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DUNDURN CONTINUES TO MAKE PROGRESS: DEVELOPMENT, MARKETING, AND COMMUNITY BRANDING INITIATIVES MOVING FORWARD

The Town of Dundurn is pleased to share updates on recent efforts that are positioning the town for future growth. Ongoing collaboration between the Town Council, Administration, and Bloom Centre for Municipal Education has helped the town take significant steps forward, including a key development deal and the beginnings of a strategic marketing and branding process aimed at strengthening Dundurn’s appeal to residents, businesses, and developers.

Sunshine Meadows Investment Moves Forward

A major highlight for Dundurn is the nearly recent \$4 million investment committed by the developer of Sunshine Meadows, which signals important progress for the town’s growth. This investment will help move the residential development forward, supporting future opportunities for housing and community building in Dundurn.

The agreement with the developer reflects the council’s ongoing efforts to create meaningful partnerships and lay the groundwork for long-term success. While there is still much work ahead, the town is encouraged by this positive momentum and looks forward to continued collaboration with developers and residents.

Focusing on Relationships with New Builders and Key Partners

Recognizing that strong relationships are central to Dundurn’s growth, the Town has been exploring innovative ways to engage with new homebuilders and developers. While formal agreements are still in development, the Town is actively working to create the right environment to attract builders who align with the community’s vision for sustainable and thoughtful development.

In addition to fostering connections with developers, Dundurn is working to strengthen relationships with neighboring municipalities, such as the RM of Dundurn, as well as building stronger ties with the City of Saskatoon. These regional partnerships are key to driving long-term economic and residential growth. Dundurn’s close proximity to Saskatoon provides unique opportunities for collaboration, and the Town is committed to exploring ways to work together to enhance growth across the region.

This focus on relationships extends beyond just construction—Dundurn is looking at how partnerships can contribute to the overall wellbeing of the community, fostering economic development

Taking Steps Toward a Marketing Strategy

Based on the findings from the Town of Dundurn Marketing Report, the town is beginning to take concrete steps to develop a broader marketing strategy aimed at highlighting Dundurn’s key strengths. The town is working to promote its affordability, small-town charm, and accessibility to urban centers like Saskatoon and Regina.



300 – 3rd Ave Dundurn, SK S0K 1K0
Phone: (306) 492-2202 | **Fax:** (306)492-2360
Email: info@townofdundurn.ca

While these efforts are still in their early stages, the council is committed to building a marketing approach that will help position Dundurn as a desirable place for residents, businesses, and investors. The ongoing work will focus on finding effective ways to tell Dundurn's story and engage with potential new community members.

Reviewing Branding and Themes with Public Input

Dundurn is also taking a fresh look at its current branding and logo, with plans to engage the community in a public review process. The town is eager to hear from residents as it works to develop a new theme and brand that better reflects the town's identity and aspirations.

This public branding review will help ensure that Dundurn's new brand aligns with the values and hopes of its residents, while also appealing to new residents and businesses. The goal is to create a brand that embodies both Dundurn's rich history and its potential for growth.

Looking Ahead

While there is still much to be done, Dundurn is encouraged by the progress being made through the Sunshine Meadows investment, the early work on a marketing strategy, and the public branding review. The town is working steadily to position itself for future growth and prosperity.

For more information, please contact:
Town of Dundurn
Valarie Schlosser, CAO, admin@townofdundurn.ca