site plan and realistic building plan, engage partners	<ul style="list-style-type: none"> New fire hall built Planning and Fundraising in 2023/2024 and beyond Build completion 2025/2026 	<ul style="list-style-type: none"> Outlook-Rudy Protective Services Committee Outlook-Rudy Fire Department Citizens Councils 	<ul style="list-style-type: none"> 2 – Started fundraising and looking at a 3rd party to assist us Detailed plans starting in 2023

C	Perform Lagoon Expansion	To accommodate development in the Town of Outlook – Study and expand lagoon, seek funding to accommodate expansion of population	<ul style="list-style-type: none"> Expanded capacity of lagoon 2024-2026 	<ul style="list-style-type: none"> Utility Staff Council Administration RM of Rudy (Rudy Landing) Engineers Ministry of Environment Water Security Agency 	<ul style="list-style-type: none"> 1
C	Engineer Additional Cells in landfill and incorporate more waste diversion tactics into every day life in Outlook	Prepare for next cell addition, possibly leachate collection pond, waste study and concrete date when new cell needs to be in commission; complete reconfiguration with scale, etc.	<ul style="list-style-type: none"> Next cell establishment 2024 or 2025 completion 	<ul style="list-style-type: none"> Environmental Staff Contributing Municipalities Council Administration Ministry of Environment 	<ul style="list-style-type: none"> 3 – completed phase 1 of reconfiguration with scale – altered rates, need new tipping area and to work on lighting Completing decommissioning of old cell first before working on expansion of new cell
C	Develop Reservoir on east side of Town for expanded capacity and treated water storage to accommodate development and water pressure	Study and incorporate reservoir, reserves are set up, price it, finance shortfalls and commission a reservoir	<ul style="list-style-type: none"> Expanded capacity of treated water storage 2025-2028 	<ul style="list-style-type: none"> Utility Staff Council Administration East Side Water Utility Rudy Landing Water Utility Engineers 	<ul style="list-style-type: none"> 1 – need to start with a study
C	Enhance and Rehabilitate Sports Grounds surrounding Jim Kook Recplex and Van Raay and Community Pool	Follow through on developed plan, seek funding, seek community input and put into action sprinkler system, parking lots, greenspace, walking trails, possible inclusion/expansion to include rodeo grounds	<ul style="list-style-type: none"> Completion of project Events and Visitors Visitor Surveys 	<ul style="list-style-type: none"> Recreation Staff Community Development Advisory Committee Minor Sports Rodeo Committee 	<ul style="list-style-type: none"> 1 – draft plan is developed but no further at this time
C	Landscape and Beautify of Cemetery	Add benches, planters, fencing, sprinklers, paths and roads, clean up various ugly spots; add map and markers for those sites not yet with headstones	<ul style="list-style-type: none"> Increase Beauty Pride of families visiting QR Code Survey Start 2022 through 2025 	<ul style="list-style-type: none"> Cemetery Committee Public Works Administration Council Volunteers 	<ul style="list-style-type: none"> 2 – Cemetery Committee and work plan established, looking for more members Starting work in 2023

C	Modernize Interior of Town Hall Complex	Indoor enhancements including logo at Town Office entrance, utilize other two entrances and display cases; Use hallway walls and entrances to display Irrigation History, possibly display more art, enhance lighting to erase the gloominess of the hallways, paint hallways, encourage better indoor signage rather than room numbers or paper signs, incorporate waiting areas in hallways, possibly establishing Irrigation walkway through time in hallways, pictures of Councils, Mayors, celebrate history	<ul style="list-style-type: none"> • Notice of changes • QR Surveys • More visits of art gallery • Track visits for pleasure • Start 2024 	<ul style="list-style-type: none"> • Irrigation Steering Committee • Town Council • Administration • Tenants of Town Hall Complex • Arts Council 	<ul style="list-style-type: none"> • 3 – logo installed, lighting changes are work in progress over multiple years, put up new signage for wayfinding, painting hall as needed, cleaned carpets and stripped and waxed floors (had not been done for many years)
C	Develop an Off leash Dog Park	Develop an area for dogs to be off leash, trails that must be visible and accessible to visitors, possibly on north side of highway, fenced in with garbage cans, could incorporate Skytrail paths leading up to park for locals to use	<ul style="list-style-type: none"> • Establishment of park • 2023 	<ul style="list-style-type: none"> • Recreation Staff • Public works staff • Volunteers • Partners in community 	<ul style="list-style-type: none"> • 1
C	Establish Tufts Crescent Play Park	Develop play space in the greenspace surrounded by Tufts Crescent; possible amenities include a water spray park and playground equipment	<ul style="list-style-type: none"> • Establishment of park • Play space for children • Play pockets for various ages including outdoor gym space • 2027-2028 	<ul style="list-style-type: none"> • Volunteers • Community Development Advisory Committee • Tufts Crescent property owners • Council and Staff 	<ul style="list-style-type: none"> • 1
C	Rehabilitate Sky Trail Bridge and Expand walking trail	Rehabilitation Storm water outfalls then get bridge to be safe to open the gates again; Secure funds to rehabilitate and monitor and maintain over time; set up monitoring as soon as possible, establish a Sky Trail committee, if not fixing then demolition at significantly higher price, sponsorship; trail expansion along Railyard Subdivision to Museum leading to downtown Franklin Street and beyond	<ul style="list-style-type: none"> • Skytrail Bridge Open to the public • Skytrail path expanded • Visitors • Proud community members • 2026-2027 depending on funding/grants 	<ul style="list-style-type: none"> • Town Council • Administration • Community Development staff and committee • Community Champions • CP Rail 	<ul style="list-style-type: none"> • 1 – Looking for grant funding; Engineer looking into an updated report at no cost to the Town

D. Strengthen our position as the Irrigation Capital of Saskatchewan

<p>D</p>	<p><i>Initiate Establishment of Irrigation Festival, Potato Festival, Harvest Fest, Pivot Days – 1 Festival (Marquee Weekend Event) per season</i></p>	<p>Seek sponsorship, venues and events; host them, advertise them locally and provincially and reap the rewards</p>	<ul style="list-style-type: none"> • Number of festivals held • Begin immediately 	<ul style="list-style-type: none"> • Irrigation based agri-businesses • Town Council and Staff • Equinox Theatre Group • Museum Committee • Chamber of Commerce • Outlook-Rudy Fire and Rescue • RM of Rudy Council and staff • RM of Fertile Valley Council and staff • Broderick and Glenside Council • Community Development Advisory Committee and staff 	<ul style="list-style-type: none"> • 2 – Museum held 1st annual Prairie Festival in May, 2022
<p>D</p>	<p><i>Sponsor Community Events such as rodeo, River and Rail, Stock Car Racing Development of more events celebrating our space and where we are located</i></p>	<p>Town can lead the way by providing sponsorship as the Irrigation Capital of Saskatchewan in annual budget, seek outside sponsorship including Tourism Saskatchewan, Dakota Dunes Development Corp, etc. Create swag with logo, sell for additional monies to support the events, use swag as giveaways to promote events and prizes for events</p>	<ul style="list-style-type: none"> • Events held with success bringing visitors to the area and retaining local tourists as well, keeping tourism dollars in the Irrigation Capital of Saskatchewan • Immediately 	<ul style="list-style-type: none"> • Event organizers • Town Council • Administration • Community Development Advisory Committee 	<ul style="list-style-type: none"> • 3 – Town major sponsor of River & Rail, Prairie Festival, Equinox Theatre 2022 Productions, Halloween Fundraiser for Small Steps Early Learning Center, Outlook Riverbank Rodeo
<p>D</p>	<p><i>Establish and maintain stock of high resolution photos of the area AND, more importantly people enjoying the amenities</i></p>	<p>Hold 2 or 3 Photo contests where only high resolution photos can be submitted and focus on people, the best tourism photos show people just like you enjoying or experiencing life; we need all kinds of photos for our stock but we need more people photos and less landscape photos...a</p>	<ul style="list-style-type: none"> • At least 100 photos for stock for promotion of the community • Immediately 	<ul style="list-style-type: none"> • Town of Outlook Administration and Community Development staff • Photographers • Ambassadors of the Irrigation Capital of Saskatchewan 	<ul style="list-style-type: none"> • 1

		landscape with a person enjoying it speaks volumes			
D	<i>Educate Frontline Staff to be tourism ambassadors of the area</i>	Host education seminars for frontline tourism staff giving them the tools to promote the community as well as the knowledge of where to find information in our community	<ul style="list-style-type: none"> • Visitors know where to go for what they want to see • Visitors are led to hidden gems in the community • Spring/Summer 2023 	<ul style="list-style-type: none"> • Chamber of Commerce • Tourism Business • Community Development Staff and Advisory Committee • LCBI &OHS 	<ul style="list-style-type: none"> • 4 - All Town staff along with community partners took Service Best; will be working on additional training winter 2023
D	<i>Establish guided and self guided tours in the Irrigation Capital of Saskatchewan, and develop supports for those tours using the brand</i>	Develop an Irrigation Trail, rename some key parks or spaces Irrigation type names, encourage naming of businesses to coincide with the brand, incorporate the river into the Irrigation Trail	<ul style="list-style-type: none"> • Tracking visits • Tracking tourism spending • 2024/2025 	<ul style="list-style-type: none"> • Tourism Operators • Entrepreneurs • LCBI • OHS 	<ul style="list-style-type: none"> • 1
D	<i>Create Dedicated Space for Visitor Information Centre – Could be space that already exists and may be seasonal with ability to provide off season support at Town Hall Complex if necessary</i>	Information is necessary regarding the history , maps of the irrigation district, brochures, digital mapping, pamphlets, museum, bounty hall, town hall complex, utilize existing tourism businesses, brochure stands	<ul style="list-style-type: none"> • Track visitors over time • Track visitor spending over time • 2025-2026 	<ul style="list-style-type: none"> • SSRID • Community Volunteers • Museum Committee • Irrigation Steering Committee • Community Development Advisory Committee • Council/Staff 	<ul style="list-style-type: none"> • 2 – Irrigation Steering Committee meeting and making plans
D	<i>Create Smallest Working Pivot Claim to Fame as well as establish vignettes in the rural areas</i>	Develop with local engineers a working pivot in a visible location in Outlook AND to complement this, set up an information piece in front of the working pivots on the south side of town; a repeating radio message or a QR code that goes to a voice stating what is actually happening in that field; establish vignettes with QR codes across the area possibly using pioneers voices telling stories	<ul style="list-style-type: none"> • Track visits and use of information pieces • Establishment of the world’s smallest working pivot • 2024 	<ul style="list-style-type: none"> • SSRID • ICDC • Community Development staff and Advisory Committee • Irrigation Agri-business • Chamber of Commerce • Various Municipal Councils and staff • Irrigation Steering Committee 	<ul style="list-style-type: none"> • 3 – Small pivot in Town office, needs to have the story beside it; not effective as is • Perhaps have something outside on front lawn in winter season as a decoration

E. Celebrate Successes, Encourage Enjoyment of Community

E	Utilize Handi-Van for transportation of people with mobility issues to community events and as a shuttle for community events	Expand driver's list, ensure vehicle is properly maintained and available for trips as well, continue to monitor and provide support from the Town office	<ul style="list-style-type: none"> Expanded public at events Inclusive events Immediately 	<ul style="list-style-type: none"> Event Organizers Town Administration Staff Approved Drivers Kinsmen Chamber of Commerce 	<ul style="list-style-type: none"> 3 – expanded use, added drivers in 2022; working with senior residences to transport residents to events as desired
E	Encourage and bring in more events that don't have to be annual, simply fundraisers and celebrations of community	Many projects require fundraising in the community, events are fun ways to commune, meet and have celebrate, with these we will be closer as a community	<ul style="list-style-type: none"> Local Events Fundraising Local Spending and support, drawing in those in surrounding communities Immediately 	<ul style="list-style-type: none"> Various fundraising and local charitable organizations Town Staff Kinsmen Outlook-Rudy Fire and Rescue Museum Board Volunteer Groups 	<ul style="list-style-type: none"> 1
E	Restart Citizen of the Year, Business Awards	Restart community celebrations, with possibly as many as 5 categories including citizen of the year	<ul style="list-style-type: none"> Local pride Nominations Attendance at Ceremony 2023 	<ul style="list-style-type: none"> Chamber of Commerce Town of Outlook Other interested group? 	<ul style="list-style-type: none"> 1
E	Revitalize Museum and Bounty Theater	Cleanup, set up, open to public regular times, support modernization; Open Bounty Theater to public use, modernize bathrooms at museum, make area more inviting and less cluttered	<ul style="list-style-type: none"> Tracking visits to Museum Donations to Museum Work completed, Bounty Theater open for business Begin Immediately 	<ul style="list-style-type: none"> Museum Board Volunteers Friends of the Museum Town Council Town Staff 	<ul style="list-style-type: none"> 3 – Town supporting this project by providing part time help to coordinate volunteers and construction of Bounty Theater; Museum Committee made great strides in 2022 – Town supported by assisting with garbage haul and landfill fees
E	Put Banners on Streetlights	Establish a banner program celebrating business, champions of the community and our brand	<ul style="list-style-type: none"> Banners on posts Immediately 	<ul style="list-style-type: none"> Chamber of Commerce Town of Outlook Staff Royal Canadian Legion Branch #262 	<ul style="list-style-type: none"> 5 – Banner project complete

				<ul style="list-style-type: none"> • Other groups interested • Community Development Advisory Committee 	
E	<i>Create Wall of Fame in Jim Kook Recplex</i>	Acknowledging elite athletes and community builders who have inspiring achievements outside of our community with picture and write ups	<ul style="list-style-type: none"> • Pictures on wall with write up • Display Case dedicated to these citizens • 2023 	<ul style="list-style-type: none"> • Recreation Staff • Community Development Advisory Committee 	<ul style="list-style-type: none"> • 1
E	<i>Engage First Nations and Multicultural presenters and champions to work with our community developing inviting spaces to achieve true reconciliation with each other</i>	Approach all events with efforts of inclusivity of all walks of life and learn about others experiences and challenges, encouraging diversity and reconciliation	<ul style="list-style-type: none"> • Events drawing crowds from diverse backgrounds • Immediately 	<ul style="list-style-type: none"> • Multicultural Committee • Council/Staff • Community Event Organizers • Diversity and Inclusion Specialists • Reconciliation Committee 	<ul style="list-style-type: none"> • 3 – Partnered with two businesses to sponsor and put on first National Day for Truth and Reconciliation in Outlook • Added 4th flag poll to fly Treaty 6 Flag and use this poll and Town flag poll for inclusive days, weeks and months
E	<i>Establish a Historical Society</i>	Establish Historical sites and preservation of historic buildings, there are 3 registered heritage landmarks in Outlook, promote them and expand possibly	<ul style="list-style-type: none"> • Establishment of heritage sites • Stock of historical pictures • History Book of the area or modern history book (electronic perhaps) • 2025 	<ul style="list-style-type: none"> • Museum Board • Volunteers interested in forming a committee 	<ul style="list-style-type: none"> • 2 – Supporting the Legion with veteran’s memorial park, the work the Museum board is doing to honour the history and the cemetery committee is working at improving the honouring of past community members