

LAKE DIEFENBAKER TOURISM DESTINATION AREA PLAN

Appendix V – Stakeholder Profiles

Lake Diefenbaker Tourism

Lake Diefenbaker Tourism was formed in 2000, as a non-profit corporation working to promote the tourism attractions, businesses and adventure in the Lake Diefenbaker area. Having grown from a few members in a small area, the group has now grown its membership base to over 60 members throughout the region. The geographical region itself has also seen expansion in the past couple of years. The area now encompasses the Whitecap Dakota First Nation, the communities along Highway #11, bordering along the west side along Highway #4 and closing in the southern boundary with the Trans Canada Highway; representing all of the Urban and Rural Municipalities within. The group participates in both in-province and out-of-province trade shows, working to raise awareness of the area. Advertising is done in several Provincial publications, as well as regional and local brochures and guides, and they also have produced 6 editions of their own Lake Diefenbaker Visitors Guide which is distributed to tourists interested in the area. The www.lakediefenbakertourism.com website has been a great tool to advertise “Saskatchewan’s Great Lake” to the rest of the world!



Mid Sask CFDC/REDA

The Mid Sask CFDC (Community Futures Development Corporation) and the Mid Sask REDA (Regional Economic Development Authority) were incorporated in 1996. As a combined provincial and federal economic development office, with its headquarters located in Outlook and satellite offices located throughout the region, the Mid Sask CFDC/REDA provides a variety of economic development services for the region. Offering services that range from business planning, small business loans, website development, GIS mapping services and community projects; Mid Sask’s footprint in the region is hard not to notice. Recognizing tourism as a huge industry in this area, especially with the South Saskatchewan River / Lake Diefenbaker running through the centre of the region, Mid Sask’s involvement with the Lake Diefenbaker Tourism Destination Area Plan was a natural fit. For more information about the Mid Sask CFDC/REDA and the services that are offered throughout the region, please visit www.midsask.ca.



Tourism Saskatchewan

Tourism Saskatchewan is a board-driven, membership-based, industry-government partnership devoted to advancing tourism in the province. Working with industry members, government, and industry partners, Tourism Saskatchewan leads a variety of programs and initiatives across a broad range of areas – marketing, education and training, visitor services, industry development, research, member services, and [the planning and development of destination areas](#) – to support tourism growth and economic development. The organization strives to be innovative, efficient, and effective in its delivery of core support to the industry.

Visit the Tourism Saskatchewan’s consumer website at www.sasktourism.com for information about the spectacular things to see and do in our province, or visit our industry website, www.industrymatters.com, to learn more about our organization.



Whitecap Dakota First Nations

Whitecap Dakota First Nation is situated on 1,988 hectares of land, 26 kilometers south of Saskatoon, Saskatchewan, on highway #219, also known as Chief Whitecap Trail. Whitecap is a modern and progressive First Nation community of 300 people with a proud culture, a strong sense of community and a keen interest in establishing mutually beneficial relationships in support of their sustainable economic development plans. The Whitecap Dakota people have a tradition of being hard working and self supporting. Whitecap has zoned 1,000 acres of the reserve lands for commercial development and completed a master development plan that includes Dakota Dunes Resort. Included in this destination resort are the Dakota Dunes Golf Links, Dakota Dunes Casino and the Dakota Dunes Hotel. For more information about the Whitecap Dakota First Nation, please visit:

www.whitecapdakota.com .

