

Town of Eastend Communities in Bloom Evaluated Friends Category

2021



Discover a sanctuary for all your senses...



Discover Eastend, Saskatchewan



COMMUNITIES IN BLOOM

EASTEND, SASKATCHEWAN

FRIDAY AUGUST 13th, 2021

9:00 am Tour of the Town - Meet at Town Office
to 12 pm Town Square, School Garden, Library Garden &
 Garden visits (3-4)
 Campground: Tree for Life Program
 Raptor Rounds Mini Golf
 Eastend Historical Museum

12:00pm Lunch at Club House at Streambank Golf Course

1pm to Emergency Response Centre
4pm Wallace Stegner House
 Cemetery
 Rodeo Grounds Arena
 T.rex Discovery Centre
 New Water Plant

Mayor's Message

Greeting to Communities in Bloom from Mayor Jesse Gordon,

Welcome to Eastend! Established in 1914, our Town has long been known for its nationally recognized beauty, location, and abundant recreational opportunities. Eastend is proudly founded on solid principles and core values, and continues to thrive and grow as a community that offers natural beauty, a vibrant arts community and a rich historical past.

On your visit to Eastend you can enjoy our famous 9-hole Streambank Golf Course, our outdoor swimming pool and Splash Park, our new Rodeo Grounds Arena, or tour the renowned “T.rex Discovery Centre”, home to Scotty, voted Saskatchewan’s Official Fossil and the world’s largest T.rex ever discovered. Visit our Raptor Rounds Mini Golf, built by our high school students and inspired by our oldest resident Scotty. Within easy driving of Eastend are two of the prairies most stunning natural parks: Pine Cree and Cypress Hills Park.

Visit our fascinating Historical Museum, the Wallace Stegner House that inspired his book “Wolf Willow”, or dine and refresh yourself at any one of our popular local eateries. Visit spectacular Jones Peak that overlooks the valley where Crazy Horse and his people camped following the historic Battle of Little Big Horn. An overnight visit is highly recommended as it will give you the opportunity to gaze in wonder at the universe from our historic Eastend Wilkinson Observatory.

Whether one is a resident or visitor, I know you will find our tranquil community a sanctuary that will stimulate all your senses. As Mayor of this exceptional Town I encourage you to taste, touch, smell, see and hear all that Eastend has to offer!

Let me encourage you to take your time here and find out what you can discover!

Sincerely
Jesse Gordon
Mayor of Eastend

Council Representatives

Val Bidaux

Roxie Binkley

Stephanie Davisson

Lindsey Illerbrun

Charles Michel

Casey Vaskevicius

CIB Committee

Vivienne Beisel

Mary Thomson

Karl Yarkie

Arlene Arendt

Val Bidaux

Roxie Binkley

Support groups:

Garden Club

Tourism and Economic Development Advisory Group:

Joan Hodgins

Arlene Arendt

Emily Bamforth

Shannon Morris

Rosa Vázquez-Ring

Ethel Wills

Our Biggest Asset – our countless volunteers

All those who work tirelessly to bring our little town's big promise, "*discover a sanctuary for all your senses*", to life for locals and visitors alike.

Our Town



Established in 1914, Eastend is a jewel nestled in the historic Frenchman River Valley better known as the “Valley of Hidden Secrets”.

Eastend is located on one of Western Canada’s oldest trails – the Red Coat Trail (Highway #13). This was the original route taken by the North West Mounted Police on their historic march west in 1874. They set up a satellite police detachment near here, calling it

East End, as it was the east end of their patrol from Fort Walsh (100 miles to the west).

Eastend is famously known as the home to Scotty the World's Largest T.rex. Scotty was discovered on August 16, 1991, by high school teacher, Robert Gebhardt. The T.rex Discovery Centre was built to contain the 65-million-year old fossilized remains of the first *T. rex* found in Saskatchewan.

On the hilltops you can see the last vestiges of the western frontier – Teepee stones, gathering circles, homesteader shacks, and wagon wheels and crumbling log corrals. One can envision the massive herd of buffalo that once roamed oceans of waving grasses.



The Frenchman River winds along the north side of town. The river attracts an abundant variety of birds, water fowl, fish and pond life and is home to a wide variety of wildlife.

Visit Eastend, a community that offers natural beauty, a vibrant arts community and a rich historical past. From breath taking views, boutique shopping, museums, pottery studios, art galleries, and restaurants, to taking in a historical hiking or driving self-guided tours. Play a round of golf on our stunning green 9-hole golf course then cool off at our new Swimming Pool and Splash Park. Spend the evening star gazing at the Wilkinson Observatory, making every minute of your spectacular day and night in Eastend relaxing and memorable.

You may choose to live in Eastend. This sanctuary offers the best of both worlds; the safety of a small community with all the services you need. These include a day care centre, school K to 12, and a dedicated local library. There are year-round activities for all ages, including a Rink, Swimming Pool & Splash Park, Golf Course, Campground, Museum, restaurants, hotel, motel, affordable housing, and Wolf Willow Health Centre. The beautiful open spaces have attracted nature lovers from around the world to come and visit and then make their home in this beautiful town.

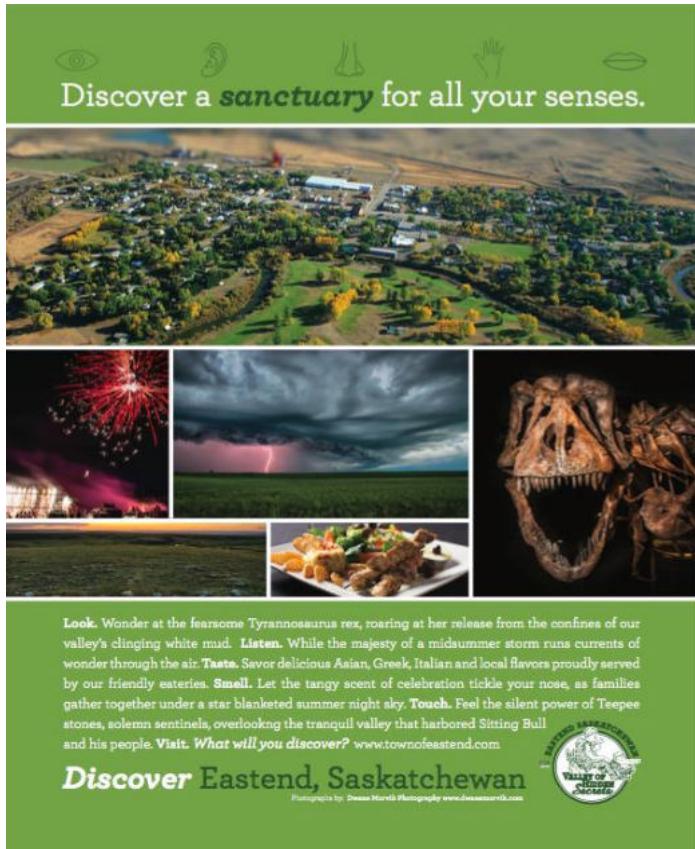
Business opportunities in Eastend are always open to creative and imaginative people. Eastend is a progressive community that offers incentives to new businesses. In this ever-changing world, the reality of living in a tranquil community - with global connectivity – combines to offer a unique environment where you can work remotely and enjoy the peaceful calm and quiet evenings under the stars.

Facts and Statistics (2016 Census)

- Population in 2016: 503
- Total private dwellings: 329
- Private dwellings occupied by usual residents: 267
- Population density per square km: 185.8
- Land area in square km: 2.71
- Average age of the population: 50.6

A new Direction:

In 2016, the Eastend Town Council decided to take a new direction on Tourism and Economic Development. A Tourism Advisory Group was formed, with stakeholders from different areas of the Town, including government, businesses, education and community representatives.



The graphic is a promotional image for Eastend, Saskatchewan. At the top, there are five icons representing the senses: eye, ear, nose, hand, and mouth. Below them, the text reads "Discover a *sanctuary* for all your senses." The main image is an aerial view of the town of Eastend, showing its layout and surrounding landscape. Below the main image are four smaller images: a fireworks display, a dramatic stormy sky, a Tyrannosaurus rex skull, and a plate of food. At the bottom, there is descriptive text and the "Discover Eastend, Saskatchewan" logo.

Discover a *sanctuary* for all your senses.

Look. Wonder at the fearsome *Tyrannosaurus rex*, roaring at her release from the confines of our valley's clinging white mud. **Listen.** While the majesty of a midsummer storm runs currents of wonder through the air. **Taste.** Savor delicious Asian, Greek, Italian and local flavors proudly served by our friendly eateries. **Smell.** Let the tangy scent of celebration tickle your nose, as families gather together under a star blanketed summer night sky. **Touch.** Feel the silent power of Teepee stones, solemn sentinels, overlooking the tranquil valley that harbored *Sitting Bull* and his people. **Visit.** *What will you discover?* www.townofeastend.com

Discover Eastend, Saskatchewan

Photography by: Deanne Horrell | Photography www.deannehorrell.com



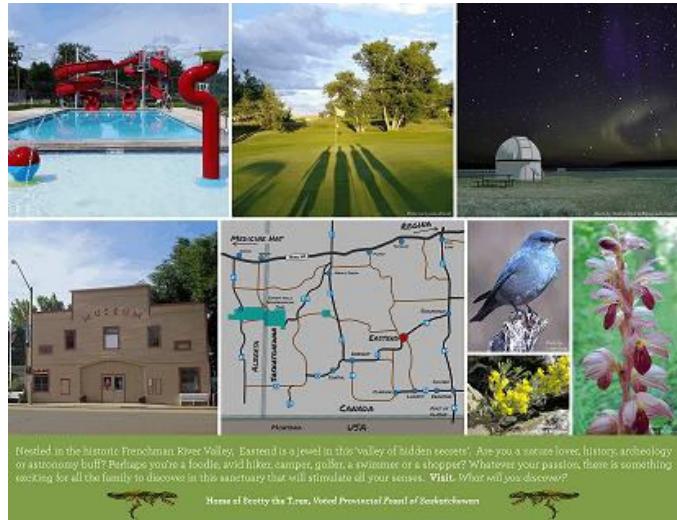
The two main objectives were: 1. to create a more modern and dynamic approach to Tourism and Economic Development; 2. to increase awareness of Eastend as a must-see tourist destination in order to attract visitors and generate new revenue streams to support local businesses.

One of the first areas of focus was the Development of a Tourism Campaign that included a new webpage, town brochure, visitor map and guide as well as advertising, around the theme of Discover a *sanctuary* for all your senses... *Discover Eastend, Saskatchewan.*

This was all about getting potential visitors to wonder what they might *See, Hear, Smell, Taste and Touch* on their visit to Eastend.

The Town offers a unique experience for every visitor. From breath-taking views, museums, pottery clay studios, art galleries, and restaurants, to taking in a historical hiking or driving self-guided tours. Those more active can play a round of golf on our stunning nine-hole green golf course then cool off at our new community Swimming Pool and Splash Park. Visitors can spend the evening of their perfect day star gazing at the Wilkinson Observatory making every minute of their spectacular day and night in Eastend memorable.

By early 2018, over 8,000 brochures had been distributed across Canada, the United States and Mexico. Tens of thousands of dollars' worth of free media was generated, and a record number of visitors and tourism dollars were attracted to our little town.



Eastend's "5 Senses" creative approach captured attention on a provincial, national and international level:

Eastend was featured on ***CBC Radio's Blue Sky***. CTV's national morning show "**The Social**" travel section included Eastend in their "***Canadian hot spots you should probably consider visiting***" as selected by Heather Greenwood-Davis, Editor, National Geographic Traveler magazine.

MSM.com Travel selected Eastend as one of 20 top global "***Up and Coming Destinations Every Canadian Needs on Their Radar in 2018***" alongside well-established international destinations like, Brisbane Australia, Lima Peru, Bogota Columbia, Guanajuato Mexico (Unesco's World Heritage site), Wako Texas, Antelope Canyon Arizona, Ishigaki Japan and many others.

Eastend was recognized as **Provincial Winner of *Communities in Bloom* 2017** and in **2018** in the Provincial Population Category 500-1000. In 2017 the community was awarded **Special Mention for Community Theme** "*Discover a sanctuary for all your senses... Discover Eastend, Saskatchewan*". In 2018 Eastend was awarded **Special Mention for the Town Square**.



In April 2018, Saskatchewan Tourism Board judges selected Eastend as **one of just three finalists** in 2018 ceremony Awards of Excellence for 2017 **Gil Carduner Marketing Award**. Our Town with a population of 503 was in the same category with well-established organizations like the Saskatchewan Roughriders Football Club Inc. and the Wanuskewin Heritage Park.

In May of 2018, SEDA (the Saskatchewan Economic Development Alliance) invited Eastend to attend their Saskatoon Conference. There we accepted the Award as the **Provincial Winner of the SEDA Innovation Marketing Award**.

In 2019 Eastend was awarded, jointly with the RM of White Valley, the Saskatchewan Municipal awards for **Regional Cooperation, Tourism and Re-Branding**. The awards were presented at SUMA and SARM.

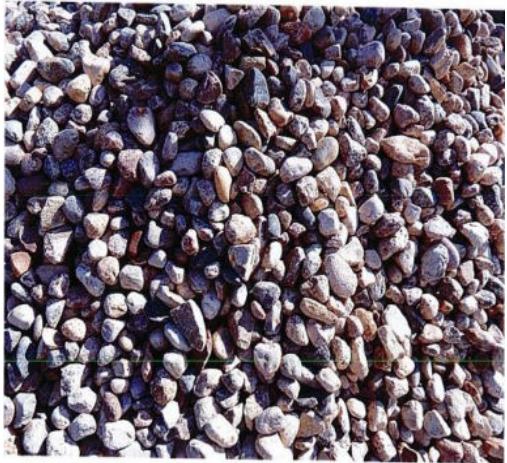
Thanks to our successful Tourism and Branding Campaign, the town received a \$20,000 grant from Tourism Saskatchewan under the Marketing and Event Partnership Program (MEPP). This grant allowed the town to design and launched a new website on March 2021 and 3 new promotional videos are being produced.



Through the Rural Resilience Program, the Town is working with SEDA on a new Economic Action Plan. To implement the plan, a working group has been formed, it includes the Eastend Chamber of Commerce and a diverse group of stakeholders from the private sector.

TIDINESS EFFORT

A sanctuary for all your senses.



Our focus is to have visitors to truly experience our community in every sense. To help them see, hear, taste, touch and feel the beauty and tranquility that Eastend offers. We use river rock throughout the town reflecting the fact that Eastend is uniquely entwined in the arms of the Frenchman river. We are striving to keep everything low maintenance, cost efficient and long-lasting by using materials and vegetation that are native to our demographic area as we know it can withstand our drastic climate changes. We would also like to use landscaping brick throughout the town (low maintenance long standing and easy up keep, with "L" shaped edging for easy

mowing). Our main goal is to keep everything in unison and communicate tranquility in every sense throughout the whole town.

Welcome to Eastend – East and West Entrance

The signs are located in a grassy area on our towns' east and west entrance. The signs are truly beautiful, and blend into its natural background. We have two small solar lights shining up on the signs at night to draw attention to them. Their base is surrounded with river rock. Colorful perennials were planted to brighten the area and draw more attention to the signs.



East Entrance



West Entrance

Information Sign



been placed for visitor convenience at the Town Square and the Town's Park/Campground.

The Town is maintained by a crew of 3 full time employees and 2 summer employees, to help during the busiest time of the year. One of the employees is dedicated to watering the 80 town planters and caring for the campground.

Businesses are encouraged to maintain the front of their establishments.

For many years, the Garden Club selected the flowers that would be planted each year and worked together with the Town workers to design the color combinations and help plant the flowers and plants. Volunteers walk around town checking the flower pots and clearing them of dead leaves or flowers.



The planters have been expanded to include the Campground to further enhance the overall experience visitors enjoy.

In 2020 a formal Eastend Communities in Bloom Committee was formed, with the continued support of the Garden Club and the Tourism & Economic Development Advisory Group.



Just down the highway from the west entrance Welcome sign, is this covered information Kiosk. Along with the entrance signs, the Kiosk base is surrounded with local Frenchman River rock. A weather protected map and visitor guide holder has been added for visitors to learn more about our town and surrounding valley secrets. Transparent, weather proof pamphlet holder(s) have also

To keep our streets clean, garbage cans are situated around Main Street, in the Town square and campground.



Bylaw No. 637/05: To provide for the abatement of nuisances within the Town of Eastend, dilapidated/unoccupied buildings, overgrown grass and weeds, untidy and unsightly property, maintenance of fences, junked vehicles, etc.

Bylaw No. 644/06: Building permits, including demolition of removal of buildings.

Bylaw No. 610/03: To provide for control of unnecessary noise

Bylaw No. 680/10: Sidewalk clearing, including snow, ice or other debris so as to prevent injury and inconvenience to pedestrians.

A Town of dog lovers, Eastend Bylaw No. 690/11 Dog & Cat bylaw: Licensing, Regulating and Controlling. Dogs have to be on-leash and owners of pets must pick up their dog's waste.



To facilitate this, bag dispensaries have been installed in the Town Square and Campground.



To control the cat's population, "live traps" have been set around town. Unless they have a license, all cats will be relocated to farms who have expressed an interest.

To enforce bylaws, the Town council has joined the communities of Frontier, Gull Lake and Shaunavon and has hired a Regional Bylaw Enforcement Officer.

ENVIRONMENTAL AWARENESS

The Town of Eastend is aware of the impact of human activities on the environment, and the importance of best practices with regards to water and energy conservation.

New Water Plant

The First water plant in the Town was set up in the 1950's and in 1975 was upgraded. Nevertheless, government regulations have changed, turbidity of the river has increased over the years, and as the equipment gets old filters can't handle the work. Over the last few years and thanks to the Canada 150 Building Fund, the Town has partnered with the Provincial and Federal Governments to build a new water plant that will allow the Town to become more water efficient.

On August 25, 2017 the governments of Canada and Saskatchewan announced funding to upgrade the Town of Eastend's water treatment facility. The work includes expanding the existing building over a new underground water storage reservoir, improving water treatment, developing and rehabilitating groundwater wells, and installing new raw water supply mains. This project will support the Town's economic growth and development, improve the quality of drinking water and help protect local waterways and ecosystems for years to come.



The governments of Canada and Saskatchewan are each contributing nearly two-thirds of the estimated \$8 million total project cost to this project through the New Building Canada Fund's Provincial-Territorial Infrastructure Component—National and Regional Projects, representing. The Town of Eastend will be responsible for all remaining costs.

The estimated time of completion is August 2021.

“Thanks to funding from the governments of Canada and Saskatchewan, the Town of Eastend can keep moving forward on this important infrastructure project for our community, which will improve the quality of our drinking water, along with the efficiency and service reliability of our water treatment facilities.”

*His Worship Jesse Gordon,
Mayor of the Town of Eastend*

Water conservation

WATERING NOTICE

The Council of the Town of Eastend sincerely thanks our residents for their discretionary use of water during the difficult times experienced this spring at our Water Treatment Plant.

The Council also wishes to remind residents of an On-Going Watering restriction:

ABSOLUTELY NO WATERING between the HOURS of NOON to 5:00 P.M.

"Designated Watering Days" ALWAYS in effect:

- Residents West of Maple Avenue: Tuesday, Friday and Sunday;
- Residents East of Maple Avenue: Monday, Thursday and Saturday.

ABSOLUTELY NO WATERING on WEDNESDAY!

This On-Going Watering Restriction is NECESSARY to decrease the stress on the Water Treatment Plant until an Upgrade is complete.

The Council of the Town of Eastend thanks you for your co-operation in complying with these restrictions, and apologizes for any inconvenience caused.

AFTER HOURS PUBLIC WORKS CONTACT: (366) 295-7497

A close relationship between the Town Office and the community is important in order to maintain our vital water supply.

For example, until our new water plant is completed, town residents are asked to minimize water usage due to stress on our aging water plant. These on-going Water Restrictions were announced in an effort to conserve precious water resources. Although this has an impact on our ability to keep our town as lush as we would like, our residents and town crew continue to do all they can to keep our town, green, bright and blooming.

Bylaw No. 464/94: watering hours and days of lawns, gardens and flower beds.

Garbage and Recycling

In 2015, the Town hired the services of Triways Disposal Services Ltd for residential waste collection and recycle. The services provide Curbside 'Combination Recycling and Garbage Collection', with every household being provided with 2 carts, 1 cart for Garbage (Grey color) and 1 for Recycling (Blue color); with weekly alternating collection of Garbage and Recyclables.

From April 1st to October 31st, there is a monthly yard clean up and organic waste collection, where the staff of the Town collect branches, leaves and grass clippings. These have to be placed in clear garbage bags and stored separately from any other household waste. It is taken to the Town's transfer station that accepts trees, branches, leaves and grass clippings, pruning and clean untreated wood.

All other materials are to be taken to the regional landfill outside of Dollard.

Bylaw No. 649/06: for the collection and disposal of domestic waste and refuse.

Bylaws 681/10: Collection & Disposal, site regulations, garbage reception containers.

In 2016, the Town initiated a program to encourage the use of composters. By purchasing 40 Earth Machine Compost 80-gallon bins, and selling them at cost to residents, this program was a success.

The program will be expanded to include rain barrels, to encourage the use of rain water for gardens and flower beds. Currently we are in the process of researching prices and types of rain barrels that will look attractive and improve the overall view of the Town properties. This program will also include the use of rain barrels in the campground for use in watering the new planters in the campground.

Eastend Town Square and Green Space

In 2020, Communities in Bloom awarded the Town of Eastend the Environmental Action Award for the Development of the Town Square.



The Town Square and Green Space was developed on the previous site of a bulk oil operation and local gas station, as well as an old garage that was formerly used as a reptile zoo. Due to previous operations the area needed to be reclaimed with very little soil disturbance.

The Town Square is a gathering place for the community and hosts regular Garden Market days during the summer months. In addition, we have regular community events, fund raiser barbeques, musical events and celebrations of all kinds.

The Town Square and Green Space is an on-going project, developed by the Town of Eastend in collaboration with the Tourism and Economic Development Board, the Garden Club and the Communities in Bloom Committee.

Phase 1

Started with the development of the “Out Door Market” and floral beds constructed.

Phase 2

Consisted on the construction of public washrooms and the building of benches, 3 pergolas and additional self-watering hanging and ground planters.

Phase 3

Planting of trees and perennials. The trees were chosen for their ability to be environmentally responsible, have minimal maintenance, would be drought tolerant once established, provide shade and beauty. Specifically, poplars and willows were chosen because these species have root systems which have a positive effect on Phyto regeneration of contaminated soil.

5 Assiniboine Poplars - on west side of property, define property and provide shade.

2 Golden Willow - mid area west side.

2 Tartarian Maple – mid area west side.

5 Dwarf Korean Lilacs – provide privacy hedge by washrooms.

1 flowering crabapple – South east, provide visual interest and good spring color

Perennials added to some planters in Farmers Market area (all minimal maintenance required):
Russian sage, Coneflower, Autumn Joy sedum, Liatris and Ornamental grass

The public works employees, with the assistance of the Garden Club and Communities in Bloom Committee, create and plant the colourful and celebratory floral displays throughout the community.

URBAN FORESTRY



Eastend native trees are River Willows, Red Willows, Black Poplar and Chokecherry bushes just to name a few. Most of them grew around the river bank that surrounds the town.

It was somewhere around the 1939 when the Dam was built, along with

irrigation ditches around town, that beautification initiatives took place to plant trees. Pine trees were brought down from Pine Cree Park and replanted, and poplar trees and other varieties were moved in from around the hills.



Cutting/replacement of trees

We understand the importance of maintaining and keep planting trees in our town. The Town crew looks after the maintenance and well-being of trees in public property.

As part of the beautification of the Town Square, in 2017 the Garden Club and a group

of volunteers, planted 5 poplar trees.



In 2018, they planted two Yellow Willows, a Multi-stem Hot Wing, a Maple Tatarian Hot Wing and a crabapple tree, as well as a row of Dwarf Korean Lilacs. Because the town square is situated on contaminated soil the garden group specifically chose willows and poplars to assist in the phyto remediation of the soil.

The Garden Group also planted 2 Spring Snow flowering crabapples (persistent) in front of the Wallace Stegner house and a Hawthorn tree was planted in the boulevard adjacent to the school parking lot.

The Eastend Library Garden is a project that started in 2014. The Garden Club built a bed in the angle of two brick walls of the building— the exposure is north and a little west, perfect for a shade garden – a bit of a rarity in our dry country. They all participated in removing the turf, turning the soil, and hauling in topsoil and compost. We chose shade plants known to survive in

our climate: hostas, ligularia, heuchera, aquilegia, lady's mantle, cranesbill, daylily, lamium and ferns.

Over the years they have taken turns with watering and weeding duties. Homemade deer repellent has been applied as required.

When the bed became well established and was looking mature it was time to plant trees. In 2014, they planted a tree lilac, a bur oak and a tamarack. With the passage of several years the trees also settled in. A serpentine border of attractive blocks was added to the front edge of the shade bed. Plans are underway for the addition of a reading bench in front of garden.



This project has certainly spruced up our library entrance.



This year, thanks to the Saskatchewan Association of Watersheds, the Town of Eastend received 50 trees as part of the Saskatchewan Tree for Life Program.

Thanks to a committed group of volunteers, including a team representing three generations, the trees were planted along the Riverbank by the Eastend Campground.

The trees include 10 Shrub Willow, 20 White Spruce and 20 Blue Spruce.

Currently Town bylaws regarding cutting/replacement of trees on private properties are pending and subject

to the Town Council discussion.

The Town is working with local interested groups to develop a Tree Inventory.



Every year there is a reminder that there is no pruning of Elm trees from April 1st to August 31st.

Bill Lee of "Lee's Tree Care and Landscaping" has been the tree trimmer of the Town for several years. He knows all the trees in town and puts forward recommendations to the Town Council on pruning and trimming that needs to be done to maintain a green and healthy tree population. Bill's knowledge and expertise will be invaluable as we begin to document our Eastend Tree Inventory.

LANDSCAPED AREAS

Our green spaces are fundamental to our community as they provide important social gathering places for residents and visitors to enjoy together.

Town Square/Green Space



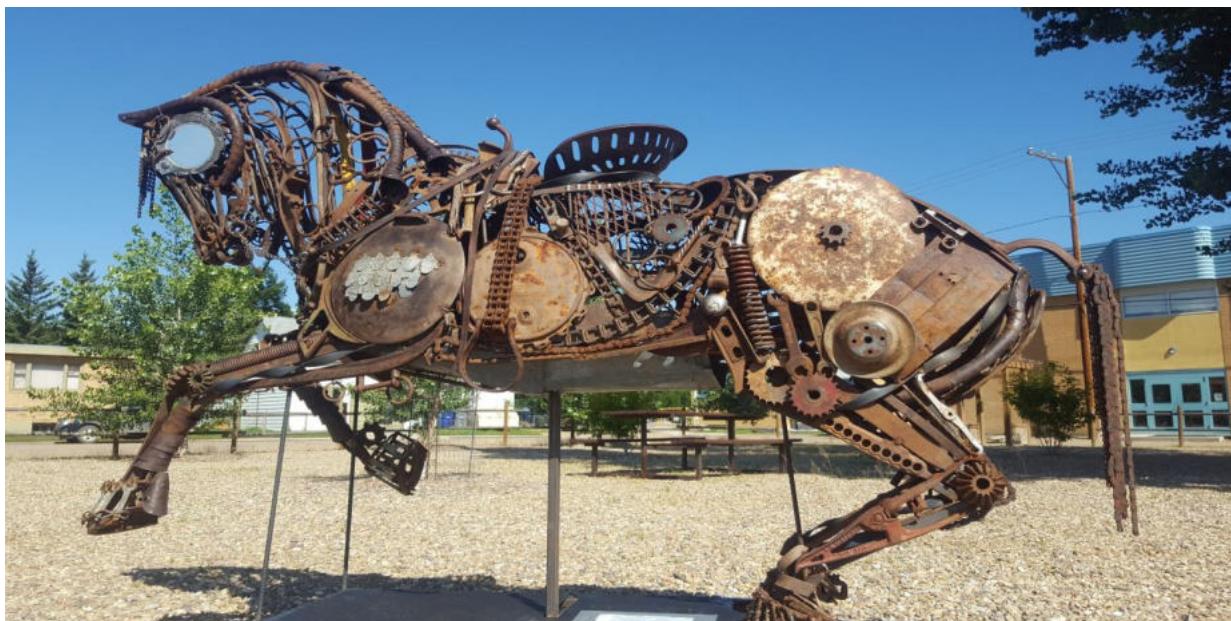
This new community space is a gathering place for the community and hosts regular Garden Market days during the summer months. In addition, we have regular community events, fund raiser barbeques, musical events and celebrations of all kinds.

The Town Square is becoming a vitally important space for community events.

During Dino Days community groups share the space to create the “Taste of Eastend and Outdoor Market”, with live music and family activities.



In 2019, the community was also thrilled to have the addition of horse sculpture on display in the town square. It was created by Grieta Krisjansons – a local artist. The Sculpture is made entirely of scrap iron.



In 2019 in collaboration with the Eastend Public Library, the Town set up a piano in the Town Square as part of the “Play Me I'm Yours Street Pianos” movement which is seeing pianos installed in public parks, squares, railway stations, streets, airports, etc., in places all over the world. Due to COVID-19, the Eastend Library decided to wait until 2022 to set up the piano again.



Future plans include the installation of a sundial and a rock garden.

Town Park / Campground:

We have a gorgeous town park / campground consisting of 43 campsites, a well-equipped playground, two baseball diamonds, a food booth and a cook shack.



We keep our park well maintained and it is busy all summer, with different events, tournaments and concerts.

The new addition is the Mini Golf course, designed and built by our high school students. It opened on the summer of 2017. Every year, the students and a dedicated group of volunteers are hard at work maintaining and improving it. The Mini Golf also provides summer employment for our youth.



We have placed brand new garbage dumpsters to match our faux brick planters and take-one leaflet holders for visitors to learn about all the towns' attractions.

Streambank Golf Course

Eastend's first golf course was situated in the hills, to the north, with a six hole and par 21 sand



greens; no water, no grass, just sagebrush. It looked very similar to the hills of today. In 1967, it was decided to rebuild the course on its present site. In 1976, over 200 hundred trees were planted. Nowadays, the Streambank Golf Course in Eastend is a popular 9-hole course with manicured grass greens and fairways flanked by the serene Frenchman river.

Swimming Pool and Splash Park:

The Grand Opening of our new Community Swimming Pool and Splash Park was on July 29, 2016. A true testimony of community collaboration, over 100 volunteers offered their time and skills to complete the construction. The 45-year-old swimming pool was replaced with this new and improved swimming pool.



Thanks to donations, fund raisings and volunteer work our community bonds together around this new summer gathering site that provides summer employment for our youth.

Besides public swimming, the swimming offers special times for swimming lessons, adult and lane swimming.

T.rex Discovery Centre

Housed in the T.rex Discovery Centre over-looking the scenic valley and town, is the imposing skeleton of Scotty the World's Largest T.rex.



Attracting thousands of visitors each year from around the world. This year, we are celebrating the 30th Anniversary of the Discovery of Scotty.

On Thursday, June 7, 2018 the Honorable Gene Makowsky, Minister of Parks, Culture and Sport, toured the T.rex Discovery Centre to pay a visit to Scotty the T.rex, the best representation of Saskatchewan's newest official emblem, the provincial fossil.



Honorable Gene Makowsky at T-Rex

New Rodeo Grounds Arena

In 1914, the Eastend Sports day program was expanded to include a two-day stampede with mule roping, bareback mule races, cow pony races and other riding events.

A grandstand was built as well as holding pens. The stampede was held without an enclosing fence – riders on horseback surrounded the area where the competitions took place.



Town and RM 49 of White Valley employees, the old arena was dismantled and the new one was created.

The new arena was officially inaugurated during Dino Days' annual Light Horse Show on July 23rd, 2017.



On May and June 2018, new improvements were made, including a new booth, power, sound system, bleachers, just in time for the first “Mini Chuck wagon Races, CCA Saddle Bronc Riding & Redcoat Classic Dog Trials” on June 29-30. This new event attracted people from other provinces and the USA.



*Light Horse Show
- Heritage Circuit*

New Regional Emergency Response Centre / Fire Hall



Our Downtown Core has been further developed with the addition of a new \$1.2M Regional Emergency Response Centre (ERC).

Now fully operational, the public Grand Opening celebration of the Centre took place in November of 2016. The ERC signage and two flagpoles announce to all that this center is here for the protection of the citizens and visitors to Eastend and the RM's of Arlington and White Valley.

The Centre is the operations headquarters for all emergency measures in the Region, including Fire and Rescue, Disaster and Ambulance services.

The Centre's conference room is used for training and Community Group's meetings.

NATURAL AND ARCHITECTURAL HERITAGE CONSERVATION

Conservation of our natural, cultural and heritage buildings are very important to our community.

Biodiversity

The Town of Eastend, along with qualified and passionate volunteers work closely to catalogue and preserve the flora, fauna and natural ecosystems in our area. With the dedicated assistance of the Native Flowering Plant People Group, and Friends of Pine Cree, a grant was secured to catalogue and print a Field Checklist for Plants of the White mud, Southwest Saskatchewan, as well as three brochures:

- White mud area Badland and Dry Prairie Plants
- Pine Cree Regional Park Forest Flowers
- Pine Cree Regional Park Grassland Flowers

These checklists and brochures are distributed to residents and visitors interested on the Flora and Fauna of the White mud and Pine Cree areas.

Grants and donations make the reprinting and updating of these important catalogues an ongoing work-in-progress.



In addition, a Native Bird Checklist of Birds of the White Mud, South West Saskatchewan is maintained and catalogues over 300 unique species of birds found in this valley sanctuary.

The December volunteers from the community participate in the annual bird count. Records are sent to Nature Saskatchewan.



Three auto tours and a walking tour have been designed by volunteers to help residents and visitors enjoy the beauty of Eastend and surrounding areas.

Auto Tour 1: The Frenchman River Valley

Auto Tour 2: The Bench

Auto Tour 3: The Continental Divide

Walking Tour: The Riverbank Trail

Wallace Stegner House

The restored and maintained boyhood home of Wallace Stegner, a famous writer, author, and environmentalist, is a proud addition to the town. Stegner's father designed and built the home in 1914 when they homesteaded in Eastend. The community and geography made an indelible impression upon young Stegner and was the inspiration for much of his writing. Stegner recalls his boyhood experiences in his award-winning book Wolf Willow.



Writer's/Artist's in Residence, as a tribute to Wallace Stegner. Today the house has hosted over 150 artists from around the globe including writers, artists, photographers, playwrights and dancers.

Eastend School (now Seniors Activity Centre)



sessions, card and shuffleboard tournaments, craft and arts events that keep our seniors active, engaged and entertained.

Recreational events are held regularly at our local Seniors Activity Centre by visitors and residents. This includes the popular 'Old Time Dancing' with a live band that plays dance tunes we can all remember every Saturday night. Other events include musical jam

A new roof was needed, and thanks to the fundraising of the Activity Centre Board and a grant the new roof was put and finish in mid-July 2018. The next step is to secure funds to upgrade ramp access and enhance the building with interior and exterior renovations.

The Steel Bridge



A notable landmark, the steel bridge was built in 1925. With the town expanding, and the need for residents and travelers to be able to have access to the North, the bridge was raised two feet in 1928 and concrete posts were installed in 1947. The steel bridge was designated an official Heritage Site in 2016.

Planning is underway for the beautification of the bridge that includes watering planters like the ones featured in the downtown. These are planned

to be installed on both sides of the bridge which leads visitors up to the T.rex Discovery Centre.



Houses of Eastend

A group of enthusiastic volunteers, has formed a new team to document the history of Eastend houses. The group meets at the Library regularly to share and document the fascinating stories behind some of Eastend's oldest homes.

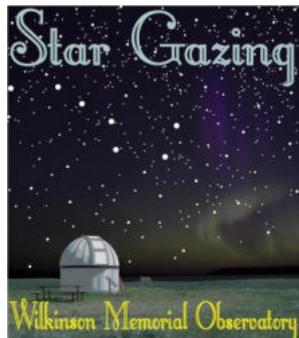
Cemetery

To keep the final resting place for many Eastend former veterans and residents looking groomed and beautiful, the Town and the RM49 of White Valley have purchased a mower exclusively for use on site. In 2019, the Cemetery added a new Columbarium that includes niches and a memory wall.



The Cemetery Board and Town Council are currently exploring various beautification options including the planting of new shrubs and trees, to offer more shade as families visit and decorate the graves of their loved ones. Thanks to a grant from Sask Lotteries, the Cemetery Board will be able to purchase a few self-watering planters like the ones in the Town Square.

Wilkinson Memorial Observatory



One of the finest observatories open to the public in western Canada. Named after amateur astronomer and blacksmith Jack Wilkinson. Spend a night gazing at the wonders of the universe under the beautiful Saskatchewan Skies.

To keep the Observatory in good condition and give guided tours, the Eastend Astronomy Club was established, the volunteers and town are looking for grants to replace the dome which is a few years old.

FLORAL DISPLAYS



Our Downtown Core

The Town has added 10 self-watering planters to our main street's sidewalks. We have re-covered the planters and garbage cans and painted them to match as close as we can with grey stone paint. We are currently considering additional enhancements such as putting up antique lights with hanging baskets along some areas of our downtown core.

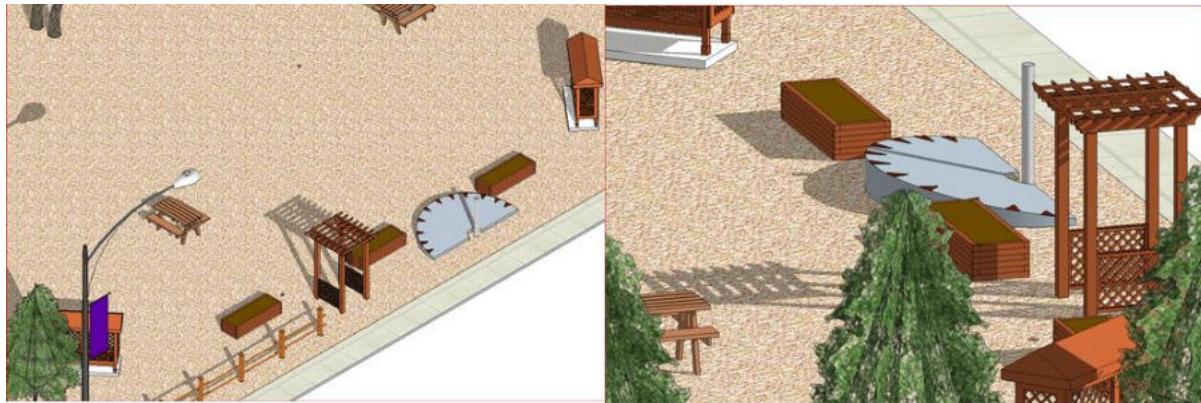
The public works employees, with the assistance of volunteer groups, create and plant the colourful and celebratory floral displays throughout the community.



For 2021, the floral displays included:

Purple Fountain Grass, Dracaenas, Cordylines, Petunias, Lady Godivas, Diamond Snow, Snap Dragons and Catalina.

The Town Square is an ongoing project. Future plans include the installation of a sundial for all to enjoy. This will be done in collaboration with the Garden Club.



Town Square Sun Dial – Artist concepts (above).

In 2020, thanks to donations and a grant from Sask Lotteries, Irons signs showcasing the flora and fauna of the area were made by a local welder and are now on display on main street.



The front of our town office was enhanced by adding a raised/tiered flower bed, made out of landscape bricks and filled with Frenchman River rock and colourful perennials.



We are open to any suggestions that you may have to "spruce up" our Town and Town Office front!

Chamber of Commerce Recognition Event

Given the importance of volunteers to the success and beautification of the town, the Chamber of Commerce has held public 'Recognition Events'. There, residents are awarded recognition as **Citizen of the Year, Volunteer of the Year, and Youth Volunteer of the Year**. In addition, a local business that has helped make improvements to the town environment and visitor experience is awarded **Business of the Year**.



Kiana Kohl
Youth Volunteer



Ethel Wills
Volunteer &
Citizen of the year



**Hidden Valley
Foods**

Jack's Café

On behalf of all the residents of our little town

**Thank you for taking the time to
Discover Eastend!**

A sanctuary for all your senses...

