

Rouleau Community Plan As at First Meeting- Tuesday, October 25

Based on a survey conducted in the community in which 73 responses were received for a 33% return rate, the following issues were noted:

Major Strengths:

- *Community Services*
- *Quality of Life*
- *Transportation*
- *Communications Infrastructure*
- *Recreation Facilities*
- *Desire of residents to stay in community*
- *Willingness of residents to invest in marketing of community*

• **Major Challenges:**

- *Job opportunities*
- *Business opportunities*

From the discussion in which 18 residents of Rouleau and area engaged, the following **Attributes of the Community** were identified. Note: These were not intended to be categorized as either positive or negative - just "the way things are".

- Transportation to the cities an issue for seniors
- People in area not always aware of available services eg. cellular service
- Perceptions that community is not as interested in development as some would like
- Declining school enrollment
- Community is on the extreme edge of the new health and school districts
- A group committed to enacting a community plan is essential
- Need to communicate this document and this process to others in the community
- More strengths and opportunities than weaknesses in the community
- There are three new members of Town Council
- One challenge is to get people to shop at home
- The community, not just Council, will have to be involved in the development process

The following **Measurements of Success** were noted as benchmarks by which people in the community would identify progress:

- Population growth - It was noted there are 420 residents now vs. 460 five years ago
- Population of 500 in 10 years, through adding 30 kids to the community
- School stays open
- Enthusiasm over Corner Gas/Dog River
- Increased number of young people
- Retention of older residents
- New businesses
- Retention of existing businesses
- Youth recreation opportunities
- Run down properties torn town
- Day care services
- Visible signs of capturing Dog River based opportunities
- RV park revamped
- New housing starts
- Speculative house building
- Restaurant operating
- Increased number of visitors

Overall Development Options Identified:

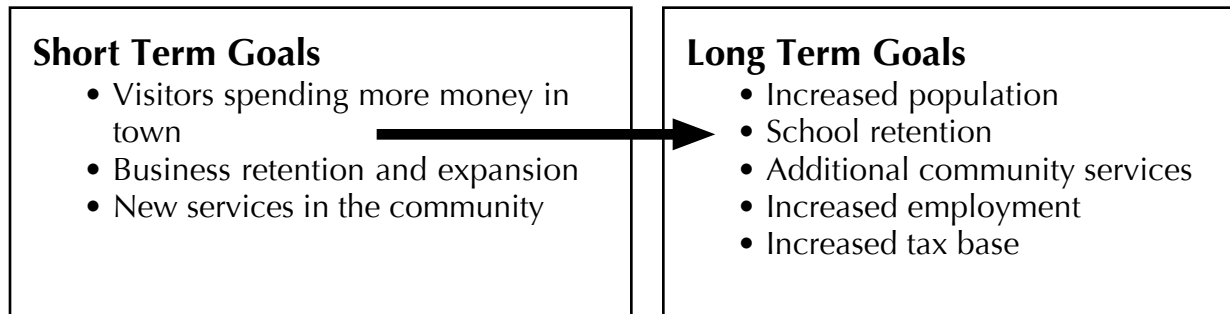
- Attracting companies
- Growing local companies
- Corner Gas business opportunities
- Tourism bu businesses
- Processing businesses

The following ***Strategies and Development Options*** were identified. From these, the next step will be to identify specific strategies and actions:

- Creating a “Dog River tourism product”
- Getting Tourism Moose Jaw and Tourism Regina to participate in promotion
- Ensuring there are ample opportunities for visitors (estimated 200 to 500 per day at peak Corner Gas filming times) to spend money while in the community
- Public Relations expertise to further promote the community
- Dog River trademark
- Tourist booth
- Narrated headsets
- Radio broadcasts for tourism product
- Improve signage near town and at highway access points
- Craft shop
- World’s Second Largest Hoe
- Encouraging visitors to live in Rouleau
- Bed and Breakfast
- Signage in town to illustrate community and television show landmarks
- Placemats
- Brochures about community to bus tour participants
- Par 3 golf course
- Postcards about town
- Market residential lots
- Offer incentive packages to businesses
- Encourage a developer to invest in/develop in Rouleau
- RTM houses
- Market to retirees
- Offer incentive for building a home
- Find a way to get realtors interested in marketing Rouleau
- Use U.S. rail access to export
- Develop industrial base
- Ensure that zoning regulations enable additional commercial development
- Campground development, water/power
- Form the Dog River Business Association
- Hold annual Homecoming event
- Immigration strategy
- Corner Gas barbecue event
- Sell “a square inch of Dog River” or certificates of ownership
- Focus on strong water quality and capacity for processing opportunities
- Market the community hall

Next Steps: (As per November 29, 2005 Meeting)

The overall strategy for development of the community was described as follows:



It was agreed to focus on the short-term goals with the intent that they will lever the opportunity for focusing later on the long-term benefits.

In order to achieve the short-term goals, the following steps are recommended:

1. Improve the signage promoting “Dog River” on highways #1 and #6
2. Promote Rouleau as the site of Dog River in the provincial tourism guide
3. Get stories on Rouleau/Dog River into a wide variety of media outlets in Saskatchewan as well as into national media
4. Advertise Rouleau/Dog River in the following formats: All possible tourism guides, with travel organizing companies, bus tour companies, Tourism Moose Jaw, Tourism Regina, Tourism Saskatoon, Tourism Saskatchewan, motor home guides, CAA and AAA publications

Note: In order to execute the above immediate steps (ie. must be undertaken in about the next two months in order to achieve results by mid-2006), it was agreed that contracted resources will be required. **The Moose Jaw Economic Development Authority agreed to research potential sources of funding to match up with funding that will need to be provided to the community of Rouleau.**

Additional strategies include:

- Painting a mural on the “gas station” set
- Develop the RV Park
- Set up a tourist centre

- Create an events calendar
- Introduce a tax credit for moving to Rouleau, with the tax credit likely focusing on children
- Identify and market available commercial property
- Attract an industrial arts course to the school

In order to service those who show up in Rouleau/Dog River, the following are the top priorities:

- Restaurant
- RV Park
- Map of the community showing where the Dog River sites are located
- Housing Pedestals ?
- World's 2nd Biggest Hoe

Other strategies and developments that would enhance the tourism experience include:

- Tourist centre
- Bulletin Board
- Tours
- Walking tours
- Bike Rally
- Items from the Corner Gas show
- Mini Golf
- Photo displays from the show
- Museum
- Farm vacations
- Bed and Breakfast Operations
- Dog River National Slo-Pitch Tournament
- Dog River National Hockey Tournament
- Student employment programs to staff tourist booth
- Rename the streets after characters in the show
- Develop a series of stories that depict the legend of Dog River
- Sell shares in Dog River - A piece of Dog River
- Outdoor projection of show episodes
- Dog River hockey team play eg. media teams from Regina or other cities