

Calling Lakes District Planning Commission Branding Committee

The Branding Committee is currently working on the following plan and is making good progress with many projects.

MISSION

The Calling Lakes District Planning Commission Branding Committee is a volunteer group dedicated to promoting a thriving economic environment that attracts tourism growth and business investment for the community and its visitors in the Valley of Festivals.

VISION

The Calling Lakes District will become Saskatchewan's premiere destination known far and wide as the Valley of Festivals, an experience where a spirit of goodwill and cooperation highlight Nature's beauty, First Nations culture, arts and recreation.

GOALS

Goal #1: To establish a Branding Committee which has a clearly defined structure and operating guidelines, and is economically sustainable.

Goal #2: To achieve and promote brand recognition (the brand = Calling Lakes District (CLD) Valley of Festivals) by residents & tourists.

Goal #3: To facilitate the development of a variety of products and activities to support the brand.

Goal #4: To develop a Marketing Plan.

To date, the Committee has developed the following brand logo and is working on an action plan to achieve the goals stated above, which in turn will be in alignment to the Mission and Vision.