

**REPORT TO:** Taryn Bryson, Town Administrator  
**SUBMITTED BY:** Miranda Blaber, Community Development Manager  
**DATE:** March, 2023



### **FACILITIES and OPERATION**

- Arena: February ice usage 163.5 hours (88 minor sports, 27 Thunder, 31 Public, 17.5 other);
- Community Hall: 2 meetings, 1 event/funeral, 3 court sessions and 12 indoor walking dates, 1 yoga

### **EVENTS**

- Fun, Fitness Challenge with Tri-Unity Challenge continues, record minutes of activity until March 31
- Full Moon Snowshoe dates: the final snowshoe event is March 7
- Winter Finale preparations under way:
  - Trade Show: March 17 & 18, vendor list is full, will have kids activities and pony ring
  - Chainsaw competition March 18<sup>th</sup>; Men's Bonspiel March 16 – 19; Skate Carnival March 19
  - Mail out created and sent through Canada Post, will do one for the Trade Show
- Preparations continue for this years Family Festival and All School Years Reunion: sponsors secured, entertainment secured, save the date post made, working on commemorative t-shirts and all print material, event to be launched following Winter Festival

### **PROGRAMS**

- Indoor Walking program runs Mondays, Wednesdays, and Fridays 10am at the Community Hall
- Public Skate/Shinny opportunities: Saturday 4:45pm – 6:45pm, Sundays 1pm – 3pm
- Snowshoe lending program is on, snowshoes can be borrowed from the Town Office for a refundable deposit of \$20/pair
- Indoor soccer began March 3; 30 kids registered
- Spring Soccer organization and registration meeting set for April 5
- Hosted a pop-up yoga class over Family Day weekend
- Organized a "Spring into Winter" 4 week yoga session for the month of March

### **COMMUNITY SUPPORT and DEVELOPMENT:**

- Continue to stay connected with the community, supporting businesses, individuals, and organizations through email, phone, social media, print material and radio, promoting local events and programs as able and/or requested
- Update website and post to CR Rec and Town of CR Facebook as needed for municipal items and programs
- Completed 1 radio advertisements for local events
- Organized and attended an Access Communications Community Highlights TV interview
- Applied to the Scotts Best Garden Program; received approval for 2023
- Attend: Rec Board, KidSport, LDSCR Board, Community Promotions and Tri-Unity Challenge meetings as required
- Continued work on the 2022-2023 Saskatchewan Lotteries Community Grant follow-up reports
- Completed the follow up requirements for the Community Rink Affordability Grant with SPRA

### **BUSINESS SUPPORT, RETENTION and EXPANSION:**

- Communicating with businesses of ongoing training, and other opportunities
- Coordinated training opportunity for local tourism businesses; 4 business attended. Each business will have the opportunity for assistance in creating a marketing plan as well as digital asset creation
- Continue Trade Show preparations; booth materials
- Attend CRED, Board of Trade and Regional EDO meetings

### **TOURISM and PROMOTION:**

- Continue ongoing social media communications, management, and interaction (5 posts, 35 stories and 1 advertisement)
- Performed one paid advertisement on social media accounts supporting the snowmobile rally: ran 5 days, \$18.98 spent, a combined reach of 2801, generated 5 new followers
- Work continues with the regional tourism project for winter tourism development: final review of proposals, requested extension on grant project deadline
- Accessed "Business Support" funding (\$5000) through Community Futures Newsask to support local business: inquired about social media & digital marketing training workshops with little committed interested, will be working on a Think Local, Shop Local, Love Local video campaign instead

### **ONLINE PRESENCE:**

- Facebook:
  - Rec Board 1339 (+15)
  - Saskatchewan's OUTBACK 2014 (+8)
- Instagram:
  - Saskatchewan's OUTBACK 1101 (+7)