

An aerial photograph of a suburban neighborhood during sunset. The sun is low on the horizon, casting a warm orange glow over the scene. The sky is filled with large, dark clouds, and sunbeams are visible. The foreground shows a residential area with houses, trees, and a road. A teal-colored semi-transparent box is overlaid on the right side of the image, containing text.

**Souris-Glenwood Community  
Development Corporation**

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# **Vision 2031 Report**

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# Traditional Territories Acknowledgement

The Municipality of Souris-Glenwood is located on Treaty 2 land, the original lands of Anishinaabe, Cree, Oji-Cree, Dakota, and Dene peoples, and on the homeland of the Métis Nation.

We respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.

It is with great respect that we recognize the inherited state of relationships, and we commit to moving forward in a way that brightens the future of all Canadians as equals.





# Table of Contents

*The purpose of this document is to have a list of goals for the community. The goals in this report came from consulting the community. We've tried to keep things organized, interesting, and straight to the point. We hope you will find value in this document.*

*~Sincerely,*

*The Souris-Glenwood Community  
Development Corporation*

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## Celebrate Past Achievements

In 2004, a community vision report was developed called “Souris Vision 20/20”.

We wanted a beautiful, fun community with opportunities for continued health and prosperity.

Many people got excited about making plans. Groups were formed to tackle some giant projects. Projects like the new outdoor pool and the skatepark were organized by amazing volunteers and partnerships formed with the local government. There were impressive fundraising campaigns and some exciting goals were met!

The Municipality of Souris and the Municipality of Glenwood amalgamated into one, now known as the Municipality of Souris-Glenwood. Everyone rolled up their sleeves and got to work making improvements.



# What did we achieve in the last 16 years?

## Accomplished

- Support recreation commission funding/ideas
- RM/Town amalgamation
- Skatepark
- New swimming pool
- New housing development
- New fire hall
- Tourism Strategy
- Support recreation commission funding/ideas
- Link between before and after school programs and day care
- High standard of safety – COPP, PAC
- Improve signage around town and on highways
- First impressions – consult travellers
- Volunteer directory
- Campground expansion
- By-Laws Officer – Property standards, derelict vehicles, etc.



## Ongoing

- Build on Canada day success and music in the park
- Support youth/teen centre
- More public skating/Complex available in summer/ensure optimal use, marketing, promotion
- Develop landscape for sidewalk, bank, bowl, horseback riding/nature trails/walking trails
- Promote Souris to newcomers & students at beginning of school year and to new families
- Signage
- Daycare – adequate service supply
- Reduce costs of services for single income families
- Optimal use of healthcare facility/work with levels of government
- Community support for new families – network, family service list
- Volunteers - advertise in media, involve students in volunteering, community recognition
- Long-term sustainability plan



## Setting the Stage

### Building on History

Settlers began to develop this area in 1881. Things moved fast as we saw the rail come through Souris. A couple of brick factories thrived while buildings went up, and the community boomed during WWII with the training base that was at the airport. After all the action calmed down, Souris and area stayed stable. Our population dropped as the military action subsided but has continued to grow since then. With a strong agriculture presence and a business community that optimizes the traffic we see through Souris; the economy has remained in a manageable growth trajectory. Business is good!



*Crescent Avenue in the early 1900's*

## Community Values, Challenges and Opportunities

Souris and the surrounding municipality has a reputation for being friendly and welcoming. We value our sense of community. We support local businesses and take pride in how our community looks.

Our biggest challenge is also one of our assets. We are located close to the City of Brandon. It's great when considering the amount of people that work in Brandon and commute to live in the tranquility of Souris. It's also convenient to use Brandon for needs that can't be met in Souris like higher education, shopping for unavailable items, and accessing specialized services. The challenge is getting more of our population to shop local in Souris when they can. A "Shop Local" campaign is helping bring awareness and we continue to see more families supporting local. The Chamber of Commerce has a strong presence here in our Municipality, which helps promote the trend and offer incentives.

The opportunities are plentiful in Souris-Glenwood. Our business sector keeps growing, our population expanding, and services improving.



## Why a Vision, Why Now

The last community vision document was called Souris Vision 20/20 and was completed in 2004. The goals that were identified had a timeline that took us until 2020. During the sixteen years, the Souris Vision 20/20 document was referenced many times to keep making progress.

The goals were the responsibility of the whole community. The local governments were there to offer support and guidance if needed, but it was the people in the community that would drive the efforts for many of the projects. Souris and the surrounding area have always had a thriving volunteer base and the projects flourished.

Fast forward 16 years, and it was time for us to redo the community vision process to see what themes and goals our beautiful community would identify.

We surveyed the community, and this document outlines the results. Now, it's up to all of us to work together and achieve the goals set out by 2031.

## The Visioning Process

The Souris-Glenwood Community Development Corporation began a new community visioning process in 2020. The methods for collecting data were constantly changing due to the pandemic. Ways we collected data:

- Mailed out surveys to residents through post office
- Advertised in the local paper, and Facebook
- Survey was available and promoted on Municipal website
- Interviewed groups: Murray Building Tenants; Golf Course Executive; Ag Society; Chamber of Commerce
- The survey was also provided through Survey Monkey

We compiled results and found common themes in the responses.



## Looking to the Future

There are many things that help make a community a great place to live. Most of all it's the people!

We've organized the community goals into six main categories to help focus the efforts of everyone that want to work on things.

The following pages outline the categories and goals:

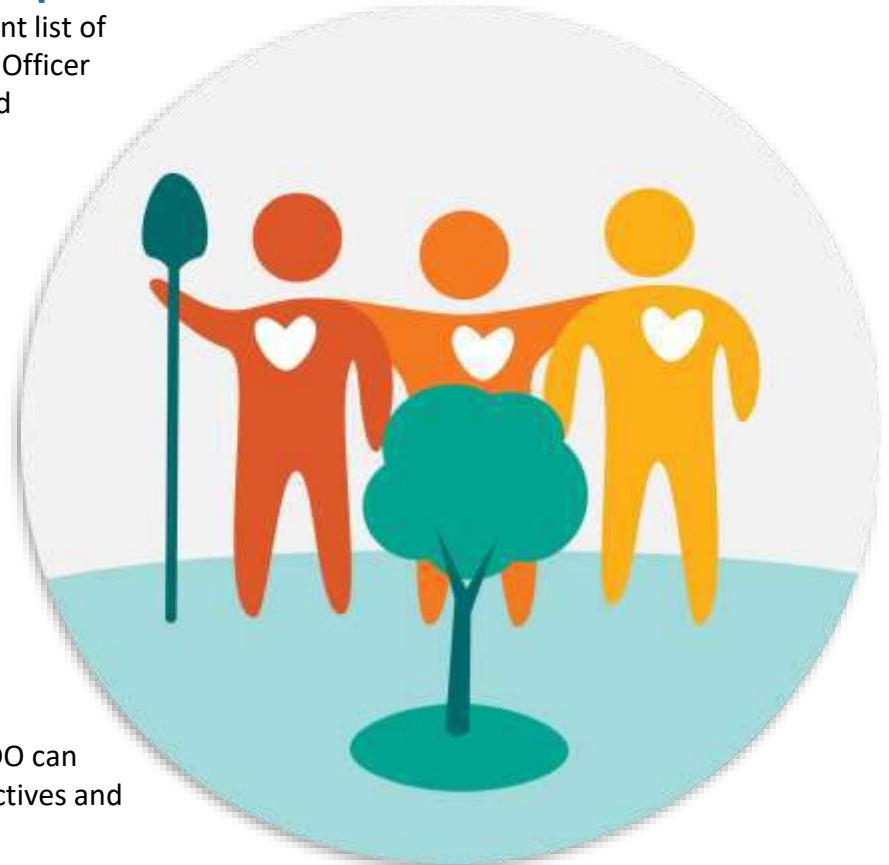
- **Social Well Being**
- **Parks, Recreation and Public Safety**
- **Arts and Culture**
- **Shaping Growth**
- **Business District**
- **Environment**



# How to get involved

## See an idea that you are passionate about?

1. Volunteer. If you are unsure if a group exists, or want a current list of community groups then contact the Economic Development Officer (EDO) at 204-741-0631. A list of current volunteer groups and contact information is also available on our website at [SourisManitoba.com](http://SourisManitoba.com)
2. No group exists? No problem. Advertise for others that are passionate about the topic. We suggest using a combination of social media, printed posters, and word of mouth. There are always people willing to volunteer to make our community better!
3. Call a meeting, invite all interested people and see who wants to chair the new group. Sometimes it works well to agree to alternate the meeting chairperson duties among the volunteers. See who wants to keep notes too! This is important to keep record of meeting minutes if you want to apply for certain types of grant funding.
4. Use your new group to develop steps and a timeline. Your EDO can help look for funding opportunities like grants once the objectives and budget are completed.
5. Have fun with this! Amazing things happen when a group of people all mobilize to reach a common goal. If the process is frustrating, your EDO can help you prioritize your steps.





## Social Well Being

**We are on the right path to a vision for an inclusive and integrated community with many strengths already identified:**

- Community size is ideal, able to walk throughout community
- Convenient location of community. Close to Brandon, WestJet, at the junction of Hwy #250 and Hwy #2
- Safe, peaceful
- Homegrown, original community events (Scarecrow Days, Survivor Bonspiel, Christmas parade, etc.)
- Amazing community spirit and friendly people.
- Small town spirit and atmosphere– helping your neighbours, and a strong sense of community

### Future goals:

- Additional benches for seniors on each block.
- Increase wheelchair and walker accessibility in businesses and recreation venues.
- Increase awareness of needs/access for use of local food bank and Christmas cheer hamper program.
- Build the volunteer base for local groups. Get new people involved that haven't ever had experience, and invite new ideas on committees , revive a welcome to newcomers (Welcome Wagon-type program).
- More youth activities, including positive activities for children ages 10-17 with a variety that spans through arts, culture, science/technology, fun and sports



## Parks, Recreation and Community Safety

**We are on the right path to a vision for an active, healthy and safe community with many strengths already identified:**

- Well maintained amenities and services (park, campgrounds, events, restaurants, museums, doctors, dentist, ER and health care, school, safe water, fire protection, gas stations, groceries, bank, movie theatre, pharmacies, library, good affordable housing, unique shops, seniors' services)
- Sports – pool, boating, skate park, kayaking, hockey, curling, golf course, ball fields, school sports, trails, basketball courts, beach volleyball, track, commercial gym.
- Beautiful and well used green spaces. The river and park are used in all seasons. Walking trails through the park are utilized regularly.
- Progressive and active Department of Parks and Recreation.

### Future goals:

- Create more useable green spaces, creating new trails along the river and planting/maintaining even more trees. Include signs with points of interest.
- Build on existing and new recreation features in the park (trails, skating oval, splash park, year-round activities and entertainment, etc.).
- Develop a Splash park
- Develop a peacock ambassador program that assists with Peacock welfare and housing.
- Creation of a dog park
- Create tourism events and attractions to build on the winter/shoulder tourist seasons
- Create another playground where lacking in the community
- Reduce traffic speeds in high use/congested areas (downtown)



## Arts and Culture

**We are on the right path to a vision for a culturally vibrant community with many strengths already identified:**

- Strong local Arts Council with dedicated volunteers, bringing a variety of events to Souris on a regular basis.
- Usable and various venues for events.
- Talented local artists.
- Strong Avalon Theatre Volunteer base.
- Beautiful local art studio.
- Local Multiculturalism Society that has hosted Multicultural events and celebrations.

### Goals:

- Coordinated restoration and conservation of historic buildings, natural and man made heritage sites and artifacts, and an appreciation/recognition for cultural diversity
- Expand the farmers market by building on the current success and identify entertainment ideas in conjunction and participation from local stores to create more of a street fest atmosphere.
- Acknowledge famous and successful people from Souris.
- Paint a pride crosswalk to set an example of inclusion in our community – promote on social media.
- Host regular performances in The Bowl at Victoria Park using a mix of professional and amateur performers using the space.
- Create busker spaces in high traffic business and park areas.



## Shaping Growth

**We are on the right path to a vision for shaping sustainable growth in our community with many strengths already identified:**

- Some businesses have succession planning in place as younger generations and new owners take over.
- We have some (excellent!) professional medical services available (dentist, chiropractor, medical clinic, x-ray and lab, hospital, RMT's, holistic practitioners)
- Strong and active Chamber of Commerce
- Strong and active Community Development Corporation Board
- Developed tourism attractions including museums and swinging bridge
- Developed park and camping

### Goals:

- Identify the real housing needs in the community through a “needs assessment”.
- Develop an inventory of the most pressing or needed public infrastructure improvements. Prioritize the needs and develop a work plan to address these needs.
- Explore issues with Internet service and develop a plan to address the issues, bringing faster and more reliable internet.
- Develop a population attraction strategy for at least three target markets including: 1) young families from Brandon, 2) former residents of Souris-Glenwood, and 3) retirees.
- Expand medical services offered here (ex. private healthcare like physiotherapy, occupational therapy, optometrist, etc.), and explore strategies to attract these services to the region.
- Develop a tourism marketing strategy in conjunction with all tourism stakeholder to identify collaborative branding, messaging and development of tourism packages



## The Business District

**We are on the right path to a vision for an innovative, entrepreneurial business-friendly community with many strengths already identified:**

- Variety of reliable and welcoming amenities and services (park, campgrounds, events, restaurants, museums, doctors, dentist, ER and health care, school, safe water, fire protection, gas stations, groceries, bank, movie theatre, pharmacies, library, good affordable housing, unique shops, seniors services, etc.).
- People have moved here because they can work from home and they love the small town culture.
- Unique local shops and with incentives to shop local.
- Mostly self sufficient- has many of the goods and services you need without having to leave the community.

### Goals:

- Explore the potential for hosting the development/start up of online businesses and services. Create co-working spaces if needed.
- Upgrade cell and internet service options for remote worker use, including rural areas.
- Provide a variety of business supports to entrepreneurs. Promote priority business needs in the community, provide support to entrepreneurs to identify new ideas or pursue their own ideas. Support can include help with business plans, and providing relevant resources such as site selection, zoning bylaws, financing options, etc..
- Continued support for a business renovation program to assist businesses with storefront upgrades, including the interest in a cohesive theme/look for streets and businesses.
- Develop a cohesive theme/look for streets and businesses as they renovate or update.
- Develop an Industrial Park at the airport



## The Environment

**We are on the right path to a vision for a green and environmentally responsible community with many strengths already identified:**

- Beautiful nature-based areas like The Bowl, Victoria Park and campground, river, green space, flowers (The Beautification Committee is AMAZING!)
- Interesting sites to walk to such as the swinging bridge, viewing the peacocks, historic homes, tree lined streets. The Park and Campground are popular areas to walk in.
- We have a recycling program provided to the community through MWM.
- Dog waste bins placed throughout community.

### Goals:

- Encourage electric cars and trucks by providing commercial charging stations.
- Develop a farm drainage task force to help farmers work together to improve farmland.
- Create community gardens and community composting area. Host courses on soil regeneration, learning about nature and food.
- Install public water taps/fountains in his traffic areas to encourage reusable water containers during summer months and push to get rid of single use plastics including water bottles and grocery bags.
- Zero waste recycling system and compost sites.
- Examine ways to implement alternative energy options in the community. Explore sustainable public infrastructure, such as solar or wind energy.

# Vision 2031 Summary of Goals



## Social Well Being



- Additional benches for seniors on each block.
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- More youth activities, including positive activities for children ages 10-17 with a variety that spans through arts, culture, science/technology, fun and sports.



## Parks, Recreation and Community Safety



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## Shaping Growth



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**Souris-Glenwood Community  
Development Corporation**

# Vision 2031 Report



Thank you for taking the time to review the Vision 2031 Report. For more details, or to get involved with a group, please contact the Souris-Glenwood Community Development Corporation Office.

Economic Development Officer

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Email [sgcdc@mymts.net](mailto:sgcdc@mymts.net)

2021 SGCDC Board -

Jackie Kirkup (Chair), Kim Eissner (Vice-Chair), Sandra Denbow (Council Rep), Detlef Eissner (Council Rep), Pam Whitfield (Chamber Rep), Stacy Martin (Chamber Rep), Cassie Quadrelli, Loretta Turner, Ryan Bossert, Darryl Jackson

Economic  
Development Officer -

Echo Finlay