



LANGENBURG  
COMMUNITY  
DEVELOPMENT  
BOARD



COMMUNITY  
DEVELOPMENT  
ANNUAL REPORT

2019/2020

# DEAR LANGENBURG COMMUNITY,

This annual report has been created to provide an overview of the major community development projects that were started / completed in 2019-2020.

The main focus this year has been on the town's **marketing** projects, which are an important part of the town's economic development.

We live in a new digital world where the global contest has brought even small towns onto the radar of global corporations or entrepreneurs. At the same time, international visitors have shown an increasing desire around the world to go beyond a the more populated gateways to uncover more of the authentic, and distinctive qualities of smaller cities and towns. So, we have more opportunities than ever to attract new opportunities, but first we need to be visible, we need to know who we are and what we want to say about us, we need to be attractive. That's why we started town branding project, worked on community video, built social media followers, created community profile, updated [www.langenburg.ca](http://www.langenburg.ca) website and more.

I also want to **thank** all the Volunteers who contribute many hours to our community. Many LCDB projects **can only happen with the support of our dedicated volunteers.**

## LINA PETKEVICIENE

Economic Development Officer

## OUR VISION




"Langenburg is an active, diverse community where culture, families and business thrive; and, everyone is welcome".






### LCDB BOARD OF DIRECTORS

Don Fogg - Chairman, Mayor of Town of Langenburg  
Lana Bily- Vice Chairman, Member at Large  
Terry Hildebrandt - RM 181 Reeve  
Leighton Schappert- RM Councillor  
Jeremy Stasiuk - Town Councillor  
Michelle Andrews - Member at Large  
Jen Jelinski- Member at Large

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### CONNECT WITH US:

 [www.facebook.com/  
Town.of.Langenburg/](http://www.facebook.com/Town.of.Langenburg/)  
 [@townoflangenburg](https://www.instagram.com/townoflangenburg)  
 [@lbg\\_recNdevelop](https://twitter.com/lbg_recNdevelop)

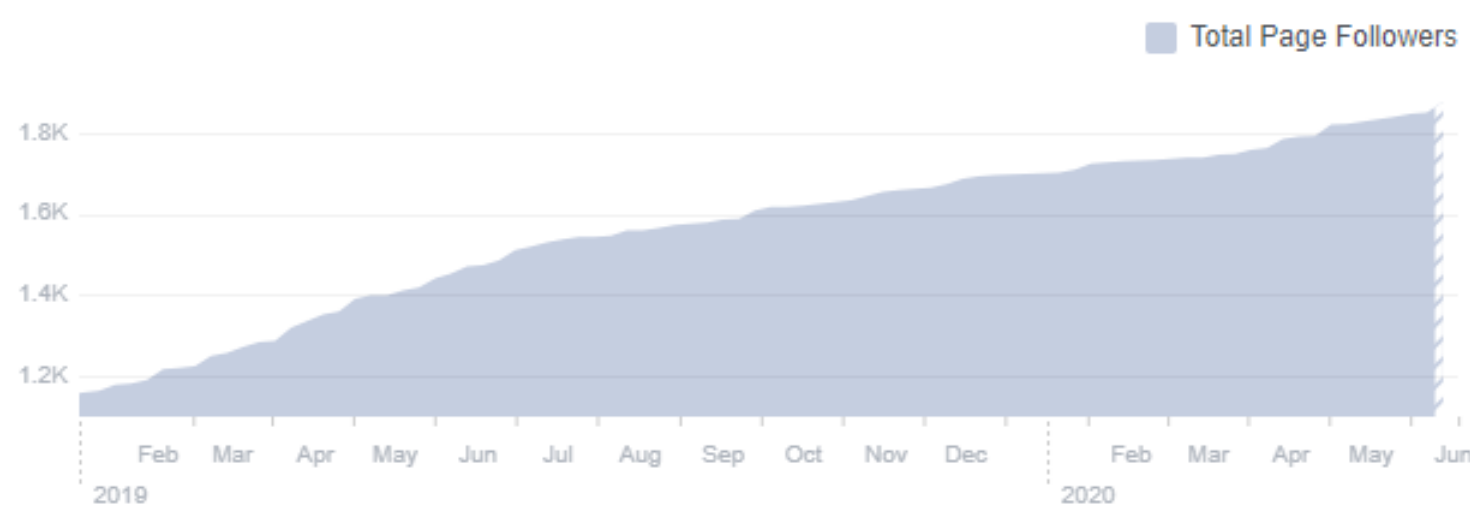
# #WHYLANGENBURG SOCIAL MEDIA CAMPAIGN

In January 2019, the Langenburg Community Development Board launched **#whylangenburg** social media marketing campaign as an economic development initiative.

The campaign goals are:

- To **increase visibility** of Langenburg as a wonderful place to raise a family, work or have a business;
- To **connect** residents and the area with the town happenings by creating a platform for discussion, communication and active participation;
- To create a **pride** between locals about the place they live;
- To **build** an effective marketing channel to spread the word about our community.

Total Page Followers as of Today: 1,876



We have almost 1,900 Facebook followers! **Thank you for each of you!** Your likes, shares and comments help our posts to be seen by a large number of people! You help to make our social media account an effective marketing tool and showcase our community!

**Town of Langenburg**  
Published by Hootsuite [?] · April 2 · 🌐

#bellofprayer

Take a moment to pray every day at noon!



Beginning Friday, April 3, the churches in Langenburg will ring their church bells every day at noon to call the residents of Langenburg to prayer. When you hear the bells ringing, please stop for a moment to join in area-wide prayer. We suggest that you pray the Lord's Prayer, Psalm 23, or simply pray in whatever way you wish, asking for those affected by sickness, care-giving duties, financial loss, mental and spiritual stress, and decision-making authority. As we pray for our community and our world, we trust even more in God's love for us. The bells will ring daily (with the exception of Good Friday and Holy Saturday) until we are able to worship together again.

33,285

People Reached

4,034

Engagements

Boost Post

You and 91 others

4 Comments 400 Shares



On March 2020 on social media was presented community video we are working on right now. We hope to have it finished by the end of 2020 year.

## WEBSITE REVAMP! WWW.LANGENBURG.CA

In 2019 was updated Langenburg website with all information (including pictures) about Langenburg community.

You can find all the information about our community, businesses, events...

Check it out!

**Town of Langenburg**  
Published by Hootsuite [?] · April 16 · 🌐

Take a look at the Langenburg video we're working on!

<http://langenburg.ca/p/community-profile>

<https://vimeo.com/408148979>



9,206

People Reached

2,285

Engagements

Boost Post

130

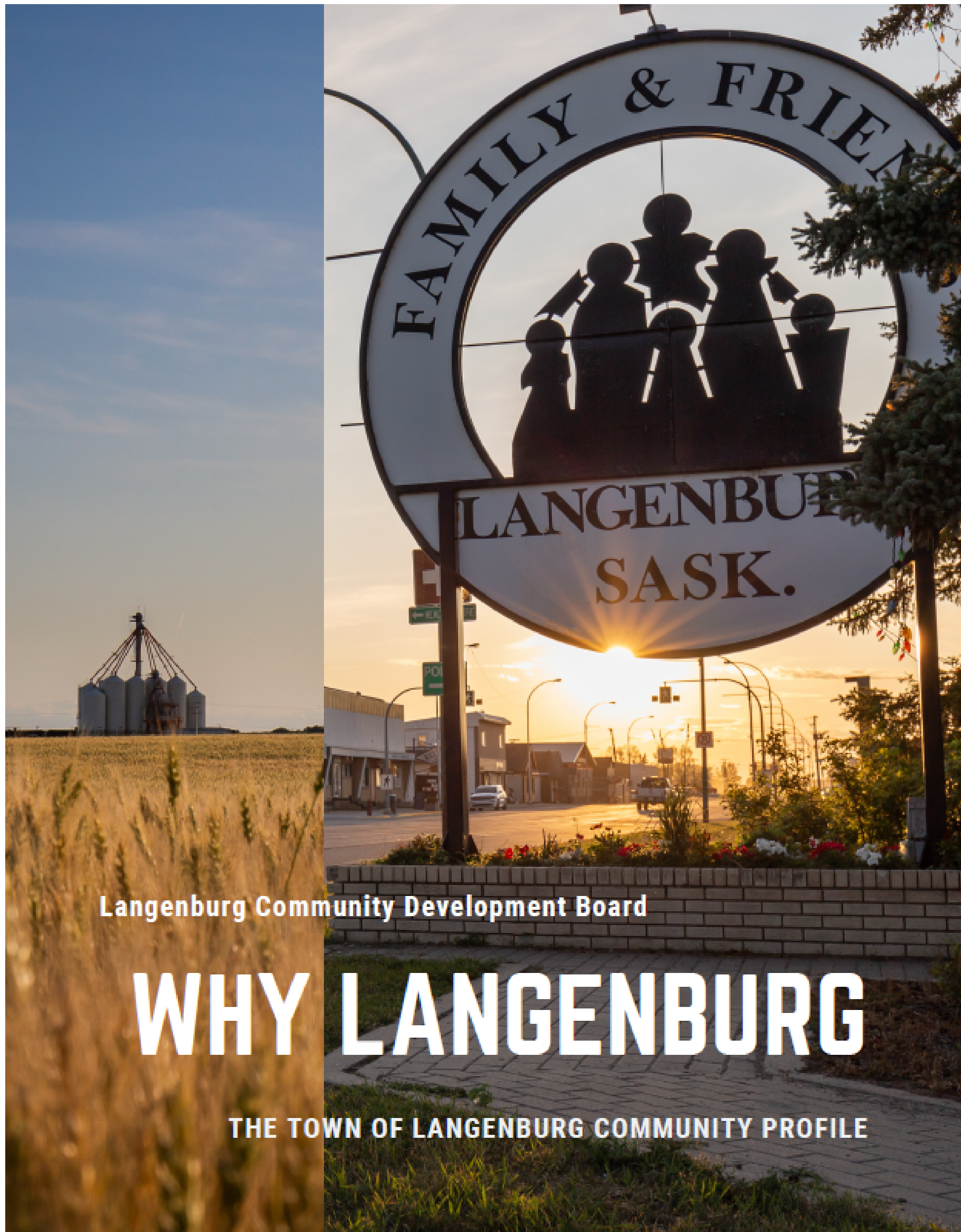
12 Comments 73 Shares 5.5K Views

# C O M M U N I T Y M A R K E T I N G

We recently finished Langenburg community profile "Why Langenburg" - a 26 page booklet about our community and its assets.

The profile hard copies are printed and delivered to Town and R.M. offices. Also you can find its digital version (pdf file) at town website:

<http://langenburg.ca/p/community-profile>



# BUSINESS SUPPORT



The Town of Langenburg announced December as a **"Local Business Month"**, to encourage everyone to Shop Local during the Holiday season! By shopping local we help our community to thrive and keep dollars at "home".

We inspired Langenburg community to shop local and support local businesses with the release of a BUSINESS ADVENT CALENDAR.

## LANGENBURG'S DECEMBER HOLIDAY CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>1 PRAIRIE LILY CAFE</b> 10:30 - 1:00 BREAKFAST BRUNCH, 1-4 FREE BAKING, 5:00-7:30 SUPPER BUFFET 9:00 - 4:00 KRIS KRINGLE MARKET (KADAIZY OPEN FROM 12-4) 9:00 - 4:00 GRAND OPENING OF CREATE COFFEEHOUSE AND SHOPPE 2:00 - 3:00 IP HOCKEY GAME 4:00-6:00 "CHRISTMAS HOPE" MUSICAL DRAMA @ EVANGELICAL FELLOWSHIP	<b>2 LANGENBURG HOME HARDWARE</b> CUSTOMER APPRECIATION DAY! ENJOY FREE COFFEE & COOKIES AND UP TO 60% ON TOYS / CHRISTMAS ITEMS *SHOP, SAVE & STAMP* CONTEST 1ST DRAW, \$200 LANGENBURG CASH! 2:00 - 4:45 PUBLIC SKATING	<b>3 BUMPER TO BUMPER</b> COFFEE, APPLE CIDER & DAINTIES BUY ANY MILWAUKEE PRODUCT AND ENTER YOUR NAME IN TO WIN A MILWAUKEE BATTERY PROMOTIONAL GIVEAWAYS/SALES 2:00 - 4:45 PUBLIC SKATING	<b>4 THE BUCK'N UP STORE</b> ENJOY FREE SNACKS AND 10% DISCOUNT ON BUCK'N UP CHRISTMAS ITEMS <b>MERAKI NAIL BAR</b> BUY \$100 IN GIFT CARDS AND GET \$20 GIFT CARD FOR YOURSELF 10:15 - HOLIDAY TRAIN / BREDENBURY 12:00 - COMMUNITY ADVENT WORSHIP SERVICE @ THE UNITED CHURCH 2:00 - 4:45 PUBLIC SKATING	<b>5 CREATE COFFEEHOUSE AND SHOPPE</b> POP UP MARKET 4-7 PM "ZEPHYR AND TALLULAH" FREE COOKIE WITH DRINK PURCHASE 2:00 - 4:45 PUBLIC SKATING 6:00 - 7:30 CHRISTMAS MEMORY TREE @ FAMILY & FRIENDS SIGN	<b>6 WINE &amp; ROSES GREENHOUSE</b> GREAT SPECIALS ON SUCCULENTS, ITALIAN VINEGAR AND BALSAMIC OILS \$20.00 OFF WHEN YOU MIX UP A WINE KIT... 2:00 - 4:45 PUBLIC SKATING 8:00 - 10:00 SR. WARRIOR GAME 8:00 - MOVIE: "LAST CHRISTMAS WITH EMILIA CLARK"	<b>7 CHICKEN CHEF</b> TAKE OUT: BPC CHICKEN FOR \$8.88 DINE IN: 8 WINGS & PINT FOR \$10! 10:00 - 1:45 PUBLIC SKATING 1:00 - 5:00 MUSIC JAM SESSION @ NEW HORIZONS CLUB 2:00 - 4:00 PEEWEE HOCKEY GAME 8:00 - 10:00 CHRISTMAS GALA @ GEORGE LAYH THEATRE
1:00 - 4:45 PUBLIC SKATING 1:00 PM - ONE DAY TICKET BLITZ FOR THE PRODUCTION "ANNE" @ GEORGE LAYH THEATRE 2:00 - COMMUNITY CAROL FESTIVAL @ ST. JOSEPH'S CATHOLIC CHURCH 5:00 - 7:00 BANTAM HOCKEY GAME	<b>8 SUBWAY</b> FAMILY & FRIENDS DAY! COME WITH YOUR FRIENDS AND FAMILY AND ENJOY 5% OFF <b>WANDERING KUTS 'N' KURLS</b> 9-12 PM: COFFEE & TEA *SHOP, SAVE & STAMP* CONTEST 2ND DRAW, \$200 LANGENBURG CASH! 2:00 - 4:45 PUBLIC SKATING	<b>9 CREDIT UNION</b> STOP BY FOR HOT CHOCOLATE & DAINTIES AND ASK US HOW YOU CAN EARN UP TO 2.75% INTEREST <b>TY'S PHARMACY</b> CUSTOMER APPRECIATION DAY! COFFEE & COOKIES 2:00 - 4:45 PUBLIC SKATING	<b>10 HUB INTERNATIONAL</b> CUSTOMER APPRECIATION DAY! COFFEE, HOT CHOCOLATE & DAINTIES FROM 2-4 PM WITH DOOR PRIZES! <b>THE CUTTING CREW</b> PRODUCTS SALES AND TREATS ALL DAY 12:00 - COMMUNITY ADVENT WORSHIP SERVICE @ EVANGELICAL FELLOWSHIP 2:00 - 4:45 PUBLIC SKATING	<b>11 PHARMASAVE</b> SPIN A WHEEL TO SAVE! OPEN TILL 8 PM <b>PRAIRIE EAST VET CLINIC</b> PICK A PRIZE AND ENJOY DAINTIES ON US! 2:00 - 4:45 PUBLIC SKATING 7:00 - GRADE 6-12 BAND CONCERT	<b>12 KADAIZY FLOWERS &amp; GIFTS</b> CUPCAKE DECORATING WHILE PARENTS SHOP (DECEMBER 13 & 14) 2:00 - 4:45 PUBLIC SKATING 7:00 - 9:00 PEEWEE GAME 7:30 CARD GAMES @ NEW HORIZONS	<b>13 GOLDEN BOWL RESTAURANT</b> ORDER A CHINESE DINNER - GET A FREE EGG ROLL ORDER OVER \$40 - GET A FREE WOKTON ORDER OVER \$80 - GET FREE DRY RIBS 8:00 - 5:00 ATOM TOURNAMENT 8:00 - 10:00 SR WARRIOR GAME
<b>14 BUCK'S CO. TAVERN</b> CHRISTMAS MARKET 6:00 PM 1:00 - 5:00 CHRISTMAS HAMPER PACKING DAY @ TOWN HALL. COME AND HELP! 8:00 - 5:00 ATOM TOURNAMENT 6:30 - 8:30 MIDGET GAME	<b>15 WALLIN'S BIOWAY</b> SPECIAL DISCOUNTS *SHOP, SAVE & STAMP* CONTEST 3RD DRAW, \$200 LANGENBURG CASH! 2:00 - 4:45 PUBLIC SKATING 7:00 - 9:00 BANTAM GAME	<b>16 MICHAEL'S FAMILY FASHIONS LTD. (YUEN'S &amp; DI)</b> ENTER YOUR NAME TO WIN A PRIZE. IN STORE DISCOUNTS, ENJOY TEA + COOKIES! <b>SMALLTOWN FINANCIAL SERVICES</b> 2-4PM REFRESHMENTS AND DOOR PRIZES 2:00 - 4:45 PUBLIC SKATING *TRIP OF THE MONTH* LOTTERY EARLY BIRD DRAW, \$1000 CASH PRIZE!	<b>17 ROYAL LEPAGE PREMIER REALTY</b> HOT CHOCOLATE AND DAINTIES FROM 1-4 PM 12:00 - COMMUNITY ADVENT WORSHIP SERVICE @ ST. JOSEPH'S 2:00 - 4:45 PUBLIC SKATING 7:00 - LDS CHRISTMAS CONCERT	<b>18 GERMANIA MUTUAL INSURANCE</b> GRAND OPENING 2:30 PM CUSTOMER APPRECIATION DAY FROM 2 - 4 PM 2:00 - 4:45 PUBLIC SKATING	<b>19 LANGENBURG ESSO</b> A DRAW FOR A LARGE SCREEN TV! WITH FUEL FILL - 5 ENTRIES INSTEAD OF 1 <b>LANGENBURG MOTORS</b> "TEST DRIVE FOR A PRIZE" FREE COFFEE/COOKIES <b>SHARPE'S CROP SERVICES</b> 2020 SEED PROMOTION/LAWN AND GARDEN PROMO/LEARN AG PROGRAM 6:15 - 8:15 ATOM GAME	<b>20 BUCK'S CO. TAVERN</b> CUSTOMER APPRECIATION DAY! HOT CHOCOLATE & DAINTIES - 2 PM 2:30 - 4:30 PEEWEE GAME 5:00 - 7:00 MIDGET GAME 8:00 - 10:00 WARRIOR GAME
10:45 - DEDICATION SERVICE FOR NEW BUILDING & CHRISTMAS DINNER @ EVANGELICAL FELLOWSHIP! EVERYONE WELCOME! 1:00 - 8:00 PUBLIC SKATING	<b>21 STUDIO VEE</b> LAST MINUTE PRESENTS MAKING AND X-MAS GIFTS WRAPPING 12 - 5 PM *SHOP, SAVE & STAMP* CONTEST LAST DRAW, \$200 LANGENBURG CASH! 1:00 - 4:45 PUBLIC SKATING	10:00 - 3:00 PUBLIC SKATING CHRISTMAS EVE SERVICES: 7:00 - LANGENBURG EVANGELICAL FELLOWSHIP, ST. PAUL'S LUTHERAN, ST. JOSEPH'S CATHOLIC & CHRIST LUTHERAN CHURCHES 7:30 - UNITED CHURCH OF CANADA	Merry Christmas	10:00 - 6:00 PUBLIC SKATING	10:00 - 6:00 PUBLIC SKATING 7:30 CARD GAMES @ NEW HORIZONS	10:00 - 6:00 PUBLIC SKATING
10:00 - 6:00 PUBLIC SKATING	10:00 - 6:00 PUBLIC SKATING	<b>22 Happy New Year</b> FAMILY & FRIENDS COMMUNITY FOUND. GRANT APPLICATION DEADLINE 10:00 - 3:00 PUBLIC SKATING 9:00 PM - 2:00 AM NEW YEAR'S EVE PARTY @ COMMUNITY HALL	LIVE SHOP LOCAL LANGENBURG	10:00 - 6:00 PUBLIC SKATING	10:00 - 6:00 PUBLIC SKATING	10:00 - 6:00 PUBLIC SKATING

After the campaign LCDB did a survey to get feedback on the campaign. Here are businesses and town residents answers:

businesses

- "Shop Local" campaign was beneficial for my business – (79% agree)
- I liked how my business was presented on Facebook – (100% agree)
- The campaign boosted my sales - (64% agree)
- The campaign helped to spread the word about my business – (100 % agree)
- The campaign helped to attract new consumers – (79% agree)
- The campaign gave me opportunity to thank my clients – (86% agree)
- The campaign fulfilled my expectations – (100% agree)
- I liked "Shop Local" bags – (93% agree)
- I liked campaign logo – (100% agree)
- I liked campaign idea (advent calendar idea) – (100% agree)
- I would like to see a "Shop Local" campaign organized next year – (100% agree)
- I will participate in the next "Shop Local" campaign – (100% agree).

residents

- Shop Local Campaign changed my shopping behaviours (66% agree)
- I shopped local more this year (68% agree)
- The campaign helped me to think more about shopping local benefits (86% agree)
- I enjoyed Business Advent Calendar events (88% agree)
- Did Facebook posts inspire you to participate? (80% agree)
- Do you want to see that campaign next year? (92% said yes)



# B U S I N E S S   S U P P O R T

## Business Façade Improvement Grant Program



The **Business Façade Improvement Grant Program** helps the Town of Langenburg businesses owners to improve their business building facades. In 2019 five businesses were granted with \$1000 to improve their facades.

LCDB created **free weekly advertisement** opportunity for local businesses at the Four Town Journal "Shop Local Corner". The initiative joined Esterhazy and Churchbridge communities as well.

<h3>Shop Local Corner</h3>		
<p>The Shop Local Corner provides free advertising space to local businesses in the area to promote events and sales. Message can contain approximately 20 words.</p>		
<p><b>Hint of Country</b> Jason Poppenheim Homemade Soy Candles &amp; Melts Check us out on FB and Instagram Pre-order today! www.ahintofcountry.com</p>	<p><b>Knezacek Optomitrist</b> Esterhazy We are open! Patients need to wear a mask when visiting the clinic. 306-745-2524</p>	<p><b>Subway</b> Langenburg 306-743-1003 Open daily from 10 a.m. - 8 p.m. Thank you for your support. We love serving you!</p>
<p><b>CJ Creations</b> Custom Picture Boards Check us out @ facebook.com/cjcreationsart</p>	<p><b>Sask Pro Machine Works</b> Esterhazy Machining at Saskpro site and portable work. Available 24/7. Call us to see how we can help you. 306-745-6440</p>	<p><b>BB Liquor &amp; Variety</b> Churchbridge District Light 15 can pack on sale, SAVE \$3.50 a case! Also, many cold summer coolers to choose from. 306-896-2655</p>
<p><b>Sole Much Better</b> Foot Care Esterhazy 306-304-7008 call/text Providing full assessment, trimming/filing of nails, removal of calluses, corns, ingrown and fungal nails.</p>	<p><b>Langenburg Motors</b> Open to customers, plus making it easy to shop from home. Call to arrange service pick-up. www.langenburgmotors.com 306-743-2241</p>	<p><b>Buck N' Up</b> Langenburg We have a great selection of Spring and Summer items and as usual Great Prices! 306-743-2775</p>
<p><b>BB Ice-Cream Stop</b> Churchbridge Ice Cream cakes now available, give us a call or drop by to order yours today. Twisters coming soon! Watch our Facebook page for updates.</p>	<p><b>Create Coffeehouse &amp; Shoppe</b> Langenburg Re-Opening Monday, June 8th! Come in and check out our Summer Menu and more! 306-743-9024</p>	<p><b>Golden Bowl</b> Langenburg 306-743-2670 Sick of cooking at home? Order some yummy homemade Chinese food. Check the menu on our FB page.</p>

During **COVID-19**, LCDB organized free community grocery delivery service for those who were on isolation or at high risk to get exposed to virus. 15 volunteers delivered food for more than 150 families during March - May months.

2019 was approved business tax incentives to create more attractive business environment.

**REASONS TO CHOOSE LANGENBURG FOR YOUR BUSINESS**

**AN ATTRACTIVE BUSINESS ENVIRONMENT STRONG TOWN & COMMUNITY SUPPORT**

**NO BUSINESS TAX!**

**ONE OF THE LOWEST MUNICIPAL PROPERTY TAX GAPS IN SK**

Commercial property owners pay only 1/2 the millrate (total 3.0 mills) as residential and it is applied to any existing and new business within our community

**AFFORDABLE AND ATTRACTIVE PROPERTY LOCATIONS**

The town business area lies on the TransCanada Yellowhead Highway 16 and has some good spots for sale and rent right now

**FREE PROMOTION OPPORTUNITIES AND SUPPORT**

**TAX INCENTIVES:**

**100% CONSTRUCTION** for new businesses  
The Town will provide a 4-years 100% land and building tax incentive for any newly constructed commercial building

**100% PURCHASE** for new & existing businesses  
The Town will provide a 2-years 100% land and building tax incentive for purchasing existing commercial building

**100% RENOVATION** for existing businesses  
- The Town will provide 100% land and building tax incentive up to 6 months if business is closed during that period  
- For facade renovation you can get up to a \$5,000 grant under the Business Façade Improvement Grant Program

**EXPANSION** for existing businesses  
The Town will provide \$1,500 tax rebate for a business that expands and attracts new business/services and creates full-time work position

Contact:  
Economic Development Officer  
P: 306-743-5177  
E: cdo@langenburg.ca  
www.langenburg.ca/p/business

# COMMUNITY DEVELOPMENT



## CULTURE DAYS

September 28, 2019



In 2019 Langenburg first time joined a **national celebration of arts and culture** and brought to town new experience! Also, the same day we celebrated 50 years when Langenburg was incorporated as a town. Thank you for 47 volunteers to make this amazing event happen!



LCDB revamped **Langenburg Welcome Committee** with the goal not just welcome new families into our community by giving welcome basket, but also to help them become part of our community. For that purpose the newcomers mentoring program was created, organized "Hi Day on Friday Events", where newcomers had opportunity to meet community members, an informational brochure was created and printed, Langenburg Evangelical Fellowship offered free English classes. Big thank you for our dedicated volunteers Cathy MacKenzie, Natalia Tsisar, Tina Costello, Teresa Carter, Marion Firby, Nattie Wileman, and Barbara Rindisbacher. Please contact Cathy (743-7556) or Barbara (743-5552) if you are new in the community or want to become a mentor!



## LANGENBURG LANGUAGE CLUB

Created in 2019 the Langenburg Language Club gives opportunity for surrounding communities to learn foreign languages at very low price. In 2019 we were offered Spanish lessons that were organized in January - April, and September - November. 28 adults and kids were enrolled and enjoy learning Spanish.

In 2019 May was organized the **Town Wide Garage Sale** with more than 40 participants.



LCDB organized the reprinting of 1997 "**Our Heritage**" book that you can purchase at Town Office, Kadaizy or Langenburg ESSO any time.

**SATURDAY, MAY 11**  
**TOWN WIDE GARAGE SALE**  
 9:00 AM - 3:00 PM

Langenburg Swimming Pool  
**ANNUAL BBQ & REGISTRATION DAY**  
 @Wallin's BigWay Parking Lot Starts at 11AM

Edelweiss CAFE  
**FARMERS MARKET**  
 @Edelweiss Cafe

**ROYAL LEPAGE**

LEMONADE/COFFEE AND COOKIE SALE!  
 @Royal LePage  
 All proceeds go to LCS Breakfast Club

UNITED CHURCH SALE  
 Pulled Pork & Bun Starts at 10AM

If you want to be included on the map please call 306.743.5177 and leave a message or e-mail: cdo@langenburg.ca

# COMMUNITY DEVELOPMENT

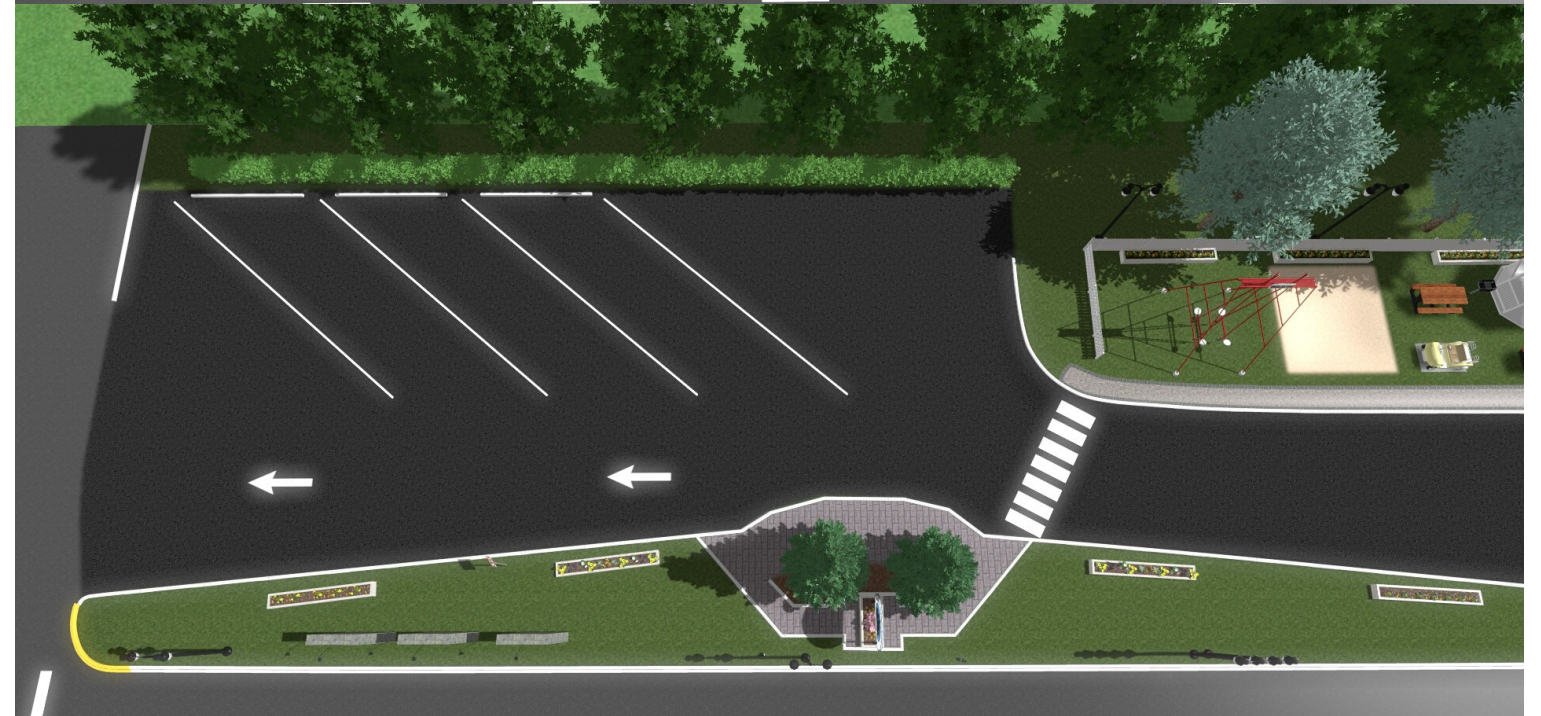
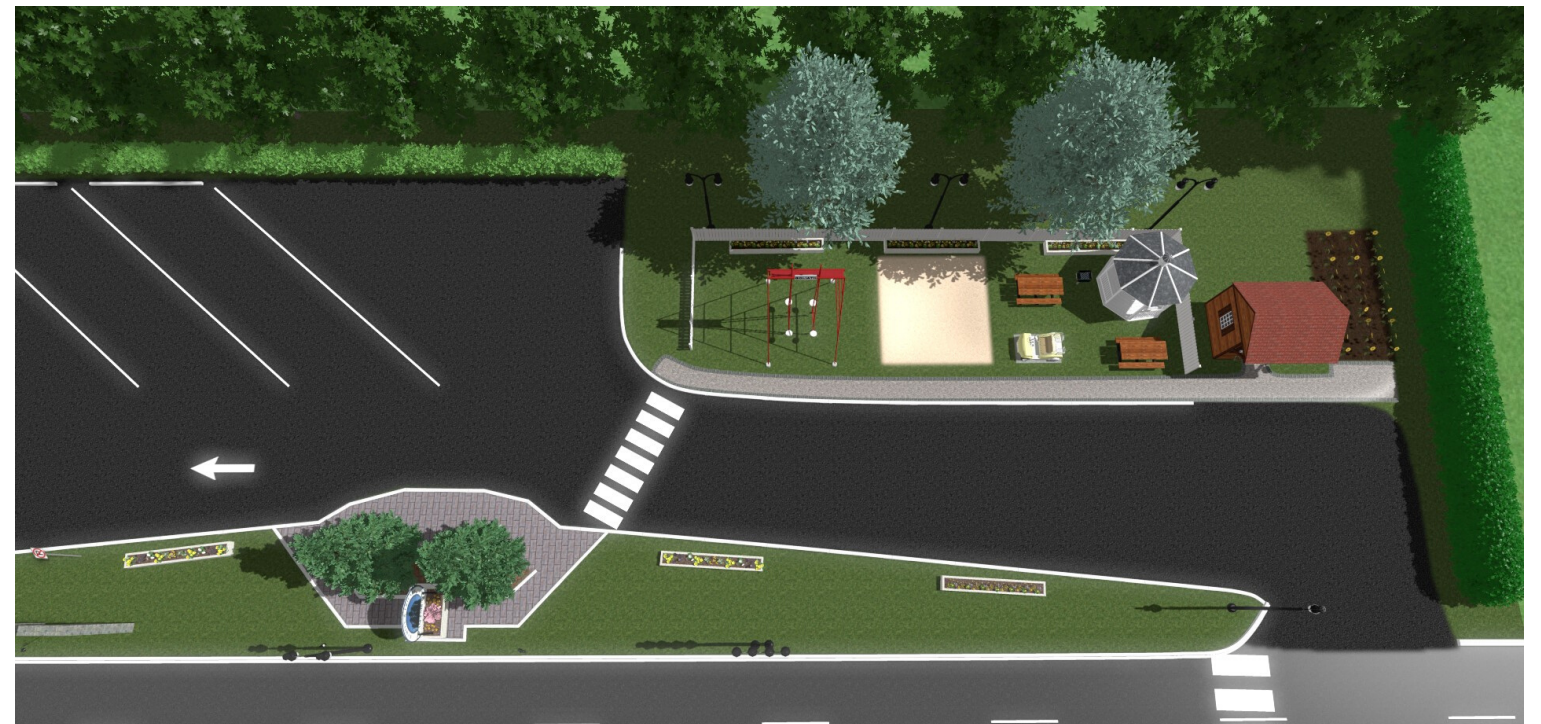
In 2019 LCDB started "An Attractive & Vibrant Main Street" project. The goal of the project is to revamp the look of our main street, especially giving bigger attention to the town rest stop.

## Project stages:

- 2019 - 2020 photo vision preparation;
- 2021 - 2025 implementation stage.

In 2019 was done first photo-vision and given for the community to review. Below are the community opinion what should be done in our main street. LCDB is planning to have a final photo-vision in fall 2020.

- We need pergola with 2-3 picnic tables underneath out of sun and rain with washroom;
- Information board to list information about town facilities, history, events;
- Town map;
- Directions to Arena, Pool, Ball diamonds, Hall etc.;
- Scrub, hedge;
- Play area/activities for kids (low maintenance);
- Swings - people want to see them stay;
- Yellow car - people wants to see them stay or moved to other place in town;
- Small area for dogs;
- Walking path to businesses that goes through rest stop;
- Bricks at rest stop area;
- Community flower garden;
- Something attractive that people will take pictures/selfies and "advertise us" on social media, some sort of art piece;
- Electric plugs;
- Bike parking;
- Car parking area for stores customers;
- Place for semis, campers to stop;
- 2 way traffic;
- Family and Friends sign looks good but needs to be changed in future (theme);
- Museum can be moved to main street if will be coffee shop or ice cream store in there;
- Art/History gallery walking tour from rest stop through main street (that visitors will go to town);
- Contact Highways that will put sign "rest stop ahead" before entering town.





# C O M M U N I T Y M A R K E T I N G

In 2020 the LCDB started community **re-branding project** together with 10 dedicated volunteers.

## Why we need new branding?

The Town of Langenburg motto "Family & Friends" was created in the 1970's. It played an important role over the passed 50 years and built an attractive and strong community that we are all proud of. As the town grew and continues to grow, it is important that our brand identity evolves and presents, who we are today and where we are going tomorrow.

## What is a brand?

"Brand is what people say about you after you leave the room" - Jeff Bezos, Amazon.

It is a combination of the thoughts, feelings, and experiences that people hold about a location. It's the character, reputation, and the enduring essence of a place. Most importantly, it's a valued promise that must be grounded in truth and reality.

## An effective brand will:

- Help us grow
- Create an uniqueness and awareness about our community
- Create pride among residents
- Help to attract new businesses and residents
- Establish standards and consistency
- Attract Hwy#16 travelers to stop and explore

## Community survey "How we see Langenburg" results, 2020

## Branding process:

1 PHASE:

Research and Analysis (**done**)

2 PHASE:

Brand design/look and marketing plan (**ongoing**)

3 PHASE:

Implementation

## More about the project:

<http://langenburg.ca/p/brand>

### We think that Langenburg is:

- Clean, well kept and safe (44%)
- Volunteering, community spirit, DO attitude (39%)
- Affordable, family friendly (37%)
- Quiet, peaceful, slower pace (30%)

### We live here because:

- Family lives here (45%)
- Small Town atmosphere (43%)
- Family oriented, great place to rise family (34%)

### The greatest Langenburg assets are:

- Large employers in the area (46%)
- School and daycare (44%)
- Great place to rise family (40%)
- Good location (23%)

### Langenburg challenges:

- Lack of retail businesses (48%)
- Lack of employment opportunities (30%)
- Outdated facilities (26%)
- Not attractive main street (25%)

### Where Langenburg needs to improve:

- More activities for families (31%)
- More retail businesses (30%)
- More restaurants (29%)
- Renovate rec.facilities (28%)
- New industry sector (27%)
- Focus on main street (26%)

### We choose where to live according:

- Employment opportunities (58%)
- Low crime rates (56%)
- Education (43%)
- Low cost of living (40%)
- Family oriented (38%)
- Sports facilities programs (35%)
- Proximity to family and friends (34%)
- Entertainment opportunities (32%)
- Walk-ability (32%)
- Health care (30%)

### Langenburg is known for:

- New Langenburg School (54%)
- Potash industry (47%)
- Strong community spirit, volunteers (24%)
- Gopherville (22%)

### We think Langenburg can be known as:

- Family friendly town (56%)
- Strong, active community (39%)
- Business friendly town (18%)

**We imagine Langenburg as friendly "person" (42%)**



# 2019 YEAR IN NUMBERS

Langenburg Community Development Board

## \$30,000+

grants received for community projects

## CULTURE DAYS

47 volunteers

200+ visitors

\$3,600 grants received

## 50+

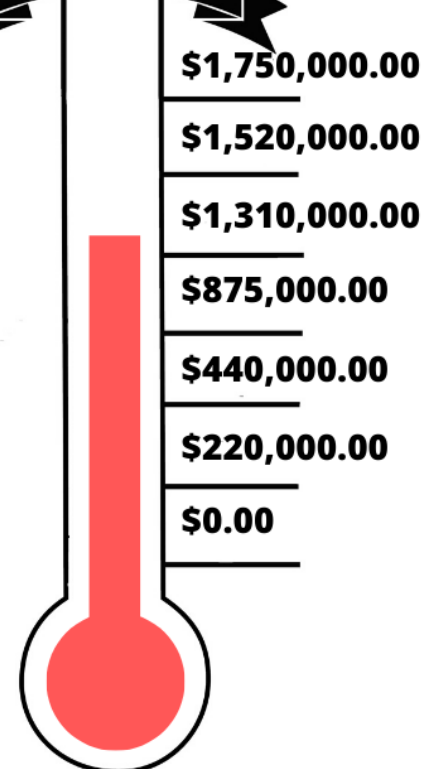
Summer Dayz Camp attendees

Town wide garage sale

## 40+

participants

### GOAL



15 fundraisers organized \$80,000+ that generated over

\$300,000 received from the New School Project!

50+ donation packages delivered \$760,000 donations received



LANGENBURG LANGUAGE CLUB

## Spanish lessons

2 semesters

## 28 adults and kids

#shoplocallangenburg (December, 2019)

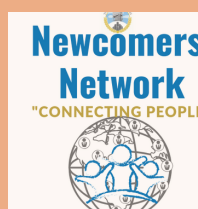


29 business celebrated local business month and were highlighted

## 130

 shop local contest participants

NEWLY UPDATED WWW.LANGENBURG.CA WEBSITE



16+ NEW FAMILIES 4 NETWORKING EVENTS

Town has 23 non-profit groups/organizations

New Program: Pickle Ball 25+ participants

**f** 1,700+ followers  
↑47% readers were reached in a year  
4,924 per one post

## 200+

 community events organized by different groups/organizations

## 5

NEW businesses

## 3

businesses expanded and moved to new location

## 4

closed

## 2

purchased

**ig** 275 followers

## 46

 volunteers took part in the Food Safe Handling course to keep rink kitchen open

Soccer 162

Hockey 81

Archery 30

Baseball 99

#whylangenburg social media campaign highlighted:

21 amazing local people

47 local assets

66 local businesses and people behind them

## 98

Businesses in total

## 51%

home-based