



REGIONAL PROSPECTUS

CONTENTS

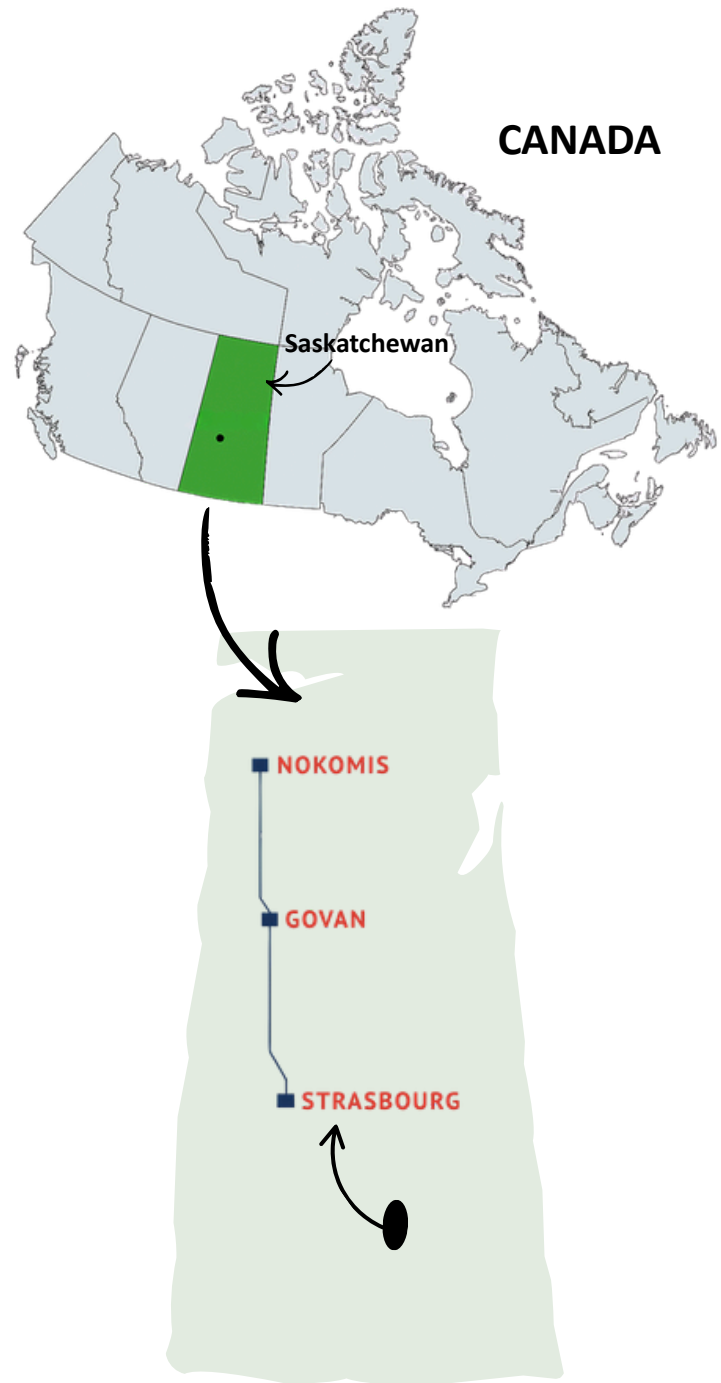
➤ DISCOVER	3
• LOCATION	3
• COMMUNITIES	4
➤ REGIONAL SNAPSHOT	5
➤ INVEST	6
• WHY INVEST HERE?	6
• COMPETITIVE ADVANTAGES	7
• OPPORTUNITIES	8
• INCENTIVES & SUPPORT	9
➤ BUSINESS CLIMATE	10
• INDUSTRY	10
• ACCESSIBILITY	10
• INFRASTRUCTURE & SERVICES	11
• PROPERTY AVAILABILITY	12
➤ CONNECTED LIFESTYLE CORRIDOR	13
• AMENITIES	13
➤ VISITOR EXPERIENCE	15
• WARM & INVITING	15



Location

Nestled in Saskatchewan's East Central region, the Last Mountain Economic Development Alliance (LMEDA) unites the communities of Nokomis, Strasbourg, and Govan into a collaborative and opportunity-driven regional hub. Known for its strong community spirit, quality-of-life amenities, and proximity to both Regina and the S-46 corridor, the region is positioning itself as a "Connected Lifestyle Corridor." With a foundation of affordable living, access to healthcare, recreation, and robust digital infrastructure, LMEDA offers a unique blend of small-town charm and modern connectivity making it an appealing destination for families, entrepreneurs, and investors alike.

Beyond lifestyle advantages, the region's strategic location provides efficient access to major transportation routes, suppliers, and labour markets across Saskatchewan, giving businesses big-city reach without big-city overhead. LMEDA's model of regional collaboration offers investors streamlined support, reduced red tape, and coordinated economic development that accelerates project momentum. The area also benefits from a stable, skilled workforce grounded in agriculture, trades, and emerging digital sectors—delivering reliability in an era of workforce challenges. With growing interest in value-added agriculture, light manufacturing, renewable energy, and remote-work-enabled service industries, the region is ripe with opportunity for early-stage and expansion-ready investment. Coupled with ongoing advancements in broadband, infrastructure renewal, and community development, LMEDA is proactively shaping a future-ready economy that rewards bold investment and long-term vision.



Our region is increasingly attracting interest in sectors such as value-added agriculture, light manufacturing, green energy, and remote-work-enabled service businesses—creating fertile ground for early-stage investment and future growth.

Communities



Strasbourg is a vibrant rural community located about 75 km northwest of Regina, known for its rich agricultural roots and long-standing heritage. Settled by German pioneers in the 1880s, the town was incorporated in 1907 and later adopted its current name in 1919 to reflect the French spelling of Strasbourg in Alsace. Today, the community blends quiet country living with access to numerous amenities, including restaurants, specialty shops, banking services, and high-speed internet. Residents and visitors enjoy strong recreational offerings—from the Strasbourg Recreation Centre and local golf course to nearby Rowan’s Ravine Provincial Park on Last Mountain Lake—making it a welcoming place to live, work, and explore.

Govan is a historic agricultural community located along Highway 20, approximately 111 km north of Regina and near the northern end of Last Mountain Lake. Established in the early 1900s, Govan grew into a key settlement supported by lake transport and, later, the regional railway network. Today, the town is home to about 200 residents and maintains a strong community spirit shaped by its farming roots. Govan is also known for its local heritage events, including longstanding traditions such as the Govan Old Tyme Fiddle Festival, which draws visitors from across North America.

Nokomis, historically known as “Junction City,” continues to live up to its name as a community built around connection and opportunity. Strategically located at the junction of Highways 15 and 20 and within reach of 80% of Saskatchewan’s population, it serves as a hub linking entrepreneurs to essential amenities and a strong regional economy. The town offers ultra high speed internet, proximity to major industrial developments such as the BHP Jansen mine site, and a blend of rural charm with easy access to urban conveniences. Residents enjoy a balanced lifestyle supported by rich community history, recreational facilities, and a reputation for having some of “best water in the west.”

INVESTMENT FIT

- Finance & professional services hub (insurance, bookkeeping/tax, and consulting)
- Downtown storefront - food, wellness, and specialty retail
- Healthcare & seniors campus strategy - assisted living, clinics, therapy/fitness, and home-care services. Health care is a growth sector where Strasbourg can host a major project.
- Light industrial & value-added ag manufacturing - food processing, modular fabrication, ag-equipment remanufacturing, and warehousing
- Remote-work & education/training node - co-working and learning centre for micro-credentials, trades upskilling, and remote service firms
- Recreation & tourism gateway to Last Mountain Lake - accommodations, dining, events

INVESTMENT FIT

- Nature-based tourism & birding - eco-lodging, guiding, rentals, and migratory-season events
- Seasonal hospitality & recreation - concessions, café/bakery, bait & tackle, boat services, and catering
- Ag-adjacent small enterprises - recycling micro-depots, farm-supply outlets, mobile mechanics, and small fabrication
- Heritage & cultural experiences - heritage walks, micro-events, artisan markets, and school programs
- Highway-service convenience (Hwy 20) - improve EV charging, washrooms, and grab-and-go options to capture pass-through traffic.

INVESTMENT FIT

- Ag-supply, repair & logistics hub - farm inputs, equipment repair, precision-ag services, and short-haul trucking
- Potash & industrial project services (near BHP Jansen) - field services, fabrication/maintenance, mobile trades, training, and workforce housing
- Health & seniors-living continuum - assisted living, home-care co-ops, therapy, and telehealth
- Small-scale food processing & craft manufacturing - small-batch food/beverage, wood products, and ag-value processing
- Professional services & remote-work hub - consultants, ag-tech, bookkeeping, design/IT, and training
- Recreation & short-stay tourism support
- Infill housing & mixed-use main street

REGIONAL SNAPSHOT



2021 Census Population:
1632 (780 males, 800 females)
2024 Estimate:
1664 (+2% since 2021)



Median Age: 50.6
Dominant age group: 65–69
Working-age (15–64):
54.3% of the population.



46% have post-secondary
qualifications.
One in five adults holds a
bachelor's degree or higher.

Major Occupations - comprise 67.9% of local positions.



Trades



Sales &
Service



Transport &
Equipment Operators



Natural
Resources



Agriculture



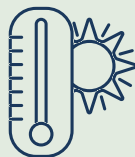
2024 Households: 753
Owner-occupied: 83%
Average household size:
2.1 persons



Median household income:
\$65,634
Average expected to rise from
\$90,915 (2024) to \$101,681 (2029)



83% own & 17% rent
91% single-detached houses.
Couple families: 89% (60% without
children, 29% with children)



28°C



-17°C



Avg Precipitation
~350-450 mm/yr



300 - 320 days of
sunshine/year



Affordable
Diverse Land



Dark, Rich,
Productive Prairie Soil

Why Invest Here?

Market Fundamentals

A stable, service-rich regional centre with strong export anchors.

Strong export-driven base sectors: Public administration, health care, finance/insurance, and agriculture are the region's highest-concentration industries and anchor its export economy. Farms, local government, credit intermediation, and nursing care collectively drive most of the region's export value.

Experienced, trades-heavy workforce: Employment is concentrated in trades/transport, sales/service, natural resources/agriculture, health, and education—skills aligned with ag supply, maintenance, industrial services, and community care.

Resilient network of small businesses: The region has 122 employer businesses—mostly flexible, community-rooted micro-enterprises—concentrated in agriculture, retail, construction, accommodation/food, and health care.

Cost-competitive, low-barrier operating environment: Rural cost structures, available land, and modest wage levels create an attractive environment for start-ups, expansions, and mobile service firms.

Growing recreation and tourism base: RV parks, camps, and visitor-serving accommodation have seen notable job growth, showing increasing demand for tourism and hospitality services.

Fibre-enabled communities: Supports remote work, digital service firms, and education/training providers—an advantage in a rural setting.

Strong public-service infrastructure: Health care, education, and local government provide stable employment and reliable services far above what is typical for a region of this size.

A high-opportunity region, low-competition rural market with strong public-sector anchors, established export strengths, and extremely significant supply chain gaps waiting for local suppliers to fill.

Market Gaps

Where Investors Can Lead, Not Follow.

Major import leakage: Over 84% of industry purchases and 91% of total demand are sourced outside the region—leaving over \$38M in opportunities for local suppliers. **Minimal manufacturing base:** Manufacturing is effectively absent, creating openings for value-added ag processing, small-batch food, modular fabrication, and repair/remanufacturing.

Limited logistics & warehousing: Aside from a few trucking firms, transport and storage services are largely missing—ideal for short-haul trucking, ag logistics, and local distribution hubs.

Underserved professional & technical services: Professional and technical services are 96%+ imported, with only two local firms—strong opportunities in accounting, engineering, consulting, IT, ag-tech, and training.

Retail and convenience gaps: Essential retail categories (grocery, general merchandise, clothing, electronics) have no local supply—demand is wide open for basic retail and food services.

Housing & facility shortages: Aging demographics and limited rental/infill supply create clear demand for seniors housing, infill, and mixed-use developments.

Skilled-labour shortages: Gaps in trades and technical labour open the market to mobile service firms and regional contractors.

Low competition, strong first-mover advantage: High infrastructure readiness but weak business dynamics and marketing mean early investors can establish category leadership with limited competition.

Competitive Advantages

Our Investment Readiness - From the Region to You

As a region, we're united in creating a welcoming, well-prepared environment for your investment. By collaborating, we streamline decision-making, reduce barriers, and give investors access to a broader customer base and workforce. At the same time, our region remains wide open for growth—many sectors are underserved, meaning you'll face limited competition and can scale quickly. Working together, we provide a market that is both ready for new investment and eager to partner with you as you build and expand in the Last Mountain region.

Strong Public-Sector Anchors: The region is unusually strong in public administration, health care, education, and finance and insurance, with high employment concentration and long-term stability. These anchors provide steady demand for services, housing, retail, and workforce amenities.

Proven Export Strength in Key Industries: Agriculture, credit intermediation, local government, and nursing care account for a substantial share of regional exports, providing investors with a dependable economic base and opportunities to build around established, export-oriented activity.

Low-Cost, Low-Competition Operating Environment: With predominantly small businesses and minimal sectoral saturation, new entrants face fewer competitive barriers and benefit from lower operating costs than in larger centres. Few sectors are crowded, creating space for niche operators and first-movers.

Fibre-Enabled Rural Connectivity: High-quality broadband across the region, enabling remote work, digital service delivery, e-learning, and technology-enabled business models—an advantage not common to many rural regions.

Accessible Workforce With Practical Skill Sets: The labour force is concentrated in trades, transport, sales/service, natural resources, health, and education—skills aligned with ag supply, logistics, construction, care services, and local operations. This creates a strong foundation for industrial, service, and community-based enterprises.

Stable Demographics and High Homeownership: High rates of long-term residents and homeownership provide community stability and support for local services. Steady population patterns and older demographics create predictable demand for health, seniors housing, retail, and service businesses.

Growing Visitor and Recreation Base: Tourism-related employment—especially RV parks, camps, and accommodations—has grown, anchoring an emerging visitor economy tied to Last Mountain Lake and regional parks. This provides a platform for hospitality, events, retail, food service, and recreation-based ventures.

Strong Infrastructure Readiness: The region scores highest in infrastructure and amenities (70%), indicating that essential foundations—roads, utilities, broadband, and community facilities—are well-positioned to support new investment.

Opportunities



AGRICULTURE & VALUE-ADDED PROCESSING

Leverage a strong agricultural export base to develop agri-food processing, farm-to-table products, and agri-tourism experiences.

Agriculture is one of the region's strongest economic pillars, with high export activity and deep expertise in crop and livestock production. This creates ideal conditions for investment in agri-food processing, farm-to-table products, and specialty food manufacturing, especially given the near-absence of local manufacturing capacity and the region's heavy reliance on imported food products. Investors can also tap into growing interest in agri-tourism - including farm experiences, local food events, and value-added visitor offerings - aligned with the region's tourism growth and recreational assets.



MANUFACTURING & ARTISAN PRODUCTION

Capitalize on near-zero local manufacturing to lead in small-scale production, artisan goods, and import-substituting specialty manufacturing.

With almost no manufacturing base—most subsectors record zero employment—there is significant space for small-scale production, artisan goods, and specialty food and beverage processing. The region imports more than 84% of its goods and services, including manufactured products, creating clear opportunities for import substitution across food, materials, fabricated goods, and agricultural inputs. This low-competition environment offers first-mover advantages for entrepreneurs in modular fabrication, wood products, craft manufacturing, and value-added agriculture.



TOURISM & RECREATION

Build on growing visitor activity with festivals, heritage attractions, outdoor recreation, and lifestyle-oriented tourism offerings.

Tourism is an expanding opportunity, supported by strong growth in RV parks, campgrounds, and visitor accommodation employment. Investors can build on this momentum by developing festivals and events, heritage tourism experiences, recreation amenities, and nature-based activities tied to Last Mountain Lake and nearby parks. The region's stable population of retirees and growing number of young families drive demand for outdoor recreation, wellness, and lifestyle-oriented tourism products, positioning the area as a compelling destination for both short-stay visitors and seasonal residents.

Incentives & Support

Across the LMEDA region, our communities work together to make investment entry smooth, cost-effective, and well-supported. Each town offers a suite of financial and regulatory incentives—ranging from tax abatements on new builds and expansions to grants for storefront improvements, façade upgrades, and downtown revitalization projects—providing meaningful up-front savings for developers and business owners. Strasbourg, for example, offers storefront grants of up to \$5,000 and multi-year tax abatements depending on project type, ensuring that early capital investment goes further and revitalization projects can take shape quickly. Other communities offer similar investment-friendly programs designed to lower barriers and accelerate development activity.

Beyond financial incentives, the region provides robust planning support, business facilitation, and cross-community collaboration through LMEDA. With communities actively coordinating land availability, infrastructure readiness, and permitting processes, investors benefit from a responsive and unified approach rather than navigating each community in isolation. This regional cooperation reduces friction, shortens project timelines, and enables businesses to scale seamlessly across multiple markets. Combined with strong local infrastructure, fibre-optic connectivity, and a welcoming business climate, the LMEDA region offers a practical, partnership-driven environment where investors can confidently establish, expand, and thrive.

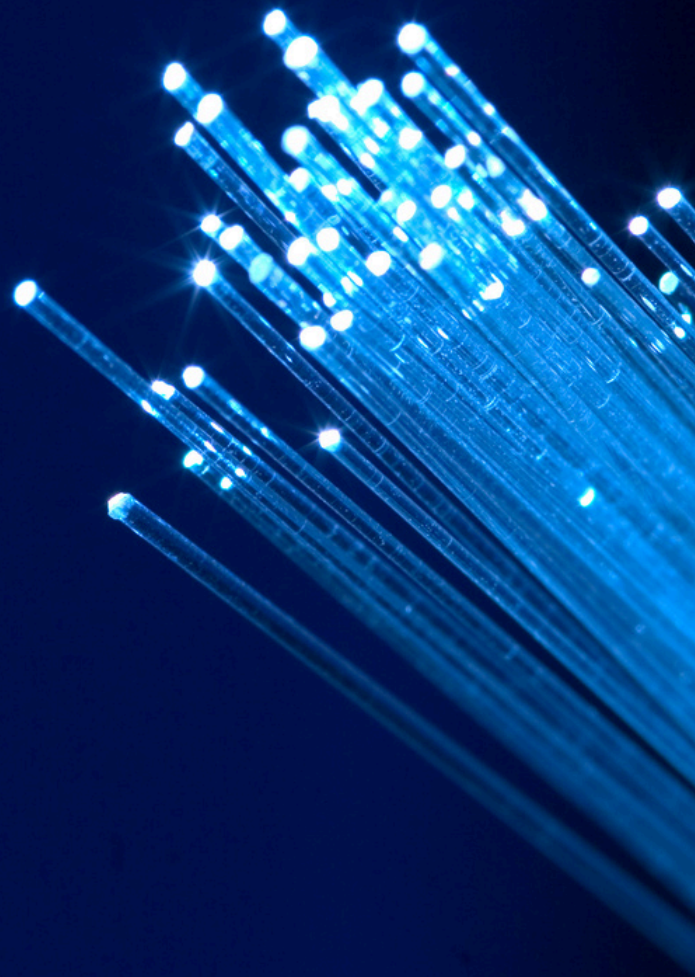
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With communities working together to streamline investment, supported by reliable infrastructure and fibre connectivity, the region provides a predictable, partnership-driven environment where new ventures can gain market share quickly and scale with ease.



BUSINESS CLIMATE

Industry

The region's business landscape is driven by small, service-oriented enterprises, with the largest concentrations in agriculture, retail, construction, health care, accommodations/food, and other local services, reflecting a diverse but community-rooted economy.

Sectors with the Largest Number of Businesses:

Agriculture, forestry, fishing, hunting: 24

Retail trade: 16

Other services (except pub. admin.): 11

Construction: 9

Health care & social assistance: 10

Accommodations and food: 10

The LMEDA region offers a stable, low-cost, and low-competition business climate, shaped by strong public-sector anchors and a dependable agricultural and services economy that provides consistent demand.

Accessibility



Regina International Airport is only about 88 km from Strasbourg (roughly a one-hour drive) providing the region's closest gateway for passenger travel and air cargo services. Saskatoon International Airport is also accessible within approximately 219 km, or about two and a half hours, giving investors a second major aviation hub within easy reach.



Rail infrastructure is accessible through nearby CN and CP mainlines, which dominate freight movement across the Prairies and link Saskatchewan to North American ports and intermodal hubs.



The region is well-served by Saskatchewan's provincial highway network, linking communities directly to Highways 20, 6, 11, and 15, which connect quickly to both Regina and Saskatoon and integrate with the Trans-Canada Highway corridors used for long-haul trucking across Western Canada.



Distance to:

Saskatoon - About 2.5 hours

Regina - About 1.0 hour

Winnipeg - About 6.5 hours

Edmonton - About 7.5 hours

Infrastructure & Services

The region is supported by strong, reliable municipal and provincial utility systems that provide a stable foundation for new residential, commercial, and industrial investment.

Water & Sewer Services

The communities across the region operate their own municipal water and sewer systems, providing dependable potable water and wastewater treatment for households, businesses, and light industry. Municipal servicing capacity is already in place in each town, enabling infill development, downtown revitalization projects, and new commercial sites without extensive off-site infrastructure requirements.

Power & Energy

Saskatchewan's electrical grid—delivered by SaskPower—provides reliable, province-wide service to all LMEDA communities, ensuring consistent power quality for residential, commercial, and industrial users. Saskatchewan is a regulated utility market, meaning energy prices do not fluctuate by community or through competitive retailers. Instead, all customers pay the same predictable rates, creating a stable environment for long-term business investment. Electricity in the region is provided by SaskPower, with standardized 2026 rates that include a \$31.16 monthly basic charge and an energy rate of 15.476¢/kWh for rural and urban customers. SaskPower has approved 3.9% rate increases for both 2026 and 2027, adding about \$5/month for residential customers and \$11/month for farms. Natural gas service is supplied by SaskEnergy, which uses a province-wide structure consisting of a basic monthly fee, a delivery charge, and a commodity charge passed through at cost.

High Quality Digital Infrastructure

The region is fully serviceable by fibre-optic connectivity, which supports remote work, digital services, online training, ag-tech applications, and data-reliant business operations. This digital backbone is a competitive advantage for a rural region, enabling growth in professional services and digital-enabled industries.

Waste Management

The region is supported by a comprehensive and well-organized waste management system anchored by municipal facilities, regional transfer stations, and province-wide recycling programs. Nearby full-service sites—such as the Lumsden Solid Waste Facility—provide structured disposal, recycling, and materials recovery services, including dedicated areas for metal, clean wood, household recyclables, and reusable goods, all managed with on-site attendants to ensure proper sorting and environmental compliance. Residents and businesses also benefit from Saskatchewan's broader Solid Waste Management Strategy, which provides recycling programs for electronics, paint, agricultural plastics, household hazardous waste, and grain bags—supporting sustainable waste reduction across rural communities. Regional operators like Loraas Disposal and Waste Management (WM) offer curbside pickup, depot services, commercial bins, and construction waste solutions, ensuring that both small businesses and larger industrial users have reliable, scalable options for waste and recycling.

Together, these services give the region modern, flexible, and environmentally responsible waste management infrastructure, meeting the needs of households, commercial operations, and agribusiness while keeping disposal convenient and cost-effective.

BUSINESS CLIMATE

Property Availability

Residential and commercial property availability across the LMEDA region is accessible, affordable, and flexible, offering investors opportunities in housing development, main-street revitalization, specialty retail, services, and light industrial operations. The region's low-density layout, municipal servicing capacity, and small-business orientation create a development environment ideally suited for builders, renovators, and business operators looking for a welcoming market with room to grow.

Residential

The LMEDA region offers a diverse supply of low-cost, low-density residential properties, largely characterized by single-detached homes, which make up 91% of all housing in the region. With 83% of units owner-occupied and a mix of one and two person households, the region provides stable, family-friendly neighborhoods with large lots, quiet streets, and room for infill development.

Local communities have available serviced lots for new residential construction, making it feasible for developers to build modest detached homes, multi-unit seniors housing, or mixed-use infill. The region's aging population also signals rising demand for assisted living, rental units, accessible housing, and right-sizing options, creating opportunities for developers who can offer modernized housing forms in a predominantly single-detached market.

Commercial

Commercial property availability in the LMEDA region is strengthened by its small-business-driven economy, with 122 employer businesses, the majority being micro-enterprises with 1–4 employees. This creates openings for new entrants in virtually every commercial category—including retail, professional services, food services, health and wellness, and trades—supported by accessible and underutilized main street and highway-front spaces.

Downtown districts and main street corridors in our communities feature vacant or under-used storefronts, many eligible for local façade and storefront improvement grants and municipal incentives for renovation or adaptive reuse. Highway commercial parcels are also available near key traffic routes, offering opportunities for services such as food establishments, convenience retail, EV charging, and contractor yards.

For larger users, municipal infrastructure and available land supply allow communities to accommodate light industrial, ag-value, warehousing, fabrication, and workshop-style developments, particularly where there is strong demand for import-substitution industries.

CONNECTED LIFESTYLE CORRIDOR

Amenities

The LMEDA region offers a balanced and welcoming quality of life, supported by strong health care, reliable local schools, and easy access to recreation near Last Mountain Lake.



Recreation

The LMEDA region offers a wide variety of recreation amenities anchored by its proximity to Last Mountain Lake, regional parks, community sports facilities, and year-round outdoor activities. Employment growth in accommodation and recreation—particularly the strong expansion of RV parks and campgrounds, which grew from 15 to 37 jobs—highlight the region’s rising appeal as a recreation and tourism destination. Local communities support this base with arenas, sports courts, ball diamonds, curling rinks, playgrounds, and community halls, offering families and visitors a wide range of indoor and outdoor activities across all seasons.

The region’s proximity to major natural assets, including Last Mountain Regional Park and surrounding lakeshore areas, provides opportunities for camping, golfing, boating, birdwatching, hiking, and nature-based tourism. These amenities attract both residents and tourists, contributing to a growing recreation economy supported by nearby accommodations, local events, and community festivals. With easy access to trails, open landscapes, and lakeside leisure, the LMEDA region delivers a balanced lifestyle that blends small-town charm with outdoor adventure—an appealing feature for families, retirees, and recreation-focused investors alike.



Artisan & Cultural Experiences

The LMEDA region offers a growing landscape of artisan, heritage, and cultural experiences that enrich community life and present unique small-business opportunities. Local museums—such as the Govan & District History Museum, which anchors heritage programming and community events—serve as cultural hubs for storytelling, educational programming, and small artisan markets. These venues provide natural platforms for showcasing local makers, traditional prairie craftsmanship, and regionally inspired goods.

Across the region, community halls, seniors’ centres, libraries, and event spaces support artisan workshops, craft sales, seasonal markets, and cultural gatherings, helping cultivate a creative economy rooted in rural heritage. Festivals, community celebrations, and recreation-based events bring residents and visitors together, creating an inviting environment for artisans, performers, food creators, and cultural entrepreneurs.

With strong ties to agriculture, small-town traditions, and prairie history, the region is well-positioned to expand into heritage tourism, creative arts programming, and artisan-driven retail, offering investors opportunities to develop studios, galleries, maker-spaces, cultural events, and tourism-ready experiences that complement the region’s growing recreation and visitor economy.

CONNECTED LIFESTYLE CORRIDOR



Health Care

The LMEDA region is served by a robust and stable health-care system that plays a major role in the local economy and provides essential services to residents across all four communities. Health care and social assistance is one of the region's largest employment sectors, supporting approximately 150 jobs—a high concentration relative to population size and a key regional strength. This includes nursing care facilities, outpatient clinics, and community health services, which together form a dependable base of care for families, seniors, and individuals with ongoing medical needs.

A cornerstone of the region's health infrastructure is the Nokomis Health Centre, which provides long-term care (14 beds) along with respite and palliative services, anchoring seniors care and essential medical support for surrounding communities. Additional care services within the region support primary care access, allied health, and community wellness needs, while larger hospitals and specialized medical services are reachable within an hour via Regina or roughly two and a half hours via Saskatoon. These urban centres offer full-service hospitals, specialists, and emergency care, ensuring the region has direct access to advanced treatment when required.

Overall, the LMEDA region offers high-quality local care, strong long-term care capacity, and convenient access to major medical centres, making it a reliable and supportive environment for residents, businesses, and investors alike.



Education

The LMEDA region is supported by a dependable network of K–12 schools and community-based learning resources that anchor the area's family-friendly environment. Education services represent a meaningful share of the region's employment, with elementary and secondary schools providing the majority of local education jobs. These schools serve students from Strasbourg, Nokomis, Govan, and Semans, offering core curriculum, extracurricular programs, and community-based activities that strengthen the region's social fabric.

Educational attainment levels in the region demonstrate a strong foundation for workforce development, with 46% of adults holding post-secondary credentials and 41% completing high school. This contributes to a practical, skills-ready labour force aligned with the region's key sectors such as agriculture, trades, transportation, health care, and services. While the region does not host a post-secondary institution, it benefits from proximity to major education hubs in Regina and Saskatoon, where universities, polytechnics, and technical colleges offer advanced training, degree programs, and industry-relevant certifications. These centres are reachable within one to two and a half hours, enabling residents and businesses to access higher-level education and professional development.

Overall, the region's combination of local K–12 capacity, strong educational attainment, and convenient access to Saskatchewan's major post-secondary institutions provides a stable and supportive learning environment for families, employees, and employers alike.

VISITOR EXPERIENCE

Warm & Inviting

Where prairie skies meet lakeside adventure, the LMEDA region offers visitors an authentic blend of outdoor recreation, small-town charm, and cultural richness they can't find anywhere else.

Visitors to the LMEDA region are welcomed by a blend of outdoor recreation, small-town hospitality, and authentic prairie culture, anchored by its proximity to Last Mountain Lake and the region's growing recreation economy. Tourism-related employment has expanded significantly, which reflects the appeal of the region's lakeside amenities, nature-based activities, and expanding service offerings that cater to families, retirees, and adventure-oriented travellers.

Outdoor enthusiasts can enjoy camping, boating, birdwatching, hiking, and golf within easy reach of every community, thanks to the region's connection to Last Mountain Regional Park, local campgrounds, and recreation facilities. The area's natural assets are complemented by community-run events, festivals, and indoor recreation centres that offer year-round activities—from sports and fitness to cultural gatherings and artisan markets. With strong heritage institutions such as the Govan & District History Museum and a network of community halls and event venues, visitors can experience the region's local storytelling, prairie craftsmanship, and cultural charm.

Together, these elements create a visitor experience that is genuine, diverse, and memorable, offering investors a stable foundation for expanding tourism, hospitality, recreation services, arts and culture programming, and experience-based businesses that tap into a growing and underserved market.



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