



GROWING, TOGETHER



SREDA 2015 ANNUAL REPORT

TABLE OF CONTENTS

01

Our Role
Our Strategy

02

Message
from our
Board Chair

03

Our Board
of Directors

04

Message from
our President
and CEO

05

Our Team

06

Performance
Highlights

08

Our Partners

09

Financial
Summary

SREDA'S SIX PILLARS



Business &
Investment
Attraction



Business Retention
& Expansion



Entrepreneurship



Economic
Forecasting &
Analysis



Marketing the
Region



Regional
Planning

OUR ROLE

The Saskatoon Regional Economic Development Authority (SREDA) **helps grow the local economy** by providing programs and services in the areas of **business attraction, retention and expansion; entrepreneurship support; regional planning; and marketing the Saskatoon region.**

OUR STRATEGY

SREDA'S 2015-2018 strategy, **“Growing, Together”**, is aimed at transforming SREDA into the **best economic development agency in Canada by 2018**. This is a bold yet achievable strategy.

SREDA is delivering this strategy by focusing on programs and services around six pillars: **Business & Investment Attraction, Business Retention & Expansion, Entrepreneurship, Economic Forecasting & Analysis, Marketing the Region and Regional Planning.**

As part of this strategy, and for the first time in its history, SREDA is **tracking and reporting the economic impact of its program and services on the local economy.**





MESSAGE FROM OUR BOARD CHAIR

Excellence. Trust. Partnerships. Teamwork.

These four words define SREDA. They speak to SREDA's strength in working together with the community and with stakeholders to create economic prosperity in the Saskatoon region.

SREDA's role is to help grow the local economy by providing programs and services in the areas of business attraction, retention and expansion; economic forecasting and analysis, entrepreneurship support; regional planning; and marketing the Saskatoon region. In 2015, SREDA began to measure the impact of our organization's programs and services on the local economy. We are pleased to report that for the year ended December 31, 2015 SREDA was responsible for \$68 million in economic impact on the Saskatoon region as measured through investment in local business and job creation.



On behalf of the SREDA Board of Directors, I would like to thank the SREDA team under the leadership of CEO Alex Fallon, our partners at the City of Saskatoon, Regional Members and our private sector investors for their continued support.

In 2016, SREDA will build on this momentum and continue to be one of Canada's top economic development agencies.

A handwritten signature in black ink, appearing to read 'Wanda Hunchak'.

Wanda Hunchak

Chair of the Board

OUR BOARD OF DIRECTORS



Wanda Hunchak
SREDA Board Chair
Westcap Mgt. Ltd.



Johnathan Huntington
SREDA Board Vice-Chair
Cameco Corporation



Don Atchison
Mayor of Saskatoon



Merin Coutts
Merin Coutts Management
Consulting & Business
Solutions



Troy Davies
Ward 4 City Councillor



Rod Delahey
The Marketing Den



Greg Fowler
University of
Saskatchewan



Judy Harwood
Reeve, RM of Corman
Park



Ann Iwanchuk
Ward 3 City Councillor



Rob Lamb
Canadian Light Source



Dion Protzak
Saskatoon Metal
Manufacturing



Sheryl Spence
Mayor of Warman



Kelly Thompson
Federated Co-operatives
Ltd.



Josh Walchuk
ICR Commercial Real
Estate



MESSAGE FROM OUR PRESIDENT AND CEO

Growing the Economy. Growing Your Business. Growing Together.

In 2015 SREDA implemented a bold new strategy in which we committed to measuring and reporting the economic impact of our services and the return on investment to our investors; the targets for the year were set at \$64 million and 35:1, respectively.

Through the services of our six core pillars, the support of our members, the guidance of our Board of Directors and the dedication of the SREDA team, we have surpassed our goals with an economic impact of \$68 million and a return on investment of 39:1.

Highlights of SREDA's accomplishments include the expansion of an Alberta-based company into Saskatoon, helping over 3,000 entrepreneurs across Saskatchewan, \$12M of investment attracted to the Saskatoon region, supporting the expansion of 3 local companies and creating 28 jobs through the City of Saskatoon Business Development Tax Incentive Program, marketing the Saskatoon region across Canada and much more.

This annual report analyzes our 2015 accomplishments as an organization. These accomplishments have been achieved, not by individuals, but as a team working together to deliver results that best serve the local economy.

The momentum from 2015 has carried over into 2016, and our members can expect another successful year at SREDA, with the delivery of programs and services that strengthen our local economy by growing together.



Alex Fallon

President & CEO



OUR TEAM



David Gauthier
Executive Vice-President
& Director of SREDA
Insights



DonnaLyn Thorsteinson
Senior Director, SREDA
& Square One



Joanne Baczuk
Senior Director,
Economic Forecasting &
Analysis



Tamara Nesbitt
Financial Controller



Shaun Soonias
Director, Saskatoon
Aboriginal Employment
Partnership



Nicole Vassos-Hustej
Manager, Regional
Affairs



Erin Lawson
Manager, Marketing &
Communications



Amber Jessiman
Manager, Marketing &
Communications



Jenelyn Ong
Specialist, Marketing &
Communications



Anna Tavares
Specialist, Business
Attraction



Mohamed Salat
Specialist, Economic
Forecasting & Analysis



Shenuka Wickramasinghe
Business Information
Officer



Anne Yvette Sibomana
Business Information
Officer



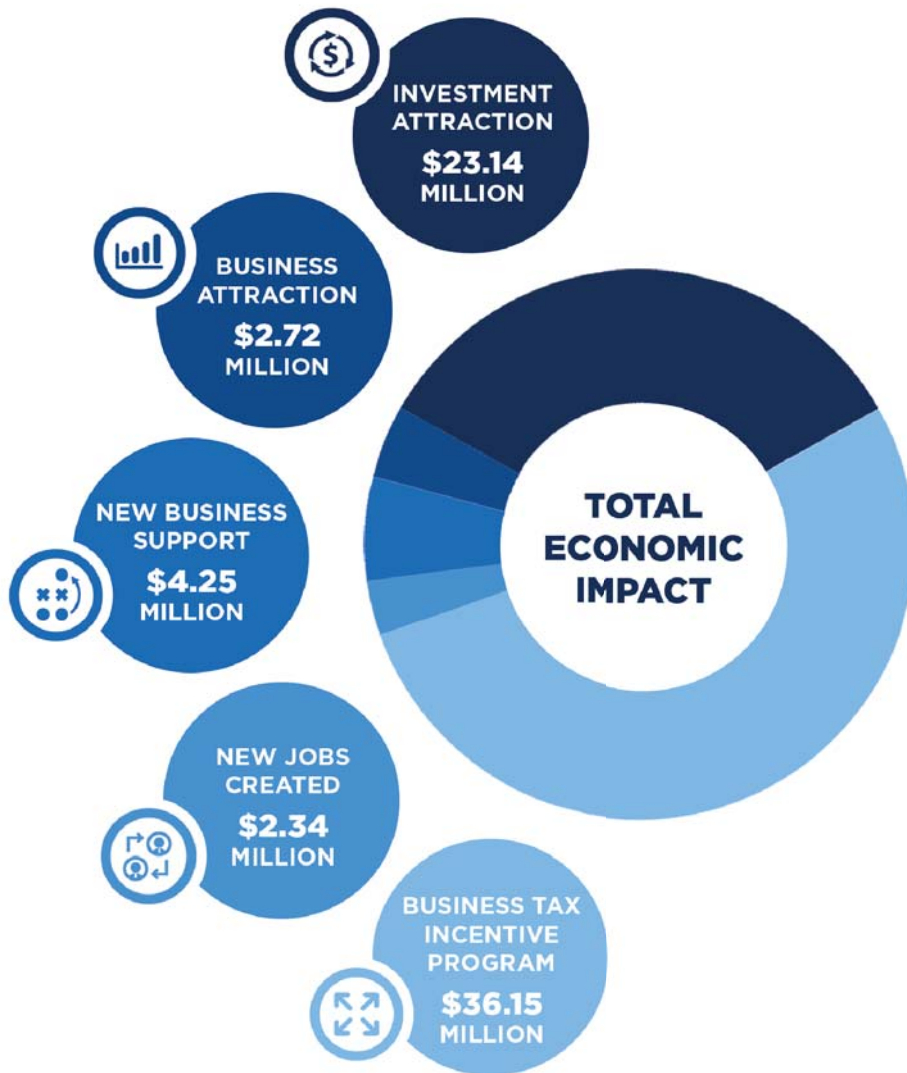
Yang Chen
Business Information
Officer



Terra Fehr-Penner
Executive Assistant &
Office Administrator



PERFORMANCE HIGHLIGHTS



2015 ECONOMIC IMPACT
\$68.6 MILLION

ECONOMIC IMPACT **ROI \$39**

For every \$1 invested in SREDA, SREDA helped generate \$39 of economic impact in the Saskatoon regional economy.

“2015 was a milestone year for SREDA. We are proud to announce that for the first time ever, SREDA is able to report an economic impact of our services and return on investment to our investors.”

Alex Fallon
President and CEO of SREDA



PERFORMANCE HIGHLIGHTS

\$23.14M

Worth of investment attraction to the Saskatoon Region

\$2.72M

Worth of business attraction to the Saskatoon Region

3

Businesses using the Business Development Tax Incentive

28.4

New jobs created under the Business Development Tax Incentive

2

Local companies received expansion strategy support

2

Industry roundtables

5

Economic updates

3,852

Saskatchewan entrepreneurs assisted through our Square One program



OUR PARTNERS

The generous financial **support** from this group of partners supports SREDA in **delivering programs and services** that **help grow the Saskatoon region economy.**



ABC Manufacturers of Canada Ltd.
ACE Manufacturing Inc.
Advance-Tek Consulting Inc.
AECOM
Affinity Credit Union
Alliance Energy Ltd.
AREVA Resources Canada Inc.
ASL Paving Ltd.
Associated Engineering
BHP Billiton
Bioriginal Food & Science Corp.
Brunsdon Junor Johnson Appraisals Ltd.
Business Furnishings (Sask) Ltd.
Butler Byers Insurance Ltd.
Canadian Light Source Inc. (CLS)
Canadian Western Bank
Canpotex Limited
Cherry Insurance Ltd.
CIMA+ Canada Inc.
Comco Manufacturing Ltd.
Conexus Credit Union
Continental Mine & Industrial Supply
Crestline Coach Ltd.
Croatia Industries Ltd.
Cuelenaere, Kendall, Katzman & Watson
Culligan Water Conditioning
Davis Machine Company (1960) Ltd.
Deloitte
Delta Bessborough
Dundee Developments
Ens Lexus Toyota Ltd.
EPR Saskatoon, Certified General Accountants
ERCO Worldwide, A Division of Superior Plus LP

Fortress Properties Inc.
GenomePrairie
Ghost Transportation Services
Graham Construction & Engineering Inc.
Hamm Construction Ltd.
Handy Group of Companies
Henry Moulin Realty Inc. (Remax)
Hilton Garden Inn
Humboldt Electric Ltd.
ICR Commercial Real Estate
Impact Marketing Services Ltd.
Injury Solutions
Innovation Place
J.A.B.A. Construction Limited
JNE Welding
Legacy Homes Ltd.
Loraas Disposal Services Ltd.
March Consulting Associates Inc.
McDougall Gauley LLP
McNair Business Developments Inc
Meewasin Valley Authority
Michelangelo Marble & Granite Co. Ltd.
MNP
National Bank of Canada
Norseman Structures Inc.
Nortek Air Solutions Canada Inc (formerly Venmar)
North Ridge Development Corp.
Northern Resource Trucking Ltd. Partnership
Novozymes BioAg Limited
Orbis Engineering
Pacific & Western Bank of Canada
PricewaterhouseCoopers LLP
Projectline Solutions Inc.

Quorex Construction Ltd.
Radisson Hotel Saskatoon
RBC Royal Bank
Remax Guardian Commercial Real Estate Services Ltd.
Robertson Stromberg LLP
Saskatchewan Food Industry Development Centre Inc.
Saskatchewan Polytechnic
Saskatchewan Research Council (SRC)
Saskatchewan Trade & Export Partnership (STEP)
Saskatoon Airport Authority
Saskatoon Business College Ltd.
Saskatoon Inn Hotel and Conference Centre
Saskatoon Metal Manufacturing Ltd.
Saskatoon Region Association of Realtors (SRAR)
Saskatoon Tribal Council
SaskTel
Scotiabank
Sheraton Cavalier
Stantec
Star Egg Company Ltd.
Suncorp Valuations Ltd.
TD Commercial Banking
The Marketing Den
Vaccine and Infectious Disease Organization (VIDO)
Virtus Group LLP
Weldfab Ltd.
Westbridge Capital
Westcap Mgt. Ltd.
Whitecap Dakota First Nation
Wiegiers Financial & Benefits
Wilger Industries Ltd.
Wright Construction Western Inc.
WRT Equipment Ltd.



FINANCIAL SUMMARY

STATEMENT OF REVENUE & EXPENDITURES	FOR THE YEAR ENDED DECEMBER 31	
	2015 \$	2014 \$
REVENUE		
Service Fee		
City of Saskatoon	766,000	797,225
Regional Municipalities and Towns	48,738	49,108
Western Economic Diversification – Square One	573,128	541,942
Investor Funding		
Cash contributions	182,840	233,100
Gifts in Kind	-	37,250
Saskatoon Aboriginal Employment Partnership	113,118	-
Other Revenue	98,897	51,906
Program Funding	9,220	18,220
Other grants	-	20,000
Interest	-	1,092
	1,791,941	1,749,843
EXPENDITURES		
Square One	583,902	499,761
Administration	451,560	301,910
Economic Forecasting & Analysis	167,555	97,588
Regional Affairs	135,266	181,986
Business Attraction Programs	120,251	152,419
Saskatoon Aboriginal Employment Partnership	113,118	-
Marketing – Saskatoon	79,192	302,564
Business Retention & Expansion	60,023	139,129
Advertising in kind	-	36,033
	1,709,867	1,711,390
EXCESS OF REVENUE OVER EXPENDITURES FOR THE YEAR	82,074	38,453

* For a full copy of the financial statements, please contact SREDA: 306-664-0720





**Saskatoon Regional Economic
Development Authority**

103-202 Fourth Avenue North
Saskatoon, SK S7K 0K1

Phone: 306-664-0720
Toll Free: 1-800-706-1977
Email: info@sreda.com
Website: sreda.com