



# REPORT TO THE COMMUNITY

*Building a Better Community*

# 2017







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**Front Row (Left to Right):**  
**Back Row (Left to Right):**

Councillor Debbie McGuire | Councillor Mike Cox | Deputy Mayor Tyson Chillog | Councillor Jamie Martens  
 Councillor Bob Blackwell | Mayor Kent Muench | Councillor Darren MacDonald



**Front Row (Left to Right):**  
**Back Row (Left to Right):**

Leah Sullivan (Corporate Services) | Carla Budnick (City Clerk)  
 Dave Bosch (Recreation & Community Services) | Dillon Shewchuk (Community & Economic Development)  
 Scott Blevins (City Manager) | Joe Doxey (Infrastructure & Planning)

# MESSAGE FROM CITY COUNCIL AND ADMINISTRATION

The City of Martensville is pleased to present its *2017 Report to the Community: Building a Better Community*.

This report reflects our performance and achievements in 2017. It is the first of three annual reports we will issue based on the strategic objectives outlined in the 2017-2020 City of Martensville Municipal Sustainability Plan (MSP). The MSP provides the foundation by which our Administration plans and creates budgets to deliver programs and services based on five pillars of sustainability: Governance, Culture, Social, Environment and Economy.

This report aligns with the goals of those pillars, and we are happy to report that significant progress was made in achieving many of our strategic goals and objectives in 2017.

This past year, municipalities across Saskatchewan were challenged with less provincial revenue, and changes in property revaluation. Our City Council and Administration worked hard to address these challenges and find ways to minimize the burden of these challenges on our residents and business owners.

We continued our work on building a better community by investing wisely in developing and delivering the programs and services our community wants and needs, using sound decision-making processes guided by strong financial planning. These investments continue to make a positive difference in our community.

We know Martensville is a great place to live – our quality of life is second to none and we intend to keep it that way. Our Council and Administration remain committed to serving you and to working with our professional, dedicated and committed staff at the City of Martensville to ensure we continue to Build a Better Community!

# 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!



# 2017 HIGHLIGHTS

Below are just a few highlights from 2017 that demonstrate our success in achieving the goals of our Municipal Sustainability Plan.

## JANUARY

- City of Martensville Council and Administration met to develop the new 2017-2020 Municipal Sustainability Plan (MSP).
- STARS Air Ambulance conducted its Annual Pilot Night Training with the Martensville Fire Department.
- An open house event was held to provide information and updates on the Saskatoon North Partnership for Growth (P4G) Regional Plan.

## FEBRUARY

- The City released the 2016 Report to the Community: Investing in Our Future. The report provided a benchmark on the City’s performance against the strategic objectives set out in the City’s Municipal Sustainability Plan in the areas of Governance, Culture, Social, Environment and Economy.

## MARCH

- Construction officially began on the Highway 12 overpass project.
- The City released the Spring/Summer Recreation Guide. For the first time, residents were able to register for programs online.
- A fire occurred in the Aeration Building at the Waste Water Lagoon Facility. The City worked quickly to develop and put in place a plan for repairs to be completed.

## APRIL

- The City released its Municipal Sustainability Plan 2017-2020 (MSP 2017-2020). The MSP provides the foundation by which our Administration plans and creates budgets to deliver programs and services.
- Throughout the month, three separate information updates on repairs to the Aeration Building were issued.
- The City sought feedback on the draft Recreation and Parks Master Plan via a survey to residents and focus group meetings with community groups.

## MAY

- The 2017 Budget was released, which demonstrated the City’s commitment to managing reduced revenue streams due to provincial budget cuts, and effectively prioritizing the current needs of the City.

## JUNE

- City Council adopted the Recreation and Parks Master Plan. The Plan will be used to help guide the City in its decision-making and policy-setting regarding existing and future recreation infrastructure, parks, trails, programs and service.
- The Saskatoon North Partnership for Growth (P4G) released a draft P4G Regional Plan (Plan). The Regional Plan seeks to establish a coordinated approach to matters related to the physical, social, or economic circumstances of the Saskatoon region that may affect the development of the region as a whole, such as land use, population, transportation, utilities, services and finances.
- The Back Lane Maintenance Program was initiated to ensure lanes are clear of all waste, old furniture, household items and general refuse.
- In response to a proclamation by the Province of Saskatchewan, the City designated June ‘Recreations and Parks Month’.
- Construction on the Kyle Syrenne Skatepark commences in Kinsmen Park.





# 2017 HIGHLIGHTS

## JULY

- The City celebrated Canada 150 in Kinsmen Park. The evening culminated with fireworks and a movie.
- The final leg of the 4th Street South Rehabilitation project was completed. This project was completed over 3 years and rehabilitated 4th Street South from 9th Ave South to Main Street.

## AUGUST

- A major construction project which included paving the intersection of Main Street and 10th Avenue and the construction of the City’s first traffic circle was completed.
- The City held a Hazardous Household Waste (HHW) Collection Day at the Martensville Sports Centre.

## SEPTEMBER

- The City held the annual Lane and General Clean Up program with the help of Urban Camp.
- The Business is Booming! video campaign was launched. The videos showcase local business owners and the benefits of owning and operating a business in Martensville.
- The City’s first Neighbourhood Watch/Citizens on Patrol Meeting was held.
- The Kyle Syrenne Skatepark opens for public use. The project commenced construction in June. The Skatepark project was a project originally presented by the Syrenne Family in 2015 and built into the overall Kinsmen Park Masterplan.

## OCTOBER

- A break in a water pipeline caused major damage to City Hall. The City implemented its service contingency plan and operations were temporarily relocated. Service updates were issued throughout the month to keep residents up-to-date on City operations, service and repairs.
- The Main Street Extension from 10th Avenue to 16th Avenue along the Lake Vista subdivision was completed. This project improved access to Lake Vista, the two new schools and created potential for commercial investment.

## NOVEMBER

- Wheelchair Basketball Canada announced the Canadian Wheelchair Basketball League (CWBL) will be held in Martensville in May 2018. The City will be host to the top club teams in the country.
- The City of Martensville announced it will provide further support to local businesses affected by the Province of Saskatchewan’s mandated property revaluation process in 2017 through a new Commercial Business and Property Abatement Program.

## DECEMBER

- The City undertook a public consultation process to address a request to extend the Saskatoon Kart Racers lease and provide feedback on operations at the Martensville Speedway.





# MARTENSVILLE AT A GLANCE IN 2017



9,533

Number of residents who live in Martensville (2016, Statistics Canada)

20,750

Projected population of Martensville in 2040 (City of Martensville, Future Growth Plan)

15,000

Number of vehicles that travel along Saskatchewan Highway 12, the highway that borders the City of Martensville

\$ 17,943,073.13

Value of building permits in the City of Martensville in 2017 (as of December 31, 2017)

30.8

Average age of Martensville’s population.

75%

Percentage of Martensville’s population that is under the age of 45.

40%

Percentage of the population of Martensville that holds a university or college degree, one of the highest educated populations in Saskatchewan

4

Number of options for elementary school education in Martensville

400

Number of businesses currently licensed to operate in the Martensville area

137

Number of home-based businesses operating in Martensville

153

Number of store-front businesses operating in Martensville

3,000

Number of residents expected to live in the new Lake Vista subdivision when it is complete

30

Number of annual community events held in Martensville each year

1.61

2017 Municipal Property Tax Gap - Martensville commercial property owners paid on average \$1.61 for every dollar in municipal property tax paid by homeowners



# CORPORATE OVERVIEW

## 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
- Prairie Sky Chamber of Commerce
- Martensville Community Recreation Project
- Park Signage Committee
- Partnership for Growth (P4G) Committee
- Personnel Committee
- 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.
- Emergency Measures Organization 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.
- Bylaw Enforcement ensures local bylaws that ensure public safety are enforced.

## 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

### Prairie Sky Chamber of Commerce

The Warman and Martensville Chambers of Commerce officially merged in November and together as one organization, the Chamber will collaborate for the good of the region's business and the communities they serve. The member-driven organization supports the needs of business owners and acts as a resource for businesses, offering assistance in business start-ups and growth strategies, which benefits the entire community of Martensville. The Chamber represents about 200 businesses.

### 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. In September, the P4G members endorsed 'in principle' the Regional Plan, the Regional Servicing Strategy and the Regional Governance and Implementation Study.



# YOUR TAX DOLLARS AT WORK

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

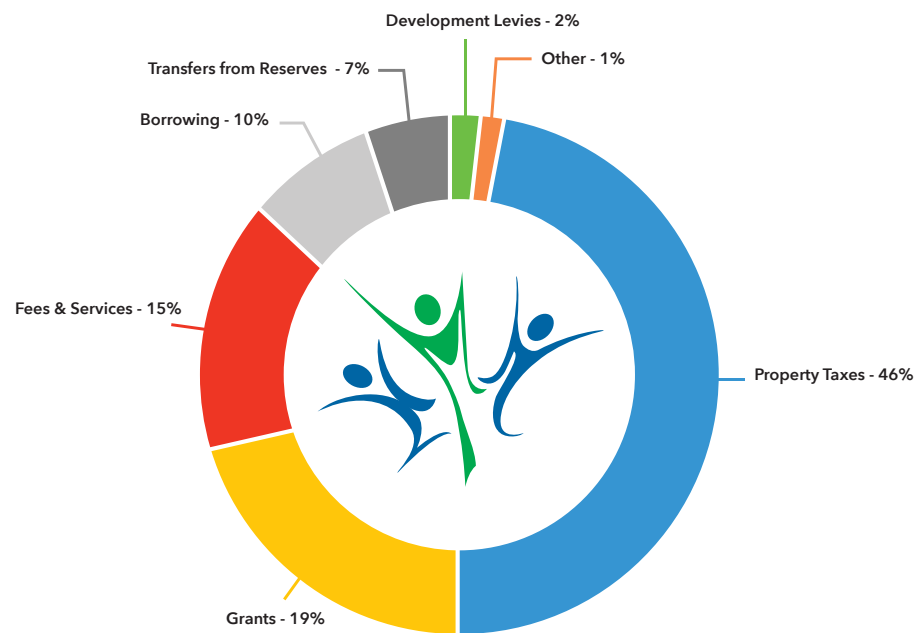
## How Our City is Funded

In the 2017 Budget, City Revenues and Transfers from Reserves totalled an estimated \$16,003,400.

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

Property Taxes:	\$ 7,353,000
Grants:	\$ 3,038,000
Fees & Services:	\$ 2,429,300
Borrowing:	\$ 1,660,000
Transfers from Reserves:	\$ 1,083,000
Development Levies:	\$ 319,000
Other	\$ 121,100
<b>TOTAL:</b>	<b>\$ 16,003,400</b>

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



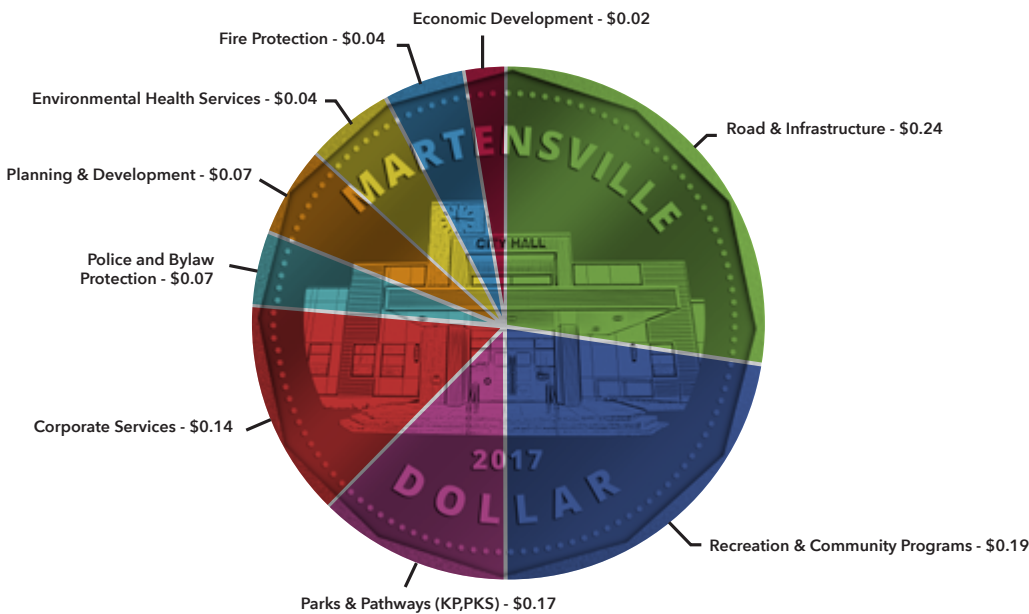
## Where Your Tax Dollars Are Spent

Every tax dollar received from residents and businesses is to be allocated as follows:

Roadways & Infrastructure:	\$ 3,872,100
Recreation & Community Programs:	\$ 3,106,600
Parks & Pathways:	\$ 2,762,900
Corporate Services:	\$ 2,250,500
Police & Bylaw Protection:	\$ 1,120,100
Planning & Development:	\$ 1,191,900
Environmental Health Services:	\$ 692,900
Fire Protection:	\$ 624,800
Economic Development:	\$ 381,600
<b>TOTAL:</b>	<b>\$16,003,400</b>

\*Note: Water & Sewer Services is operated as a fee for service and is not funded by general property taxation. The total amount allocated to the Water & Sewer Utility is \$4,903,500.

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





# KEY ACCOMPLISHMENTS IN 2017

## GOVERNANCE

**The municipal election processes, the municipality’s capacity to manage resources and develop and implement sound public policy, and the mechanisms through which citizens and groups engage and interact with council, the municipality’s administration and each other.**

**Goal: Activity engage with Martensville residents and organizations**

- We continued to enhance our website and social media capabilities which, according to analytics research, has resulted in three times more website usage since the new website was implemented last year.
- We made the entire Municipal Sustainability Plan available online, and produced a 2017-2020 MSP Highlights brochure.
- We conducted a communication survey with residents to gauge their satisfaction with our efforts to communicate our programs and services.
- Based on the results of communication research conducted, we developed a communication strategy for 2018.
- We investigated new methods and enhanced our use of online tools such as “Report an Issue” and a City Service Alerts function for design and implementation in 2018. We are also investigating adding a subscription-based service which would allow residents to receive notifications when news items, events and reminders related to civic services are posted on the website.
- We have scheduled meetings with local school boards for 2018 to discuss joint use agreements with the eventual goal of partnering with the schools’ joint trades and arts programs.

**Goal: Provide necessary infrastructure and upgrades**

- We continued to pursue an answer from the federal government New Build Canada Fund grant that would see municipal regional participation on water and waste water projects.
- We continue to fund water and wastewater infrastructure replacement from a reserve and have conducted research with municipal finance officers in Saskatchewan to see if there are existing strategies or reserve policies in place for water and wastewater that we can customize to our needs. Once a formal strategy is drafted we will begin implementing it into our budgeting process.
- We drafted a capital asset plan for curbs, gutters, roads and sidewalks which is currently under review, including an amendment to the development levy.

**Goal: Demonstrate that Martensville values the contributions of its staff**

- We developed an internal newsletter for staff and asked staff for feedback. We will continue to focus the newsletter on topics of importance to employees like benefits, the Employee Family Assistance Program, and policies and procedures. We will also begin work on an annual update to employees.
- We have identified employee retention as an important area and are conducting research on employee retention programs. Two areas of focus already identified are new employee orientation and communicating internal training opportunities.
- We held department luncheons to promote teamwork and celebrate success.
- We presented five ‘Years of Service Awards’ at the Annual Christmas party.
- We offered individual departments budgets for job-related training opportunities and will work with managers to communicate the program to employees on a regular basis.

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

- We completed and adopted the Transportation Master Plan. Two sector plans are currently being developed – the first sector steering committee will meet in early 2018.
- We developed a resolution to advance the City’s annexation process which was approved and passed by City Council, and worked with Corman Park Council and Administration to put in place a reciprocal resolution for annexation.

**Goal: Identify new methods of funding required municipal infrastructure**

- As we awaited a decision on the federal government’s New Build Canada Fund Grant for water and wastewater infrastructure, we committed to investigating additional options for the long-term delivery of water and a wastewater treatment facility. Meetings with SaskWater are planned for early 2018.
- We continued our on-going work with the Chamber of Commerce to identify networking opportunities and to identify challenges in development.







## ECONOMY

**Achieving economic vitality, growth and development that simultaneously improves quality of life and the environment. It includes employment and income levels and the health, quality and diversity of employers, businesses and non-profit organizations in the community.**

**Goal: Enhance commercial and industrial growth**

- We worked with consultants and developers to develop preliminary sector and concept plans to increase industrial land inventory. This work will continue in early 2018.
- We worked with the Martensville Chamber of Commerce to support them as they merged with the Warman Chamber of Commerce.
- We continued to provide support and resources to entrepreneurs as they consider doing business in Martensville including updating local market information and enhancing the business development section of the City's website. We also created the first sector profile and continued to maintain relationships with commercial real estate firms.

**Goal: Promote Martensville as a place to do business**

- We developed and ran a series of radio ads designed to promote Martensville as a great place to do business.
- We produced the Business is Booming! video campaign which featured local business owners discussing the benefits of doing business in Martensville and the support they receive from the City. These were distributed via social media.
- We integrated the Economic Development website into the City's new website so that businesses and residents are able to access all City-related information in one location.
- We continued to support and attend Warman and Martensville Chamber of Commerce events and attended events hosted by SREDA.

## ENVIRONMENT

**Community environmental stewardship and the health, quality, diversity and abundance of local and global ecosystems, the state of the built environment and the services that support it.**

**Goal: Grow with a focus on green space**

- We completed an assessment of all neighbourhood and pocket parks to examine if they continue to meet the needs of residents in relation to play equipment, activities offered, safety, parking, and to develop a timeline for park re-development. The Park/Playground Assessment Report was reviewed and recommendations for enhancements were included in the five-year Capital Budget. The Report will be presented to City Council in February 2018.
- We worked toward completing the Parks Greenspace Policy to ensure residential areas under development consider the environment and naturalization. Changes to this Policy will be presented to City Council in March/April 2018.

**Goal: Provide well maintained natural areas**

- We began a review of the Parks/Greenspace Maintenance Standards. Proposed changes will be presented in early 2018.
- Staff attended workshops and courses on a number of topics including: refrigeration operations, sports field management and risk management.
- We continued to work on Opimihaw Creek drainage solutions in conjunction with the Opimihaw Creek Watershed Association and P4G.
- We planted trees at the Cemetery and Kinsmen Park. In 2018 tree planting will focus on city parks and sports fields.

**Goal: Evaluate and deploy updated development standards**

- We began the process of collecting information to develop standards for a variety of infrastructure types, and which relate to roadway condition assessment and management. The process of compiling roadway asset data is near completion.



# CULTURE

Shared values and cultural and recreational activities that reflect the diverse traditions, customs, values, heritage, identity and history of Martensville.

**Goal: Engage with residents to beautify Martensville**

- We worked with residents to create a Beautification Committee to enhance city parks, greenspaces and facility landscapes. The Committee is investigating ideas for beautification of Centennial Drive and will present a plan to City Council in the near future. One of the goals of the committee will be establish a Communities-in-Bloom Committee for Spring 2018 which includes residents and business owners.
- The Beautification Committee is working to engage the local Chamber of Commerce in the Centennial Drive beautification project and the Guiding Association in planting in neighbourhood pocket parks.

**Goal: Express Martensville’s unique cultural identity**

- We created a First Annual Cultural Day which celebrated culture in our community. This was instituted by the Recreation Community Services Programming Staff and will be expanded in 2018.
- Staff began preparations for WinterFest in February.
- The SkatePark Committee is working on a SkatePark Grand Opening Event during Buster Days.
- The Buster Days Committee and the City began talks with the Fire Association to bring the Saskatchewan Fire Fit Competition to Martensville as part of Buster Days 2018.

**Goal: Welcome visitors to Martensville**

- We began investigating moving the current entry sign to a new location, and began preliminary work on a new feature sign.
- Initiatives to improve Main Street were substantially completed.





# SOCIAL

Health, well-being, safety and quality of life of individuals, families and the community.

**Goal: Ensure that City facilities meet citizen’s needs**

- The 2018 Communication Plan was approved and adopted. The plan was based on resident feedback regarding City communication.
- A fundraising plan was developed for the Kyle Syrenne Skatepark project and was implemented by staff and the Syrenne family.
- The Parks and Recreation Master Plan was reviewed to identify the assessment of current indoor and outdoor recreation facilities by local residents. We received proposals to create a multi-purpose recreation facility as addressed in the Plan. A meeting was held to discuss the needs a multi-purpose facility would address in the community. Initial design concepts will be provided to the City from AODBT architects in early 2018.
- We continued to pursue and administer sponsorships for various facilities.
- We continued to promote Martensville as a great place to practice medicine. We worked with . the annual Family Medicine Retreat Trade Show.

**Goal: Maintain and improve quality of life for seniors**

- We continued our work on Seniors Housing by meeting with potential resource agencies such as the Canadian Mortgage and Housing Commission and SaskHousing to discuss a potential project aimed at seniors. We are looking at resources and programs than can assist in planning and looking at the feasibility of such a project.
- Options for a new Regional Transit System are being investigated by industry.
- We held meetings with Sask in Motion to look at developing a Physical Literacy program geared towards various age groups. The group began engagement activities on a program aimed at school aged children. A program for seniors will follow later in 2018.

**Goal: Create and maintain a safe community**

- We continued to work closely and meet quarterly with the RCMP to discuss issues related to policing.
- A Neighbourhood Watch Program was established, the membership of which is currently being finalized.







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