



# 2016 REPORT TO THE COMMUNITY:

*Investing in our future*





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**Front Row (Left to Right):** Councillor Jamie Martens | Councillor Travis Wiebe | Councillor Tyson Chillog | Councillor Terry Kostyna  
**Back Row (Left to Right):** Councillor Darren MacDonald | Mayor Kent Muench | Councillor Bob Blackwell



Micheal Cox and Debbie McGuire were elected to City Council on October 26, 2016. The City of Martensville thanks Travis Wiebe and Terry Kostyna for their years of service to our community.



**Front Row (Left to Right):** Leah Sullivan (Corporate Services) | Carla Budnick (City Clerk)  
**Back Row (Left to Right):** Dave Bosch (Recreation & Community Services) | Dillon Shewchuk (Community & Economic Development) | Scott Blevins (City Manager) | Joe Doxey (Infrastructure & Planning)

# MESSAGE FROM CITY COUNCIL AND ADMINISTRATION

On behalf of everyone at the City of Martensville, we are pleased to present the City of Martensville 2016 Report to the Community: Investing in our Future.

This report reflects our City’s commitment to transparency and accountability. It benchmarks our performance against strategic objectives set out in the City of Martensville Municipal Sustainability Plan (MSP) which provides the foundation by which Administration brings forth projects or proposals to City Council that will achieve the City’s long-term direction.

The MSP guides departmental plans and budgets to deliver programs and services and is based on five “pillars of sustainability”: Governance, Culture, Social, Environment and Economy. This report aligns with the goals of each pillar, and we are delighted to report that in 2016 we made significant progress on achieving many of the strategic goals and objectives outlined in the Plan.

Anyone who lives in Martensville knows we are blessed with many advantages. Our on-going research with our residents confirms this for us. People love the quality of life we have here – the small town atmosphere, abundance of retail amenities and opportunities for recreation and leisure, our close proximity to Saskatoon, and our low commercial tax rate. It is no wonder Martensville continues to be one of the fastest growing communities in Western Canada!

In the past decade, we have welcomed over 5,000 new people from various parts of the province and the country. We have attracted investment in education with the building of new schools, and we continue to develop new commercial and industrial investment.

We are committed to continuing to make Martensville a great place to live, to continually improving, and to making investments in our community.

We are honoured to serve you, our residents, and to work with the professional, dedicated and committed staff at the City of Martensville to provide programs, services and initiatives that will ensure we continue Investing in our Future!

City of Martensville Council and Administration

## OUR VISION

Martensville is a community of families, friends, and neighbours where we work, play, and grow together in a safe, active, and healthy environment - Martensville is a great place to call home!

# 2016 HIGHLIGHTS

These are some of the highlights from 2016 that demonstrate our success in achieving the goals of our Municipal Sustainability Plan.

## FEBRUARY

- Public open house events were held to provide information on the Partnership for Growth (P4G) Project, share the draft Regional Land Use Map and provide an opportunity for the public to provide input to members of the project team.

## MARCH

- Martensville made the “Top Ten for Kraft Hockeyville” finals and won a chance to host an NHL Pre-Season game and a \$100,000 Grand Prize.
- The Martensville Future Growth Plan 2040 was released. Growth projections indicate that by 2040 the City’s population could more than double to almost 21,000, and could reach 32,000 by 2065 and over the next 25 years. The plan also indicates the City will require 75% to 140% more land to accommodate future residential, commercial, industrial, institutional, and recreational development.
- City Council passed the 2016 Budget. The budget offered the lowest residential tax increase in three years.

## APRIL

- Over 1,000 residents and 106 businesses and service groups attended the Martensville Community Expo 2016 held at the Martensville Athletic Pavilion. The Expo was organized by the Martensville Chamber of Commerce in partnership with the City.
- Our Municipal Sustainability Plan 2016 was released to the public. The Plan highlights how City Council and Administration will work to keep Martensville sustainable as the city grows using the pillars of Governance, Culture, Social, Environment and Economy.
- The Martensville RCMP Office moved into the former City Hall following extensive renovations. Services to the general public include Criminal Record Checks and complaints response. The Office is also home to Saskatchewan Central Victim Services and the RCMP Traffic Services Division.

## MAY

- A public workshop was held to obtain citizen input on the design of a new Skate Park.
- We announced the creation of a new Recreation and Parks Master Plan that will be used to guide the future role of the City in the delivery of recreation services. Consultations were held with residents, stakeholders and community organizations over the summer/fall.

## JUNE

- An open house event was held to provide the public with an opportunity to meet with City Council and Administration to learn about the priorities, plans and progress they expect to make in 2016.
- An education blitz was launched to encourage property owners to ensure their building permits are closed. Outstanding permits can have an impact on the potential resale of the property, remortgaging the property or potentially the safety of those occupying the building.

- Approximately 5,000 people took part in Buster Days events sponsored by: Mr. Asphalt, WINMAR, Martensville Messenger, Catterall & Wright, Canadian Tire, North Ridge Developments, Poly Plus Insulators Inc., North Prairie Developments and Sask Lotteries. A total of \$9,600 was handed out to local service groups that volunteer at the event and \$10,000 is presented to the Martensville Community Recreation Project Committee who is working to provide a multi-purpose recreational facility in the City of Martensville.
- The 2nd Phase of the 4th Street South Rehabilitation Project was completed. The \$470,000 project included complete base and surface restoration along with traffic calming measures between blocks of 6th Ave and 3rd Ave.





# 2016 HIGHLIGHTS

## JULY

- The federal and provincial governments announced pre-construction activity on the new Highway 12 overpass. Funded by the governments, the overpass will disperse traffic along Main Street and Centennial Drive, reduce congestion, and provide safer access to current and future developments. Approximately 15,000 vehicles travel on Highway 12 each day. The overpass is scheduled to be complete in Fall 2019.

## AUGUST

- The Come Live with Us! Video which showcases the benefits of living in Martensville was launched. The video demonstrates many of the benefits Martensville residents say they appreciate about living in here, including quality of life, amenities, opportunities for recreation and leisure, and close proximity to Saskatchewan's largest city, Saskatoon

## SEPTEMBER

- Construction on Phase 1 of the Kinsmen Master Plan began. The work includes the addition of more lit paths that will provide walkers, runners and bikers more path connectivity within the park and to adjacent neighborhoods within Martensville.
- Past citizens and history were honoured through a parks renaming process. Sunset Tot Lot Park was renamed to Munday Park and 4th Avenue North Park was renamed to Unrau Park. Municipal Reserve MR62, located next to the new elementary schools under construction in Lake Vista, was officially named Rose Leaf Park.

## OCTOBER

- An open house event was held to provide the public with an opportunity to learn about the Martensville Transportation Master Plan (TMP). The Plan will identify long-term infrastructure needs based on existing and future travel demands for all transportation modes. The TMP focuses on key collector roads, arterial roads and highways within the city, including examining potential new links to facilitate future growth and improve the overall network. As part of the plan, the public is invited to provide their input.
- Kent Meunch won a second term as Mayor by acclamation. Tyson Chillog, Bob Blackwell, Jamie Martens and Darren MacDonald were re-elected to Council. Debbie McGuire and Michael Cox joined City Council as first-term members.

## NOVEMBER

- An open house event was held to provide the public with an opportunity to view the new overpass at Highway 12, meet with the design and construction teams, speak with the project team regarding business and employment opportunities, and to offer feedback.
- For the fifth year in a row, the Canadian Federation of Independent Business ranked Martensville as having the lowest municipal property tax gap of all cities in the province.

## DECEMBER

- The Martensville Fire Department announced the continuation of its annual Christmas Hamper Program which benefits local families in need.
- New traffic signals were installed at the intersection of Centennial Drive North and 3rd Street North. A pedestrian actuated (push-button) crosswalk was also added to the intersection.





# MARTENSVILLE AT A GLANCE

9,574

The number of residents who live in Martensville (2015 Saskatchewan Health Covered Statistics).

13,936

The projected population of Martensville in 2031 (based on 3% growth per year).

15,000

The number of vehicles that travel along Saskatchewan Highway 12, the highway that borders the City of Martensville.

\$32,867,090

The value of building permits in the City of Martensville in 2016.

124

The number of home-based businesses operating in Martensville.

152

The number of store-front businesses operating in Martensville.

412

The total number of licensed businesses currently licensed to operate in the Martensville area.

3,000

The number of residents expected to live in the new Lake Vista subdivision when it is complete.



45

The average age of 75% of people who live in Martensville.

63.1%

The percentage of residents who hold a post-secondary certificate, diploma or degree (the percentage is 53.5% for Saskatchewan).

4

The number of options for elementary school education that will exist in Martensville by Fall 2017.

30

The number of annual community events held in Martensville each year.

1.51

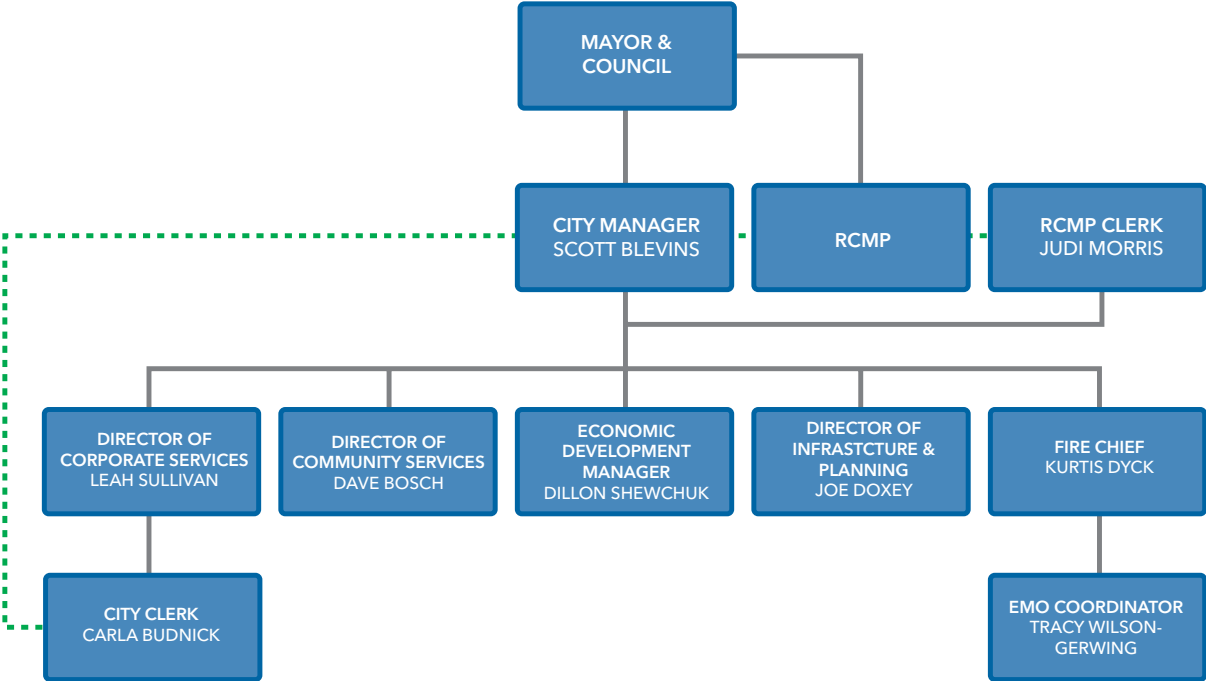
The 2015 Municipal Property Tax Gap (lowest among Saskatchewan cities). Martensville commercial property owners paid on average \$1.51 for every dollar in municipal property tax paid by homeowners.





# CORPORATE OVERVIEW

## City of Martensville Organizational Chart 2016



### City Council

City Council includes the Mayor and six Councillors who are elected for four year terms by the community through Municipal Elections.

Council works as team to make decisions and establish policies regarding the provision of municipal services to: provide direction to municipal management about the operation of the municipality; ensure the municipality's finances and human resources are managed effectively and efficiently; provide good governance; develop and maintain a safe and viable community; and foster economic, social, and environmental well-being.

### Boards & Committees

Boards of Directors and Committees oversee the work of organizations or projects. Current Council member boards and committees include:

- Joint R.M. of Corman Park/Martensville AD Hoc Committee on Opimihaw Creek
- Kinsmen Park Committee
- Library Board
- Martensville Chamber of Commerce
- Martensville Community Recreation Project
- Park Signage Committee
- Partnership for Growth (P4G) Committee
- Personnel Committee
- Police Advisory Board
- Recreation Parks Master Plan Committee
- Saskatoon North Communities Association
- Seniors Transportation Committee
- Skatepark Committee

### City Manager

The City Manager is the administrative head of the City and is accountable to Mayor and Council. The Office of the City Manager ensures City operations are maintained and handled efficiently. The Office directs, supervises and reviews the performance of all departments; implements policies, programs and decisions of City Council; prepares and presents operating and capital budgets; and makes recommendations to City Council and Committees concerning policies and programs.

The City Manager also provides leadership to City employees and leads the implementation of City Council priorities in order to build a sustainable future and meet objectives identified in Council's Vision for Martensville.

### City Clerk

The City Clerk manages various corporate, administrative and legislative functions. The City Clerk provides administrative support to Council, maintains, processes, and records all proceedings and other records of Council and the City to include minutes, agreements, resolutions and other official documents, maintains City Bylaws and Policy and Procedures, and manages the administration of municipal elections. The Clerk works closely with the City’s Senior Management Team and provides guidance and support with Legislative requirements including Council directives.

### Corporate Services

The Corporate Services Department is responsible for the collection, control and disbursement of all corporate funds. This includes taxation assessment, utilities, accounts payable and receivable, information technology support, payroll and benefits, budget preparations, general ledger maintenance and financial reporting.

### Economic Development

The Economic Development Department markets Martensville and supports business development in the community to meet the needs of business and residents.

The Department works with the community to facilitate a conducive environment for businesses to start, expand, and thrive to add to the employment opportunities in the community, and is active in regional partnerships and relationships to ensure a collaborative approach to building a strong regional and provincial economy.

The primary focus areas for the Department are to: assist entrepreneurs and small businesses to start up and expand; build the profile of Martensville, market it as a place to live, work, and invest; and initiate and support commercial, industrial, and residential growth and attraction.

### Emergency & Protective Services

Emergency and Protective Services are cooperatively managed through a number of agencies:

- Martensville Fire Department provides fire and Emergency Medical Services (EMS) to people living in the City of Martensville and surrounding areas. Dispatched via 911, the Fire Department is made up of highly trained and dedicated paid, on-call first responders and emergency medical technicians, who attend and provide medical assistance and treatment until an ambulance arrives. Martensville Fire Fighters are trained to First Responder, EMR, EMT, PCP or Paramedic level.
- The Emergency Measures Organization (EMO) works to ensure the City of Martensville is prepared and can respond promptly and effectively to hazards, disasters and emergencies, and ensures members of the community are aware of potential hazards, disasters or emergencies and are prepared for them.
- The Royal Canadian Mounted Police provides services to the City of Martensville through a Global Policing Agreement with the Province of Saskatchewan.

### Infrastructure & Planning

Infrastructure and Planning is responsible for the operation and maintenance of City infrastructure, water and sewer and roadways.

The Department includes Planning & Regulations which focuses on facilitating orderly land development to ensure the health, safety, and physical and economic well-being of all residents. Development is analyzed relative to compatibility between competing land uses, and the concerns and interests of regulating agencies are coordinated in an orderly and timely manner. The Department ensures orderly development and chooses appropriate locations for homes, shops, parks, offices, and schools, supported by a network of roads, water mains, sewers, and other utilities. Good planning also takes into consideration the need to preserve heritage structures, conserve energy, and protect natural features.

### Recreation & Community Services

Recreation & Community Services is responsible for all City-owned and operated recreation programs, as well as parks, playgrounds, rental facilities, special events, and sports fields.

The Department also manages all aspects of the Cemetery, Library, pathway and park development, bylaw operation, and is the liaison with community groups on all City-related matters.



# KEY PARTNERSHIPS – WORKING TOGETHER

## Martensville Chamber of Commerce

The Martensville Chamber of Commerce is a member-driven organization which supports the needs of Martensville business owners in dealing with business issues. The Chamber acts as a resource for businesses, offering assistance in business start-ups and growth strategies, which benefits the entire community of Martensville.

## Royal Canadian Mounted Police

Police Services for Martensville are provided by the Royal Canadian Mounted Police through a Global Policing Agreement with the Province of Saskatchewan.

## Saskatoon Regional Economic Authority (SREDA)

The City works closely with SREDA to collaborate on projects in various growth areas. Through our membership, SREDA provides additional resources to develop leads for new business and provides marketing support for the entire region. Martensville residents and anyone considering starting a business in Martensville can access Square One, a one-stop shop for entrepreneurs. Through SREDA, the City can access Townfolio, a Canadian data company which compiles economic development information for communities.

## Saskatoon North Partnership for Growth (P4G)

Martensville, along with the town of Osler, the cities of Warman and Saskatoon, and the R.M. of Corman Park, are partnering to examine how the municipalities can best work together to benefit from growth opportunities, increase efficiencies and reduce costs by working together.

# YOUR TAX DOLLARS AT WORK

The City's fiscal year runs January 1 to December 31. Each April, City Administration prepares an operating and capital budget for approval by City Council.

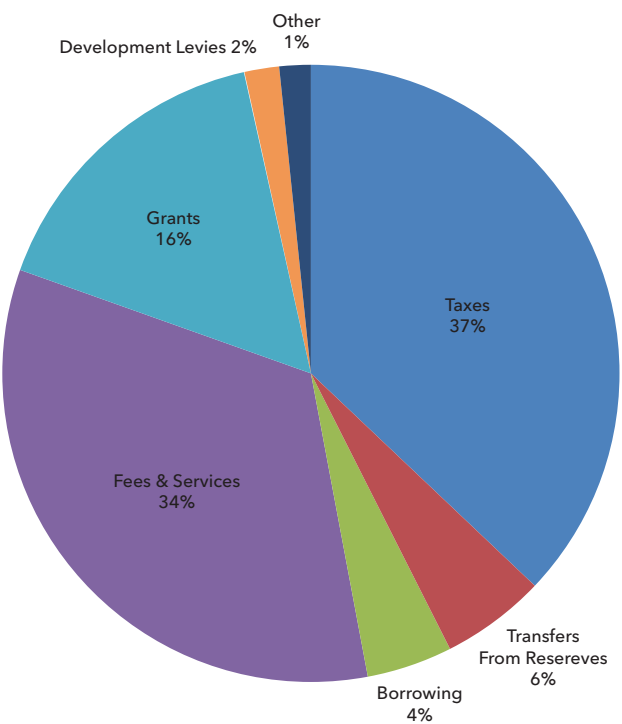
## How Our City is Funded

In the 2016 Budget, City Revenues and Transfers from Reserves totalled an estimated \$18,536,500.

### A breakdown of revenue sources was as follows:

Taxes	\$6,889,900 (37%)
Fees & Services	\$6,202,800 (34%)
Grants	\$2,979,800 (16%)
Transfers from Reserves	\$1,023,000 (6%)
Borrowing	\$800,000 (4%)
Development Levies	\$370,000 (2%)
Other	\$271,000 (1%)

### A breakdown of revenue sources by percentage was:

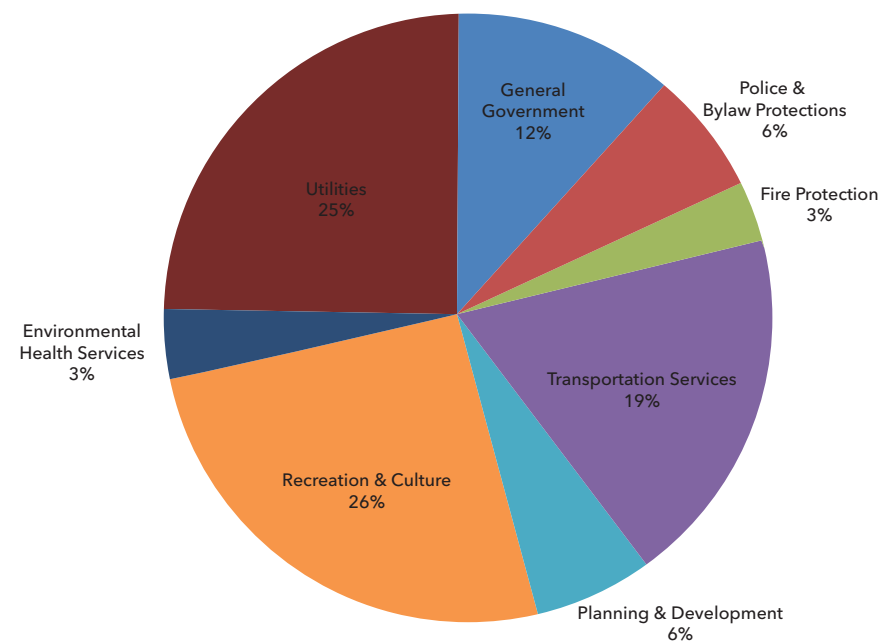




## \*How City Funds Are Allocated

As outlined in the 2016 Budget, revenue totalling an estimated \$18,536,500 was to be allocated as follows:

Recreation & Culture .....	\$ 4,769,400 (26%)
Utilities .....	4,576,300 (25%)
Transportation Services .....	3,456,300 (19%)
General Government .....	2,175,900 (12%)
Police & Bylaw Protection .....	1,147,300 (6%)
Planning & Development .....	1,130,800 (6%)
Environmental Health Services .....	673,100 (3%)
Fire Protection .....	607,400 (3%)



\*Audited Financial Statements for the Fiscal Year January 1 to December 31 are released in the following year prior to September 1. The statements are available online at [Martensville.ca](http://Martensville.ca) or through Martensville City Hall.

# KEY ACCOMPLISHMENTS IN 2016

## GOVERNANCE

Good governance is the effective management of our community. It includes the development of policy and leadership to implement policy. Martensville is practicing good governance using a variety of tools including long-term planning, resource planning (financial, human, capacity) and working with other municipalities to plan how our communities will grow collectively as one region.

### Goal: Proactively plan for infrastructure requirements and improvements.

We developed an Infrastructure Replacement Program and Asset Management Replacement Plan that help us make more informed decisions when it comes to addressing aging infrastructure and assets with respect to service levels, financing and taxation models.

We began the process to develop a new five year (2017-2021) Pavement Management Plan that will include how we will address required operational maintenance and capital improvements over the next five years. To begin, we conducted an assessment of our existing roadways using a vehicle equipped with instrumentation that assesses pavement condition and how well a road is performing. The data from this assessment will be used to determine operational and capital requirements.

We improved our street maintenance budgeting process to include annual expenditures related to capital equipment and required street maintenance treatments.

We completed the Future Growth Plan which identifies how our City will grow in the future, and identifies additional studies, bylaws and reports necessary to facilitate growth as the City expands. The Future Growth Plan will serve as the background for that work.

As part of the Future Growth Plan, we are working with landowners on the outskirts of the City to develop an annexation plan that will identify land that could be developed and annexed as part of the City.

We are developing a Transportation Master Plan (TMP) to identify long-term infrastructure needs based on existing and future travel demands for all transportation modes. The TMP focuses on key collector and arterial roads, and highways in the City, and examines potential new links to facilitate growth and improve the overall network.



As part of the TMP, we are undertaking a project to model traffic in the new development areas that will provide us with data to make decisions on traffic signal locations, right-of-ways, and the layout of arterial and collector roads. The project uses number of dwellings to determine trips required per household and how much traffic will be generated in a given area, and will help us more accurately determine the actual cost of future developments.

We continue to examine the best options for maintaining and upgrading our existing water and wastewater infrastructure, and are planning a large capital upgrade and renewal project to meet increased environmental regulations, and an expected doubling of our population by 2040. We completed a business case that confirmed the most efficient means by which to address waste water is through a connection from Martensville to Saskatoon. We are awaiting confirmation regarding our success in receiving federal and provincial funding (2/3 of the total cost) to complete the capital upgrade and renewal project.

We continue to address City drainage requirements both internally and with our regional partners, including the Partnership for Growth (P4G). We are investigating drainage improvements around the Opimihaw Creek that address environmental sensitivities while allowing us to upgrade our drainage capacity.

We are addressing the cost of providing water to new neighbourhoods by using funds acquired through development levies, which are applied to developers to cover the costs of basic infrastructure and amenities required in new neighbourhoods such as parks, facilities, roadways, etc. This benefits existing residents as additional tax collection to cover these costs is not required.

We are continually examining our needs for solid waste removal and negotiated a new contract with our current solid waste provider.

We are improving motor vehicle safety at the intersection of Highway 12 and Main Street. In 2015 the Saskatchewan Ministry of Highways and Infrastructure announced an overpass will be built at this location. The Ministry has awarded a contract to build the overpass and work is now underway. The overpass should be operational in 2019.

We developed a detailed integrated road network and pathway system that will ensure residents can connect to all areas of the City using pathways and sidewalks north and south, and particularly as the City continues to grow east and west. For example, as the new Lake Vista neighbourhood is developed, we are expanding existing pathways and sidewalks so the neighbourhood is easily accessible by pedestrians and cyclists.

We allocated funds to complete the design and installation of traffic lights at Centennial Drive North and 3rd Street North.

We are investigating design and cost options to improve Centennial Drive (north of 3rd Street North to 9th Street North), 10th Avenue North (north of 3rd Street North) and Reddekopp Drive. The proposed improvements will be incorporated into the City's future capital plan.

A preliminary landscaping plan including engineering and surveying, was developed for approximately 20 acres of new park space at the site of the new schools currently under construction. This park space is part of a 40-acre land purchase completed in 2015.

### **Goal: Ensure the long-term retention of employees.**

We are building a sense of community among staff by conducting job satisfaction surveys and developing an internal communication plan. We are improving our Intranet so that employees can easily access information.

We are developing new job descriptions and policies regarding employee education, and employee use of social media, Email, phone and Internet. We also created a new Employee Code of Conduct.

We continue to offer competitive compensation packages and negotiate with our union in an effort to finalize union contracts.



**Goal: Demonstrate that we value our employees and the contributions they make to the organization.**

We are promoting teamwork and celebrating success to foster staff morale. We held events and activities including a staff luncheon and staff/family events, and celebrated years of our service at our annual Christmas party.

We continue to offer job related training to employees.

**Goal: Preserve internal knowledge through good succession planning.**

We continue to monitor the need to hire a Human Resources Manager.

We ensure cross training among staff at all levels so that knowledge is shared.

**Goal: Ensure adequate human resources to serve the community.**

We completed an inventory of workload based on our strategic priorities and we review this regularly. Our managers continuously work to ensure employees have the tools they need to do their jobs effectively.

**Goal: Promote creative and controlled growth in Martensville.**

As recommended in the Future Growth plan, we are contemplating the development of sector plans to enhance our vision of developing a Suburban Development Area. The sector plans will ensure growth is balanced, and will help establish a layout to prepare future Concept Plans and will identify key land uses and servicing components needed to create Concept Plans.

We continue to work with the Saskatoon North Partnership for Growth (P4G) which is examining how we can ensure each of the five partnering municipalities can benefit from growth opportunities, increase efficiencies and reduce costs by working together. An Interim Development Strategy was completed which identifies development projects of joint interest to the municipalities and highlights how projects can proceed at the same time the Regional Plan is being developed. Public Open Houses will be held in 2017.

We consulted with the community to develop a core area strategy which includes options and bonuses for developers who provide aging in place and accessible housing for seniors. A new bylaw was developed and approved by City Council.

We are working with a developer who is constructing a 47-unit rental apartment building under construction, which will help ensure Martensville can offer affordable housing options.

## CULTURE

Culture is the fundamental objective of any sustainable community. Martensville is focussed on preserving the strong community identity that has been created since the City was founded, and growing a diverse community that welcomes newcomers from all over the world. The Culture pillar also includes things that contribute to a good quality of life – recreation, the arts, and access to libraries.

**Goal: Create a high-impact City entrance feature which provides visitors and residents with a great first impression of Martensville.**

We completed a “town square” entrance feature located in front of City Hall, which consists of a physical structure as well as lighting, flowers, signage, trees, and shrubs.

We developed a feature plan and are investigating location options which consider the future overpass and drainage requirements. A proposal for an entry sign and for relocating the current entry sign for the overpass project is being developed.

We installed our first two public art pieces outside of the Martensville Athletic Pavilion. The pieces include ‘Autumn Song’ by Saskatoon Artist Douglas Bentham and ‘The Runner’ created by local artist, the late Bill Epp.

**Goal: Create a community heritage site.**

We are working to develop a plan to create a community heritage site on land purchased by the City in 2014. The Ens family, which originally owned the land, requested the homestead section of the land be preserved to honour the legacy of the family and the heritage of our community.

SOCIAL

Martensville is committed to ensuring the well-being of the community by ensuring the sustainability of emergency services, the availability of health care options, and education opportunities. The Social Pillar also includes a commitment to communication with residents and corporate succession planning to help ensure continuity of work within the corporation.

Goal: Develop more diverse facilities to meet the changing needs of citizens.

We continue to fund operating and capital costs, prioritize upgrades, and provide new facilities, parks, playgrounds, pathways and programs to serve the public. For example, we developed outdoor spaces including final landscaping and concession equipment at the Martensville Athletic Pavilion. The Kinsmen Park soccer field was repaired with partial funding from the Martensville Soccer Association, and the Lions building was renovated to make it more appealing to potential renters.

As part of the Kinsmen Park Master Plan, Phase 1 continued with significant work on the pathways including grading, construction and lighting. Some landscape development including topsoil and seeding was also completed.

We completed initial landscaping at Lake Vista including irrigation and planting on the 10th Avenue median, and topsoil and seeding on the boulevard/buffer.

- We are building on our success in raising funds from sponsorship by investigating additional fundraising opportunities we could use to build the following:
- Saskatchewan Arts Board Location (or City Hall) to display local art
  - Community Farmers’ Market
  - Community Garden
  - Organics Recycling Program
  - Amphitheatre in Kinsmen Park

Goal: Become the recreation centre in the region.

We continue to strive to provide recreation facilities that would benefit all residents living in our region. Some examples of work to date in this area include the completion of the Martensville Athletic Pavilion, and upgrades to Kinsmen Park. We are working with local groups and the public to address the state of parks and recreation now and into the future through our new Recreation and Parks Master Plan.

Goal: Provide emergency fire and medical response to the community.

We continue to ensure our Fire Department has adequate training and equipment to provide the best fire service possible. A new water tanker was purchased.

We are members of the North Corman Park Fire Chiefs Association, which is working to establish regional cooperation for emergency response.

We are exploring hiring a fire chief and a future Director of Protective Services.

We completed renovations at the former City Hall for use by the RCMP. This partnership will result in a much higher visibility of the RCMP in the area.

Goal: Promote the development of health facilities to serve our citizens.

We are working with our local physician and agencies such as Saskdocs to recruit additional physicians to the community. We also worked with our local MLA and the City of Warman to ensure our communities are eligible to access Family Medical Services as part of the regulations of Return for Service Agreements. Under these regulations, students are offered educational funding in exchange for a commitment to provide service in rural Saskatchewan.

Goal: Communicate messages related to growth.

We are continuously working to improve the way we communicate with our residents and stakeholders using a number of online and print communication tools.

We launched a campaign to increase awareness of our Municipal Sustainability Plan (MSP) and what we are doing to remain a sustainable city. The campaign included promotional videos, radio ads, fact sheets, and used social and media relations to communicate our MSP messages.

We created and marketed a promotional video called Come Live With Us! to increase awareness of the benefits of living in our community.

We issued a Request for Proposal to website design companies to update our existing website. A firm has been contracted and the new website should be available in March 2017.



# ENVIRONMENT

Without a healthy environment, the human pursuits of economy, society and culture cannot be sustained. Martensville is committed to the preservation and protection of our natural environment by focusing on beautification and ensuring parks are included in land use planning. The Environment Pillar also includes housing and infrastructure – making sure we are building smart, and implementing and maintaining infrastructure to support growth.

## Goal: Ensure parks remain a focus as Martensville grows.

We are developing a Recreation and Parks Master Plan to guide the City in its decision-making and policy-setting for existing and future recreation infrastructure, parks, trails, programs and services. We completed research with the community, community groups and students via online and hard copy surveys, which will be used to create the Plan.

We completed park space plans for facilities including Kinsmen Park, Skateboard Park, Amphitheatre, and Campground. Fitness equipment was installed in Kinsmen Park.

We formed a Parks Committee to review park development plans including construction options and opportunities. Our Skate Park Committee conducted public engagement and created a conceptual design for a skate park in Kinsmen Park. A contract was awarded to construct the park. The Committee also continues to ensure park signage is unified.

We renamed Sunset Tot Lot Park to Munday Park, and 4th Avenue North Park to Unrau Park. Municipal Reserve MR62, the area located next to the new elementary schools under construction in Lake Vista, was named Rose Leaf Park. Our Historical Committee gathered the information put forward by the public to name and/or re-name parks.

We developed and distributed a marketing tool to profile Kinsmen Park and the amenities this unique 100-acre asset provides. The tools were provided at tradeshow, in packages created for new residents, and handed out to MAP visitors.

We continue to review and update our Greenspace Policy which ensures developers make parks a focus in new developments. It details park size standards, pathway widths, and a requirement to complete parks in the first year of development.

We completed a joint project with the Martensville Soccer Association to upgrade the soccer pitch north of the Curling Rink in Kinsmen Park. The upgrade included site grading and the addition of an irrigation system.

## Goal: Provide highly maintained parks and green spaces for City residents.

We are providing manpower and equipment to ensure our parks and green spaces are highly maintained. We investigated hiring seasonal employees from April to November to ensure adequate staffing levels as the City grows. We implemented a policy on sports fields/parks maintenance standards, and signed a Cemetery maintenance agreement with Ranch Ehrlo.

Once the final design for the new overpass at Highway 12 is completed, we will develop a plan to ensure adequate green space in the area.

## Goal: Increase the tree population in Martensville through an urban forestry program.

We are improving the urban environment using trees. We developed an urban forestry program that includes a multi-year budget to purchase and plant trees. In 2016, the Tree Planting Program focused on tree planting mainly along 10th Avenue South.

# ECONOMY

Martensville focuses on creating opportunities for a vibrant, diverse and dynamic economy which attracts a mix of business in various industries, retains skilled employees, brings new goods and services to market, and ultimately results in community financial well-being.

## Goal: Maintain and revitalize the existing core area of Martensville.

We amended existing zoning in the area to accommodate future commercial and retail development. We are also working to become a regional centre of commerce for shopping and light industrial and continue to support entrepreneurial activity, relationships and updates with developers and business. Our annual Community Expo profiled goods and services available in the region.

### **Goal: Enhance commercial and industrial growth.**

We continue to focus on attracting and supporting commercial, industrial and residential growth in Martensville, including the new Lake Vista subdivision which could result in additional commercial development on the east side of the city.

We continue to assist entrepreneurs and small businesses to investigate potential land options in Martensville and provide them information on the advantages of locating or re-locating here, to start-up and expand, to build the profile of Martensville, and communicate the benefits of living, working and investing in the city.

We have renewed our relationship with SREDA and are enhancing communications initiatives target at residents and potential residents.

We continue to participate in the Headstart on a Home Program, which allows people to transition from rental or poorer quality housing to better quality homes. Pre-sell requirements for developers have been lowered so projects can start sooner. The Program was used to help spur development in Lake Vista.

We are working with developers to encourage commercial development on existing City-owned land, part of the Future Growth Plan.

We continue to administer the Economic Development Tax Incentive Policy, which allows entrepreneurs to apply for tax abatements for a given period of time as they get their business running.

### **Goal: Investigate new ways to access funding for infrastructure and facilities.**

We are investigating every possible opportunity to access funding including from private sources, sponsorship, and government.





City of Martensville  
37 Centennial Drive South  
PO Box 970  
Martensville, SK  
S0K 2T0

Ph: 306-931-2166  
Fx: 306-933-2468

[www.martensville.ca](http://www.martensville.ca)

