



 prairieland

Strategic **PLAN**

2024-2027

Table of Contents

	PAGE 3	Message from the CEO
	PAGE 5	Our Mission, Vision and Strategic Priority Areas
	PAGE 6	Our Corporate Divisions
	PAGE 11	Our Strategic Goals
	PAGE 13	Our Membership
	PAGE 14	Our Volunteers
	PAGE 15	Summary
	PAGE 16	Conclusion

Acknowledgement: *Prairieland thrives here in the traditional territory of Treaty 6 First Nations and the Homeland of the Métis Nation. We pay respect to the ancestors of this place and reaffirm our relationship with one another.*

MESSAGE FROM THE CEO



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DAN KEMPPAINEN
Chief Executive Officer

▷ At Prairieland, we pride ourselves on being a trusted pillar of the community, consistently achieving a 96% customer satisfaction rating. Our commitment to delivering exceptional services remains steadfast, and as we look to the future, the 2024-2027 Strategic Plan will be our roadmap.

This Strategic Plan is a living document that will steer us through the next three years. It outlines our key priorities and the actions required to realize them, ensuring we remain responsive to emerging opportunities and challenges while steadfastly upholding our vision and mission.

Building on the achievements of our previous plan, the 2024-2027 plan will guide our business strategy, inform our planning processes, and evaluate the success of our ongoing initiatives. It is designed to ensure that Prairieland continues to be a dynamic force, driving impactful growth, and fostering community development well into the future.

We are excited about the journey ahead and confident that this plan will help us achieve our goals and maintain our position as a cornerstone of the community.





SIGNATURE EVENTS

OUR CORPORATE DIVISIONS



This division includes three departments:

- **Signature Events** - This department delivers a variety of self-produced events including the Saskatoon Exhibition, Pop Con YXE, and Gardenscape.
- **Marketing** - Our full-service team provides branding, marketing, and communications for the Corporation.
- **Sponsorships** - This team manages sponsorships and partnerships for our signature events.

The Signature Events division produces a variety of events throughout the year including the Saskatoon EX; our summer fair which is the largest event in the province of Saskatchewan. We also produce the 'Comicon'-styled Pop Con YXE, Glow Saskatoon, and the Saskatchewan Blue Cross Gardenscape backyard living show.

WORLD TRADE CENTER

OUR CORPORATE DIVISIONS



This division includes four departments that serve over 2 million annual guests in over 240,000 sq ft of trade space at our World Trade Center affiliated property:

- **Client Services** - This team delivers best-in-class event planning to diverse clients.
- **Audio Visual** - Our own team of A/V experts deliver the latest technologies for events.
- **Food and Beverage** - We can deliver up to 5,000 meals per day for all kinds of events from fair concessions to plated galas.
- **Operations, Facilities and Custodial** - This department manages our facilities, buildings, and grounds to ensure that we operate efficiently and meet Health, Safety and Environmental standards.



We welcome over 2 million people annually to over 240,000 sq ft of trade space. Our halls host everything from wedding parties to large agricultural machinery shows to entertainment fairs and graduation ceremonies.

AGRICULTURE

OUR
CORPORATE
DIVISIONS



With our dedicated Ag Department and the Prairieland Ag Center, which specializes in livestock, we host a wide variety of agricultural events. These range from client-specific gatherings to self-produced events, including youth programming that focuses on leadership. Our flagship event, the annual Crop Production Show, is the premier venue for agricultural business and crop innovation in the province.

SPORTS ON TAP

OUR
CORPORATE
DIVISIONS



Sports On Tap is Saskatchewan's premium sports bar with over 70 screens and excellent food and beverages. We also host one of the largest volleyball leagues in Western Canada with a sold out portfolio of 336 teams, playing six nights a week in the summer.

CORPORATE

OUR CORPORATE DIVISIONS



This division includes four departments:

- **Administration** - The corporate office maintains communication with the Board of Directors and corporate partners. The team also ensures an efficient administrative flow.
- **Human Resources** - Our HR team is dedicated to managing and supporting our Corporation's workforce, including recruitment, development, and employee relations.
- **Finance** - Our finance team holds the Corporation to the highest level of fiscal integrity.
- **IT** - We keep up to date with technological advances that help us work efficiently and securely.



The corporate office ensures smooth administrative operations, supports workforce management including recruitment and development, upholds fiscal integrity, and keeps technology current for efficient and secure operations.

STRATEGIC GOALS

ENGAGEMENT & COMMUNICATIONS

▶ **Increase and improve our stakeholders' understanding of Prairieland**

Prairieland will implement a public awareness campaign, carry out the rebrand through all assets, perform a public perception survey, engage with the WTC network, and increase engagement with local government officials .

▶ **Strengthen relationships through increased stakeholder engagement**

Prairieland will develop stakeholder engagement plans, define further stakeholder opportunities, and bolster membership.

▶ **Strengthen our already strong employee base**

Prairieland will maintain employee satisfaction through a strong work culture, enhance the corporate-wide training program, review and enhance safety initiatives, implement cultural diversity education and create a culture of positivity and teamwork.

GROWTH & SUSTAINABILITY

▶ **Strengthen our financial position**

Prairieland will continue to ensure financial stability by delivering exceptional customer service, sustaining a reliable roster of vendors and suppliers, expanding potential sponsorships, and nurturing valuable partnerships and memberships.

▶ **Improve stewardship**

Prairieland will ensure social, environmental, and governance is reflected throughout the Corporation via ESG, DEI and HR policies.

STRATEGIC GOALS

INFRASTRUCTURE

▶ **Expand and maintain high-quality, customizable, and industry leading facilities**

Prairieland will assess our current footprint for economically feasible opportunities for new facilities while maintaining our current facilities to match customer expectations.

CONNECTIVITY

▶ **Increase transportation accessibility to Prairieland and Saskatoon**

Prairieland will engage with city partners and connect with key stakeholders to influence increased flight connections to our city and better transportation within.

▶ **Information and technology innovation**

Prairieland will stay current on the latest opportunities and risks to ensure that our guests receive the safest and most reliable technology experience possible.

PRAIRIELAND MEMBERSHIP

▶ *Prairieland is proud to have a core membership of over 300 personal and corporate members, who are integral to our Corporation. Our Board of Directors is elected from this dedicated membership to govern the Corporation. Additionally, our members serve as key ambassadors, representing us within the community.*



45 Years - Gordon Haddock



35 Years - Doreen Morrison



30 Years - Trevor Forrest



30 Years - Adele Buettner



35 Years - Merv Morrison



35 Years - Donna Birkmaier



35 Years - Bernie Yuzdepski



30 Years - Wilfred Kary



30 Years - Maurice Fedorchuk

PRAIRIELAND VOLUNTEERS

GIVING
BACK



For almost 140 years, Prairieland has been a cherished hub where Saskatoon comes together to celebrate and showcase our vibrant community. Our dedicated volunteers are the heartbeat of this tradition, helping us create memorable experiences and ensure the success of our events. Their commitment and passion drive our mission forward, making a lasting impact on every gathering. Whether it's assisting with events, supporting operations, or enhancing the visitor experience, our volunteers play a crucial role in keeping Prairieland a dynamic and welcoming place for all. Join us in celebrating and contributing to this enduring legacy through volunteerism! Each year, Prairieland's 250+ volunteers contribute almost 1,200 hours worth of volunteer work.



Summary

To be an integral member of our community, where guests experience excellence through premier events and world-class facilities.

VISION

To exceed customer expectations, create unforgettable events, and grow alongside our community.

MISSION

- Engagement & Communications
- Growth & Sustainability
- Infrastructure
- Connectivity

STRATEGIC PRIORITY AREAS



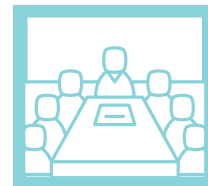
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Membership



Volunteers



Board of Directors



Staff

Strategic Goals



Engagement & Communications

- Increase and improve our stakeholders' understanding of Prairieland
- Strengthen relationships through increased stakeholder engagement
- Strengthen our already strong employee base



Growth & Sustainability

- Strengthen our financial position
- Improve stewardship



Infrastructure

- Expand and maintain high-quality, customizable, and industry-leading facilities



Connectivity

- Increase transportation accessibility to Prairieland and Saskatoon
- Information and technology innovation

CONCLUSION

This strategic report outlines a clear path forward, built on our core values and driven by a commitment to excellence. By focusing on our priorities, seizing opportunities, and addressing challenges, Prairieland is poised to continue its legacy as a dynamic and impactful force in the community. Together, we will ensure sustained growth and success for the years ahead.



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