

## **WINTER TOWN THINK TANK APPLICATION**

### **BECOME A WINTER TOWN! IT'S TIME TO PUT ON YOUR THINKING TOQUES AND APPLY A "WINTER LENS" TO YOUR TOWN.**

Making the most of the winter season requires thinking differently. The intent of the WINTER TOWN INITIATIVE is aimed at providing a forum for leaders to come together to brainstorm approaches and actions to enable and promote positive winter experiences.

Create a vibrant and fun town throughout the winter months by taking advantage of the many sport, culture and recreation activities that can be offered! Think outside the "old" winter box, build on the good things already happening, and celebrate winter!

#### **WHY BECOME A WINTER TOWN?**

Transform your community into an inviting, vibrant and prosperous place for residents and visitors throughout winter, enhancing quality of life:

- Opportunity to look at winter as an asset that offers great social and economic value to the community.
- Opportunity to work with our cold climate, instead of hiding from it.
- Opportunity to make it more fun and inclusive to be outside for everyone.

#### **PURPOSE OF THE THINK TANK:**

- A forum to bring leaders together to apply a "winter lens" to the community
- *Starting the conversation* – let's look at winter as our friend instead of foe
- Brainstorm – "pie in the sky" thinking – could aid in future planning or strategy development
- Ideas won't happen tomorrow and no decisions are being made at the session – this process will inspire and get us thinking about what winter can offer!

#### **How does it work?**

1. South East District staff host the think tank on our Zoom platform (we also could explore an in-person session if that is preferable).
2. We offer an introduction to the benefits of a Winter Town and the benefits.
3. We also can share best practice examples before the brainstorming begins to get some ideas brewing.
4. South East District has a short phone meeting with the community contact to finalize the session agenda and focus. An agenda is provided for participants before the session and tailored to the community's needs. The session does focus much on sport, culture and recreation endeavours.
5. All participants are provided a report summarizing all brainstorming after the session.

#### **EXAMPLE THINK TANK QUESTIONS:**

1. What spaces do we have in the outdoors that can be transformed for outdoor winter activity (trails, parks)
2. What can we do in our community to enable and promote positive winter experiences?
3. How can we make it easier to go play outside and provide more creative opportunities for outdoor activity?
4. How can we become a "Winter Town" that embraces the cold season and treasures the beauty and fun of winter?

#### **WHO SHOULD PARTICIPATE?**

We recommend no more than 10-15 participants with a mix of various sport, culture, and recreation representatives along with municipal council representatives and staff. You may also consider involving members of the RM, library, and business community.

Please complete these questions and submit to Joni Hagen, Executive Director, at [ed@southeastdistrict.ca](mailto:ed@southeastdistrict.ca). We will do our best to accommodate all requests.

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| <b>NAME OF COMMUNITY</b>                                                                                                                              |                            |
| <b>THINK TANK CONTACT</b>                                                                                                                             | Name:<br>Email:<br>Phone:  |
| <b>WHY DO YOU WANT TO HOST A WINTER TOWN THINK TANK?</b>                                                                                              |                            |
| <b>WHO DO YOU FORESEE PARTICIPATING IN THE ZOOM SESSION?</b>                                                                                          |                            |
| <b>WHAT WOULD YOU LIKE TO BE THE FOCUS OF THE THINK TANK?</b>                                                                                         |                            |
| <b>WHAT DATES AND TIMES WOULD YOU LIKE TO HOST A THINK TANK? PLEASE PROVIDE TWO OPTIONS. Indicate evening or daytime? What is the preferred time?</b> | OPTION 1:<br><br>OPTION 2: |