

### **Mayor Deb Higgins – May 31, 2013**

Moose Jaw today is a considerably different city than it was during our grandparents or even our parent's time. We are seeing growth both on the residential and commercial side at a level that has not been seen in years, thanks, in part, to an ever-increasing group of young entrepreneurs and business people. The face of Moose Jaw is changing.

I would encourage each of you to take time, and spend a day in and around Main Street checking out the wide variety of small stores and businesses that now fill downtown Moose Jaw. You will be impressed by the wide variety of goods and services offered and I'm sure you will be impressed by the dedicated, knowledgeable owners of these shops.

Not just in and around Main Street, but across the City, think of the younger generation involved in construction, retail, service sector or professional services. Consider too, how many long-time Moose Jaw family businesses are now being operated by a second or even third generation family member. While some have taken a leadership role in established businesses, others have started new enterprises bringing new ideas, new services and a new attitude to our community. It doesn't take long to realize the lasting impact on our community by this group of confident, enthusiastic residents.

The changing face of Moose Jaw also includes more women breaking new ground and taking on the challenge of non-traditional roles as business owners and operators. The activity in Moose Jaw's business community clearly shows that we are part of this growing trend as women are increasingly active at this level of our economy. Many stores and businesses that are adding value and interest to our community are owned and operated by women.

The trend is not really surprising when we consider that women make up the majority of students enrolled and graduating from post-secondary institutions and women entrepreneurs are one of the fastest growing segments of the Canadian economy. Today, four out of every five businesses are started by women. In Saskatchewan, 68% of businesses are currently owned by men and 32% are owned by women, with the majority of new businesses opened by women

There was a time when many young people felt they needed to move to larger centers for career opportunities. Today, we are seeing many who have lived in Vancouver, Calgary or Toronto moving home to Moose Jaw because they realize there is ample opportunity here to build their businesses and enjoy a quality of life second to none.

These young entrepreneurs and business people are putting a new face on Moose Jaw. It's vibrant, it's exciting and it speaks loud and clear to the opportunity and the future of Moose Jaw.

Deb Higgins  
Mayor