



Town of Biggar and the Biggar Planning & Development Committee (BPDC)

Biggar Planning and Development Strategic Plan

Developed through the Biggar Stakeholders and Planning and Development Committee Strategic Planning Sessions

As at October 14, 2017

Prepared by

preferred
choice 

Development Strategists

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Executive Summary

The Town of Biggar

Biggar is a community of about 2,250 people located approximately 90 kilometres west of the City of Saskatoon along Highway #14 and 94 kilometres south of the City of North Battleford along Highway #4.

The Biggar Planning and Development Strategic Plan

The Town of Biggar and Biggar Planning and Development Committee (BPDC) initiated a Strategic Planning process to define and renew a community growth agenda for Biggar and area. Planning took place with a group of 34 community representatives from various businesses, the Town of Biggar, and R.M. of Biggar No. 347 on October 14, 2017, followed by a planning session with the Town of Biggar Council members. Based on the stakeholder and council sessions the Biggar Planning and Development Strategic Plan was developed.

Biggar Planning and Development Vision

Biggar Than This

Biggar Planning and Development Mission Statement

Grow Biggar and Be Biggar in a Thriving Community.

Biggar Planning and Development Goals

The following Planning and Development Goals were selected by the Town of Biggar.

- 1. Attracting, Retaining, and Expanding Businesses**
- 2. Marketing**
- 3. Having the Right Business and Service Mixtures**
- 4. Attracting and Retaining People**
- 5. Ensuring Adequate Existing and Future Infrastructure**

Biggar Planning and Development Strategic Plan Advancement

The Town of Biggar Council will work with appropriate stakeholders, partners, staff, and technical support as required to initiate and continue implementation of priority objectives to secure sustainable resources to fully advance implementation of the Biggar Planning and Development Strategic Plan.

1.0 Biggar Planning and Development Strategic Plan Foundation

On October 14, 2017 a stakeholder development and planning session was held with 34 community representatives from various businesses, the Town of Biggar, and R.M. of Biggar No. 347 at the Biggar Community Hall, followed by a planning session with the Town of Biggar Council members. Based on the stakeholder and council sessions the Biggar Planning and Development Strategic Plan was developed.

The Town of Biggar is an exceptional Saskatchewan centre that is a great place for family, recreation, business, agriculture, and a high quality lifestyle.

Building on the people, the businesses, the land, the resources, and the location - the Town of Biggar and its partners are working towards the next stage of Planning and Development for Growth.

1.1. Biggar Planning and Development Vision

Biggar Than This

1.2. Biggar Planning and Development Mission Statement

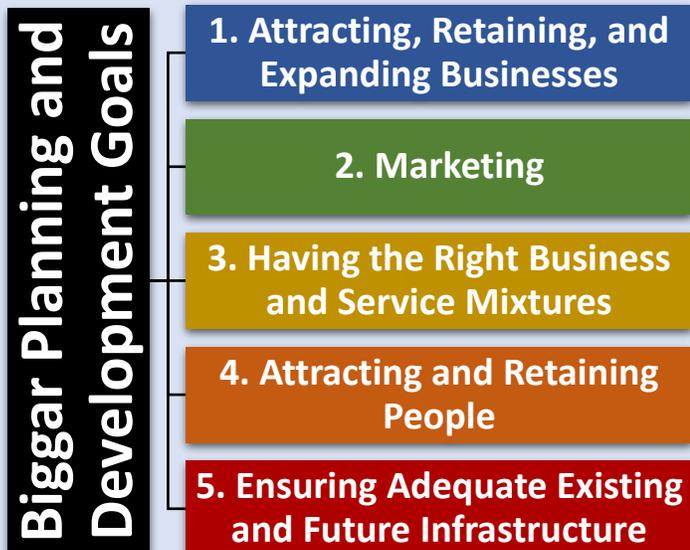
Grow Biggar and Be Biggar in a Thriving Community.

1.3. Biggar Planning and Development Goals

The Biggar Planning and Development Strategic Plan is about generating positive outcomes in these areas:

1. **Attracting, Retaining, and Expanding Businesses**
2. **Marketing**
3. **Having the Right Business and Service Mixtures**
4. **Attracting and Retaining People**

Exhibit 1.1 - Biggar Planning and Development Strategic Plan Goals



Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

5. Ensuring Adequate Existing and Future Infrastructure

1.4. Biggar Planning and Development Objectives

The following objectives were developed for the Biggar Planning and Development Strategic Plan.

Exhibit 1.2 - Biggar Planning and Development Strategic Plan Objectives

1. Attracting, Retaining, and Expanding Businesses

- Business Retention and Expansion
- Selective Business Attraction
- General Business Attraction
- Business Expansion and Attraction Development Incentives
- Investment Attraction Activities
- Business Attraction, Retention, and Expansion Marketing Tie-In

2. Marketing

- Internet Web Page
- Social Media
- Internet Banner Ads
- Paid Advertising
- Desktop Publishing
- Travel to Promote Biggar Opportunities
- Conversations and Meetings
- Partnerships to Promote Opportunities
- Signage

3. Having the Right Business and Service Mixtures

- Conduct a Business and Service GAP analysis compared to other similar sized centres:
- Business Service Delivery Snapshot
- Government Programs / Public Services
- Infrastructure
- Suggestions / Initiatives
- Business Organization / Board of Trade / Chamber of Commerce
- Other

4. Attracting and Retaining People

- Business People / Business Owners / Business Operators
- Professionals
- Workers
- Families
- Seniors / Retirees
- Immigrants
- Attracting and Retaining People Marketing Tie-In

5. Ensuring Adequate Existing & Future Infrastructure

- In Infrastructure, Facilities, and Services provided by the Town of Biggar
- In Infrastructure, Facilities, and Services provided by Others
- In Infrastructure, Facilities, and Services targeted to attract or enhance

Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

1.5. Overall Biggar Planning and Development Progress Indicators

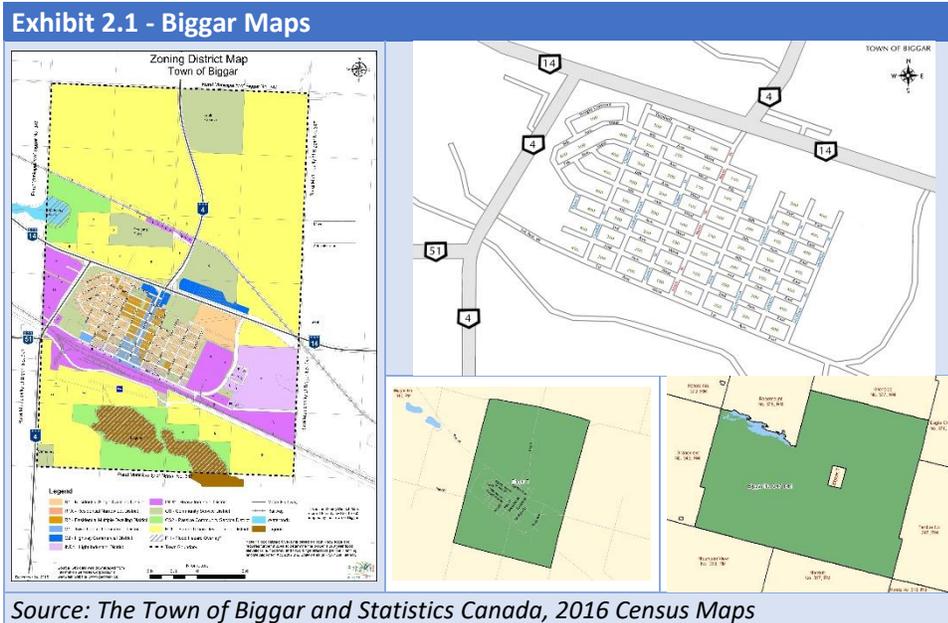
A range of indicators were identified to determine the progress on achieving development success in Biggar. Key progress indicators include the following areas noted in the next exhibit.

- Jobs
- Number of Businesses
- Population
- Levels of services
- Range of services
- Lot sales
- Cleanliness of community
- Track market exposure



2.0 Biggar Planning and Development

2.1. The Town of Biggar



Biggar is located approximately 90 kilometres west of the City of Saskatoon along Highway #14 and 94 kilometres south of the City of North Battleford along Highway #4.

The Town of Biggar had a 2016 Census population of 2,226 people (an increase

of 3.0% or 65 people since 2011). The R.M. of Biggar No. 347 had a 2016 Census population of 798 people (a decrease of -2.7% or 22 people since 2011).

There are 1,082 private dwellings in the Town of Biggar and 307 dwellings in the R.M. of Biggar.

Population of Biggar has 17.1% 0 to 14, 58.9% 15 to 65, and 24.0% 65 years or over with an average age of 44.4 years according to 2016 Census data.

2.2. Biggar Planning and Development Committee

The Town of Biggar has established a Planning and Development Committee with representatives from the Biggar Town Council. The Biggar Planning and Development Committee (BPDC) works with support from the town administration including the Community Development Officer and Chief Administrative Officer as appropriate.

The Planning and Development Department is responsible for the review, processing and approval of all planning applications with final approval from the Town of Biggar Council, such as: Official Plan Amendments, Zoning Bylaw Amendments, Plans of Subdivision, Consents, Minor Variances, Site Plan Control, etc. In addition, applications for Building Permits, Sign Permits, and Demolition Permits are reviewed for compliance with the Saskatchewan Building Standards and Municipal bylaws.

3.0 Biggar Planning Considerations

3.1. Biggar Stakeholders and Planning and Development Committee Planning Session

On October 14, 2017, 34 community representatives participated in the Biggar Stakeholders and Planning and Development Committee Planning Session from various businesses, the Town of Biggar, and R.M. of Biggar No. 347 from 9:00 a.m. to 12:15 p.m. at the Biggar Community Hall.

3.2. Expectations for Biggar Planning and Development Committee (BPDC)

In your view what would constitute notable “wins” for Biggar?

- Good water supply
 - Potable and raw
 - Adequate supply
 - Good condition
- Effective Chamber of Commerce
- Jobs
 - More local jobs
 - More manufacturing jobs
- Keep people here in Biggar
- Increased school enrolments
- Solar energy and green energy development and usage
- Support individual green movement
- Good working relationships with partners
 - Town and the business community
 - Town and all area Rural Municipalities
 - Town and Senior Governments (Provincial & Federal Government)
 - Town and senior utilities (SaskPower, SaskTel, SaskEnergy)
- Medical services from Doctors and health facilities
 - Maintain 3 or more doctors in Biggar
 - 4 doctors would be beneficial
 - Maintain current service levels
 - Nurse levels are better now
 - Lose some nurses to the city
 - Retention and growth of services
 - Spousal employment can be a retention and attraction issue
 - Decentralization of health services is an issue with centralization of health administration
- Maintaining Post-Secondary Education Services

- Great Plains College
 - Practical nursing program
 - Continuing care aids
- Benefits of more young people
- Healthy active population
 - Healthy active seniors population
- Maintain and grow seniors services
 - Public care home
 - Private care home
 - 3 seniors apartment buildings
 - Ensure services to provide rides to health specialists in the city
- Successful business ownership transition / succession
- Maintain good fire and protective services throughout the region
- Strong infrastructure planning, maintenance, and development
 - Town and R.M.s administrations
- An active business community
- Adjust to the changing shape of retail and wholesale business
 - On-line
- Strong connectivity with good bandwidth to meet the needs of a modern and growing centre
 - Biggar currently is not a high bandwidth area as noted on the CRTC broadband coverage maps
 - Connectivity currently is a challenge at the schools
 - SaskTel Max service is not available in the area
- Better availability of three phase power across the community and for area businesses
 - SaskPower currently does not have the same industrial three-phase service reliability it previously offered the community
 - Golden View Hutterite Colony near Biggar produces and sells power back onto the grid
- A greater sense of community
 - A larger volunteer pool
- Great recreational services
 - Bowling
 - Hockey Rink
 - Museum
 - Pool
- Plenty to do
- Surrounded by a valley

3.3. Past Development Obstacles

Are there areas where previous economic development efforts did not hit the mark as expected?

- Greenhouse by Cargill Ltd. - Prairie Malt is not in production
 - An investment of \$300,000 to \$400,000 is needed to restart the Greenhouse operations
 - There may be potential to re-open the facility
- The conversion of the former Diamond Lodge seniors facility
 - The former 60 long-term-care (LTC) facility into a private care venture is empty
 - The Biggar & District Health Centre features a new addition with 53 LTC beds + 13 acute care beds
- The connection and working relationship with senior government elected officials could be stronger
- The former CN Station at the end of main street is deteriorating

3.4. Challenges for Biggar

Community challenges for Biggar include:

- CN Rail service
- Depopulation of rural areas
- Vast distance for school catchment areas
- Ongoing crop production cycles
 - Some transportation issues
 - Rail service challenges for certain crop years
 - Weather challenges
- Close proximity to Saskatoon
 - Can go both ways
 - Viability of certain businesses vs. Saskatoon
- Different housing market challenges
- Recruiting qualified people
 - EMS personnel
 - Health professionals
 - Other
- What to offer to attract people to work in Biggar
 - Marketing / Quality of Life
- Policing - RCMP
- Primary and Secondary Highways

3.5. Development Signs of Success

What do you see as the appropriate signs of success for the community / area?

- More Jobs
- Attracting people to fill jobs
- Increased recreation programs enrolment
- Some form of active clubs with members
 - Masons and the Knights of Columbus are the only service clubs left
 - The Health Foundation formed and is strong and active
 - Good theatre group - strong Arts Council
 - Museum
 - 4H
 - Rec Valley Ag Society
 - Biggar School of Dance
- Youth involvement
 - Younger adults
 - Children organizations
 - Successful licensed daycare
 - Research and duplicate other youth involvement strategies from other centres
 - Mandatory volunteer hours in post-secondary education curriculum
- The Biggar & District Credit Union encourages staff community involvement
- Work / life balance is important
 - Getting back to family again
- Religious organizations are struggling to retain members
- Changing roles of men and women at home and at work
- Immigrants bring different values
 - Filipinos (from the Philippines) are active in the community
- A model residential mix
- Two magnificent grocery stores + a small Filipino store

3.6. Other Success Signs

What do you think others in the community / area see as desired signs of success?

- Lots of businesses
- A strong internet presence
 - Businesses on-line
 - People on-line
 - Facebook age

- Do it right or not at all
- A relatable community
 - People open to change
- A balanced youthful demographic
- Scenic hills and trees
- A second job market for spouses
- Seniors retail clothing outlet
- Nice downtown core - recognizable
- Good core of businesses

3.7. Indicators of Development Success

Are there particular indicators or benchmarks that demonstrate progress on achieving success in the community / area? What are these benchmarks / indicators of success?

- Jobs
- Levels of services
 - Range of services
 - Days & hours of operation
 - Retail services
 - Various businesses
 - Recreation services
 - Leisure-time
 - Affordable services
 - Good range of non-work hours
 - Attractive regular work schedule
 - Health - broad range of services
 - Education
- Lot sales
 - \$55,000 range for new subdivisions
 - \$25,000 to \$35,000 range for infill lots
- Lots of greenspace throughout the community
 - Plenty of park space
 - Have a splash park
 - Campground is great
- Greetings
 - Friendly community
- Good after hours agricultural services to support farming activity
- Cleanliness of community

- Great snow removal coverage and timely clearing
- Good group homes for special needs residents
- Track market exposure
 - Great motto “New York is big... but this is Biggar”
 - Sales to marketing ratios
 - Capitalize on tag line
 - Many people taking pictures in front of logo / sign
- 1 hour to the Saskatoon airport
- Many restaurant options
- 2 hardware stores
- 2 pharmacies

3.8. Key Trends

What trends and changes are expected in the area, whether they originate inside the region or from the national / international market?

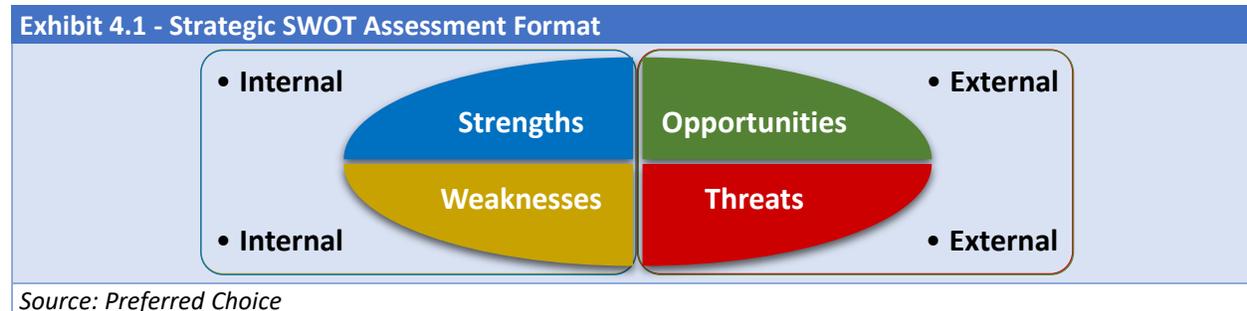
1. Internet and technology
 - Computers
 - Smart phones
 - Equipment
2. Immigration increase
3. Transportation services
 - Discontinuance of provincial bus service
 - Private bus services
 - Seniors’ courtesy car (in town shuttle / taxi service)
 - Seniors transportation services to the city
 - Some availability now
 - Additional service opportunities
4. Changing government regulations
 - Water and wastewater
 - Landfills
 - Buildings
 - Various
5. Larger farms
 - Changing nature of farm ownership
 - Era of corporate farms
 - Many farm owners are not farm operators
 - Staffed farm operations

6. Family life
 - Parental work
7. Finance
 - Business
 - Individual / personal
8. Regulatory
 - Changing laws
 - Changing taxes
9. Trade
 - Uncertainty
 - Influence
10. Reduce carbon footprint
11. Crime
 - Impact of addictions on crime
12. Greenhouse
 - Legalization of marijuana
13. Recycling
14. Organic products
 - Local food supply
 - Farmers markets
15. Higher costs and lower use services
16. Changing sports
17. Rural depopulation
18. Buying power changes
19. Different economics
 - Various businesses
 - Return on Investment (ROI) parameters
 - Agri-business
20. Climate change
21. Social attitudes regarding alcohol
 - Drinking and driving is not acceptable

4.0 Biggar Strategic Assessment SWOT Analysis

Biggar Stakeholders and the Biggar Planning and Development Committee participated in a strategic assessment of the Biggar area.

The following strategic analysis was identified during the October 2017 Biggar Stakeholders and Planning and Development Committee Planning Session.



4.1. Biggar Strategic Assessment - SWOT - Strengths

- 2 grocery stores + 1 Filipino specialty grocer
- Schools
 - Kindergarten to Grade 12 public school
 - Kindergarten to Grade 9 Catholic school
- Newer Biggar & District Health Centre - 69 beds
 - 13 Acute Care
 - 53 Long Term Care
 - 3 Alternate level of care
- Great Plains Regional College Post-Secondary Education
- Daycare
- 2 hardware stores
- 2 pharmacies
- 2 Chartered Banks + 1 Credit Union
- 2 Private licensed care homes
- Museum
- Recreational facilities
 - Argo Bush Trails
 - Sandra Schmirler Olympic Gold Park
- Active cultural groups
- Good Location

- Highways to the lake
- Crossroad of two main highways
- Highway commercial frontage lots
- Medical clinic
- Dental - Full-Time services
- Eye care - visiting optometrist services
- Hunting
 - Gun club
 - Archery
 - Strong hunting store (APA Archery manufacturing and shop) in town
- Lots of water
- High capacity natural gas
- Canadian National and Canadian Pacific railway services
- Strong agri-businesses
 - Cargill Ltd. - Prairie Malt
 - Parrish and Heimbecker
 - AGI Envirotank
 - E-Kay Enterprises Ltd.
 - Rack Petroleum Ltd.
 - Western Sales
 - Moody's Equipment - Purdue
- Access to a variety of crops
- Hotel is very good
- Reasonable costs for convention facilities and functions
- Historical aspects of the community
 - Sandra Schmirler international curling success
 - Old roundhouse
 - Tourism amenities
- Good immigrant community
 - Good volunteers
 - Caring community
 - Attracting more people
- People friendly town
 - Sense of community
- Cemetery aesthetics

4.2. Biggar Strategic Assessment - SWOT - Weaknesses

- Three phase power is not as reliable as it was in the past from SaskPower
- Internet connectivity and bandwidth coverage is not good
- Proximity to the city of Saskatoon
- Chamber of Commerce is not operating / active
 - Need a better connection across business sectors
- Perception of retirement community
- Number of qualified workers / workforce
- Rural - Urban Saskatchewan disconnect
- Less retail than in the past
- Store hours inconsistent
- Lack of risk takers
- Lack of understanding of risk management
- Attitudes
- Lack of involvement
 - Religious organizations
 - Community groups
- Resistance to change
- Hidden on a hill
 - Biggar cannot be hid

4.3. Biggar Strategic Assessment - SWOT - Opportunities

- More hotel rooms in the community
- Incubating businesses
 - Business mentorship
- Business ownership succession
- Consolidation of businesses into Biggar
- More investment
- Enhance the community on-line / web presence
 - Maintaining current on-line information
 - Up to date Facebook page
 - Utilizing multiple on-line mediums / platforms
 - List business cell phone numbers for those with no land lines
- More immigration
- Agriculture more vertical integration opportunities
 - Value added processing

- Pulse plants
- Global food security
- International industrial ventures
 - Industrial park

4.4. **Biggar Strategic Assessment - SWOT - Threats**

- Consolidation
 - Services
 - Businesses
- Investment risk
- Lack of involvement
- State of the economy
 - Provincial economy
 - Global economy
- Plan Implementation
 - Lack of follow through on the Strategic Plan / Planning Process
 - Sufficient resources for the plan
- Safety
 - Crime level
 - Services
- Senior Government downloading
 - Services without resources
 - Budget cuts
- Increased regulations
- Limited communication with major industries
 - Rail providers
- Negative community attitudes
 - Coffee row / coffee shop negative conversations

5.0 Biggar Planning and Development Direction

The direction for the strategic planning cycle is about enabling growth and development for the Town of Biggar and area.

5.1. Development Goals

The following Planning and Development Goals were selected by the Town of Biggar.

1. **Attracting, Retaining, and Expanding Businesses**
2. **Marketing**
3. **Having the Right Business and Service Mixtures**
4. **Attracting and Retaining People**
5. **Ensuring Adequate Existing and Future Infrastructure**

Exhibit 5.1 - Biggar Planning and Development Strategic Plan Goals



5.2. Development Objectives

A number of objectives were noted for each goal of the Biggar Planning and Development Strategic Plan.

5.2.1. Attracting, Retaining, and Expanding Businesses

The objectives for the first goal are noted as follows:

1. Attracting, Retaining, and Expanding Businesses
 - a. Business Retention and Expansion
 - i. Formal structured business contact

- ii. Informal ongoing business contact
- b. Selective Business Attraction
 - i. Prospective Business Contact through existing business referrals / leads
 - ii. Prospective Business Contact through target opportunity research leads
- c. General Business Attraction
- d. Business Expansion and Attraction Development Incentives
- e. Investment Attraction Activities
- f. Business Attraction, Retention, and Expansion Marketing Tie-In

Exhibit 5.2 - Biggar Planning and Development Strategic Plan Attracting, Retaining, and Expanding Businesses Objectives

Business Retention and Expansion

- Formal structured business contact
- Informal ongoing business contact

Selective Business Attraction

- Prospective Business Contact through existing business referrals / leads
- Prospective Business Contact through target opportunity research leads

General Business Attraction

Business Expansion and Attraction Development Incentives

Investment Attraction Activities

Business Attraction, Retention, and Expansion Marketing Tie-In

1. Attracting, Retaining, and Expanding Businesses

Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

5.2.2. Marketing

The objectives for the second goal are noted as follows:

- 2. Marketing
 - a. Internet Web Page
 - i. Modern Biggar Community Version
 - ii. Potential Partnership for a General Business in Biggar Version
 - b. Social Media
 - i. Facebook
 - ii. Twitter
 - iii. YouTube
 - iv. Visuals
 - c. Internet Banner Ads
 - i. Assess costs and benefits
 - d. Paid Advertising
 - i. Traditional print

- ii. Traditional radio
- iii. Traditional television
- iv. Minimal to higher level options to access costs and benefits
- e. Desktop Publishing
 - i. Develop target marketing materials
 - ii. Can Do-It-Yourself (DIY)
 - iii. May contract expertise
- f. Travel to Promote Biggar Opportunities
 - i. Determine venues / options for connecting with qualified contacts
 - ii. Show and Tell qualified contacts about Biggar
- g. Conversations and Meetings
- h. Partnerships to Promote Opportunities
 - i. Area Businesses
 - ii. Surrounding Rural Municipalities
 - iii. Area Service Providers
 - iv. Other Levels of Governments
 - v. Business Organizations such as Chamber of Commerce / Board of Trade
 - vi. Other groups / allies
- i. Signage
 - i. Billboards
 - ii. Community landmarks

Exhibit 5.3 - Biggar Planning and Development Strategic Plan Marketing Objectives

2. Marketing

Internet Web Page

- Modern Biggar Community Version
- Potential Partnership for a General Business in Biggar Version

Social Media

- Facebook
- Twitter
- YouTube
- Visuals

Internet Banner Ads

- Assess costs and benefits

Paid Advertising

- Traditional print
- Traditional radio
- Traditional television
- Minimal to higher level options to access costs and benefits

Desktop Publishing

- Develop target marketing materials
- Can Do-It-Yourself (DIY)
- May contract expertise

Travel to Promote Biggar Opportunities

- Determine venues / options for connecting with qualified contacts
- Show and Tell qualified contacts about Biggar

Conversations and Meetings

Partnerships to Promote Opportunities

- Area Businesses
- Surrounding Rural Municipalities
- Area Service Providers
- Other Levels of Governments
- Business Organizations such as Chamber of Commerce / Board of Trade
- Other groups / allies

Signage

- Billboards
- Community landmarks
 - Potential large size (10 foot tall) "BIGGAR" block letter sign in a highly visible location
 - Big, Biggar, Biggast usage

Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

- Potential large size (10 foot tall) “B I G G A R” block letter sign in a highly visible location
- Big, Biggar, Biggast usage

5.2.3. Having the Right Business and Service Mixtures

The objectives for the third goal are noted as follows:

3. Having the Right Business and Service Mixtures

a. Conduct a Business and Service GAP analysis compared to other similar sized centres:

- i. Rosetown
- ii. Unity
- iii. Outlook
- iv. Esterhazy
- v. La Ronge
- vi. Assiniboia
- vii. Maple Creek
- viii. Fort Qu’Appelle
- ix. Canora
- x. Moosomin
- xi. Other similar sized centres
- xii. Other larger centres such as Kindersley, Humboldt, Melfort, Nipawin, and Tisdale

b. Business Service Delivery Snapshot

- i. Hours of operation / days of operation / months...
- ii. Survey of residents / customers
- iii. Survey of businesses

Exhibit 5.4 - Biggar Planning and Development Strategic Plan Having the Right Business and Service Mixtures Objectives

Conduct a Business and Service GAP analysis compared to other similar sized centres:

- Various similar sized centres
- Other similar sized centres
- Other larger centres

Business Service Delivery Snapshot

- Hours of operation / days of operation / months...
- Survey of residents / customers
- Survey of businesses

Government Programs / Public Services

- Perspective of Residents
- Perspective of Potential Residents
- Perspective of Visitors
- Perspective of Potential Visitors
- Perspective on a Range of Public Programs and Services
 - Health
 - Education
 - Recreation
 - Culture - Arts
 - Other

Infrastructure

- Three phase power capacity needs to be addressed
- Broadband communications capacity needs to be addressed

Suggestions / Initiatives

Business Organization / Board of Trade / Chamber of Commerce

Other

3. Having the Right Business and Service Mixtures

Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

- c. Government Programs / Public Services
 - i. Perspective of Residents
 - ii. Perspective of Potential Residents
 - iii. Perspective of Visitors
 - iv. Perspective of Potential Visitors
 - v. Perspective on a Range of Public Programs and Services
 - Health
 - Education
 - Recreation
 - Culture - Arts
 - Other
- d. Infrastructure
 - i. Three phase power capacity needs to be addressed
 - ii. Broadband communications capacity needs to be addressed
- e. Suggestions / Initiatives
- f. Business Organization / Board of Trade / Chamber of Commerce
- g. Other

5.2.4. Attracting and Retaining People

The objectives for the fourth goal are noted as follows:

- 4. Attracting and Retaining People
 - a. Business People / Business Owners / Business Operators
 - b. Professionals
 - c. Workers
 - d. Families
 - e. Seniors / Retirees
 - f. Immigrants
 - g. Attracting and Retaining People Marketing Tie-In

Exhibit 5.5 - Biggar Planning and Development Strategic Plan Attracting and Retaining People Objectives



Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

5.2.5. Ensuring Adequate Infrastructure

The objectives for the fifth goal are noted as follows:

5. Ensuring Adequate Existing & Future Infrastructure

a. In Infrastructure, Facilities, and Services provided by the Town of Biggar

- i. Roads
- ii. Water and Sewer
- iii. Curbing / Sidewalks
- iv. Lighting
- v. Recreation and Community
- vi. Parks and Greenspaces
- vii. Policing
- viii. Fire
- ix. Waste Management and Recycling
- x. Municipal Airport

b. In Infrastructure, Facilities, and Services provided by Others

- i. Highways
- ii. Power
- iii. Natural Gas
- iv. Telecommunications
- v. Rail
- vi. Pipelines

c. In Infrastructure, Facilities, and Services targeted to attract or enhance

- i. Three Phase Power
- ii. Broadband Telecommunications
- iii. Rail Service
- iv. Address former Rail Station
- v. Pipelines

Exhibit 5.6 - Biggar Planning and Development Strategic Plan Ensuring Adequate Existing & Future Infrastructure Objectives

In Infrastructure, Facilities, and Services provided by the Town of Biggar

- Roads
- Water and Sewer
- Curbing / Sidewalks
- Lighting
- Recreation and Community
- Parks and Greenspaces
- Policing
- Fire
- Waste Management and Recycling
- Municipal Airport

In Infrastructure, Facilities, and Services provided by Others

- Highways
- Power
- Natural Gas
- Telecommunications
- Rail
- Pipelines

In Infrastructure, Facilities, and Services targeted to attract or enhance

- Three Phase Power
- Broadband Telecommunications
- Rail Service
- Address former Rail Station
- Pipelines

5. Ensuring Adequate Existing & Future Infrastructure

Source: Biggar Planning and Development Strategic Plan prepared by Preferred Choice

5.3. Biggar Planning and Development Strategic Plan Advancement

On October 14, 2017, the Town of Biggar Council members participated in the Planning and Development Committee Planning Session at the Biggar Community Hall. This follow-up session with council considered stakeholder input and set out the overall vision, goals, objectives, and initiatives to advance the plan.

5.3.1. Key Strategies Confirmation

The Biggar Town Council reviewed the strategies and priorities for the Planning and Development Plan. There were no changes identified upon an initial review of the plan priorities.

5.3.2. Reality Check

The Biggar Town Council discussed the importance of resourcing the Planning and Development Plan to ensure a successful implementation to achieve the goals of the plan. The Biggar Planning and Development Committee will work to determine the role of council, staff, volunteers, and connections, as well as setting out the importance or emphasis on the various strategies, performance measures, timing, who is responsible for the strategy, and budget and other resources.

The Town of Biggar Council and Biggar Planning and Development Committee will work with appropriate stakeholders, partners, staff, and technical support as required to initiate and continue implementation of priority objectives to secure sustainable resources to fully advance implementation of the Biggar Planning and Development Strategic Plan.

5.3.3. Overall Planning Perspective

The Town of Biggar Council expressed a commitment to act ***Biggar Than This*** and allocate resources to ***Grow Biggar and Be Biggar in a Thriving Community***.

5.3.4. Biggar Planning and Development Strategy Next Steps

A Draft Biggar Planning and Development Committee (BPDC) Strategic Plan has been developed based on the October 14th's sessions for review by the BPDC. The BPDC will review and revise the plan with the Biggar Planning and Development Strategic Plan adopted by the committee and Town Council.

6.0 Strategic Planning and Growth for a Biggar Future

6.1. Planning and Development Strategic Development Services

The Town of Biggar and the Biggar Planning and Development Committee (BPDC) and its partners are working towards the next stage of Planning and Development for Growth. This Planning and Development Strategic Plan builds on the people, the businesses, the land, the resources, and the location of Biggar.

6.2. The Strategic Planning Format

Strategic Planning covers the components noted in the following exhibit.

Exhibit 6.1 - Strategic Planning Components



Mission Statement: Why the organization exists
Goals: What you want the organization to have, or to be
Objectives: Specific measurable statements of what the organization will do to achieve goals
Strategies: How you plan to achieve the goals, and meet your objectives
Action Plan: Who is going to do what, how they will do it, with what resources, and when

Source: Preferred Choice

6.3. The Strategic Action Plan

Exhibit 6.2 - Strategic Planning Action Plan Components

Strategic Action Plan							
Goal	Objective	% of Emphasis	Strategies	Timing	Performance Measures	Responsibility	Budget / Resources
1.	1.	%	1.	•	•	•	•

- For each identified Strategic Goal or Issue
 - Note Objectives and Projects
 - Note Potential Key Performance Indicators for each Strategic Goal or Issue

Source: Preferred Choice

The Strategic Action Plan lays out particular strategies related to the plan goals along with the importance or emphasis on the strategy, performance measures, timing, who is responsible for the strategy, and budget and other resources.

The Benefits of a Good Clear Strategic Plan

A good strategic plan is:

- **Measurable**
 - Even some form of general measurement is better than having none at all
- **Inclusive**
 - One which includes all key stakeholders
- **Builds Consensus**
 - One which achieves some consensus on critical issues
- **Understandable**
 - One that is straight forward, easy to understand, identify with, remember, and measure
- **Captivating**
 - One which captures the imagination as to the organization’s potential
- **Reviewed and renewed**
 - Reported, updated and reviewed on a regular basis
- **Specific**
 - One with a well-defined action plan
- **Presentable**
 - One that clearly promotes key messages that becomes part of a communications strategy
- **Process**
 - Most of all, a good action plan is a process, not a report that is filed

6.4. Typical Business Development Components

The Town of Biggar and its Planning and Development Committee are actively promoting the community and offering support for business venture development and investment in the community.



Business proponents typically address new ventures by:

- Proving the Market Need
- Proving the Financial Returns
- Proving the Team and the Venture Plan

The community can ensure it builds on its advantages and addresses its challenges to provide businesses with ideal conditions to invest and grow in the Biggar market.

6.5. The Biggar Official Community Plan Vision

The Town of Biggar Official Community Plan (OCP) adopted with Bylaw No. 15-762 had the following Vision:

In 2040...

The Town of Biggar, with a population of 4,000, is a regional hub in the Bear Hills Planning District. The Town provides core health care, community, and recreational services and amenities for its residents. Our hospital is thriving with increased services.

People are drawn to Biggar for its diverse economy, industry, rail, community amenities and attractions.

While proudly independent, we work alongside our neighbours to ensure efficient and planned land use and developments that benefit the Town and overall district.

6.6. Mission / Vision for Biggar Development

On October 14, 2017, the Town of Biggar Council members attended a follow-up Planning and Development Committee Planning Session at the Biggar Community Hall.

Based on the stakeholder session, the council noted the following considerations for a Planning and Development vision and mission for Biggar:

- Jobs
- People
- Investment
- Land Development
- Sense of Community
- Growth Community
- Maintain and Improve Quality of Life
- Opportunity
- Support Seniors / Senior Services
 - Host Retail Fairs to supplement the community's offerings

- Build on the word ‘Biggar’ as a substitute for ‘Bigger’
 - Grow Biggar
 - Be Biggar
 - It’s Biggar than This

The Town of Biggar is an exceptional Saskatchewan centre that is a great place for family, recreation, business, agriculture, and a high quality lifestyle.

Building on the people, the businesses, the land, the resources, and the location - the Town of Biggar and its partners are working towards the next stage of Planning and Development for Growth.

6.6.1. Development Vision

Biggar Than This

6.6.2. Development Mission Statement

Grow Biggar and Be Biggar in a Thriving Community.

6.7. Biggar Planning and Development Strategic Plan Monitoring and Evaluation

The Aspirations and Vision of the Biggar Planning and Development Strategic Plan will ultimately be realized through action on the goals, objectives, strategies and the community response to stimulate ongoing development. The Biggar Planning and Development Strategic Plan has identified a number of priority areas to advance over the next several years.

The plan needs to be tracked with annual updates on the action and progress of the strategic plan.

Broad business, community, and stakeholder partnerships will enable the Biggar Planning and Development Committee and the Town of Biggar to become ***Biggar Than This*** and leverage resources to ***Grow Biggar and Be Biggar in a Thriving Community.***