

# Saskatchewan Municipal Best Practice



## The Red Paper Clip Project

### CONTACT

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Project Date: ongoing

### THE ISSUE

The Town of Kipling felt they needed a way to bring national and international attention to both Kipling and Saskatchewan. In order to do this, the Town traded a home in Kipling with a man who started with a red paper clip. They hosted Saskatchewan's biggest housewarming party and raised money for the community arena, hospital foundation, and other groups. In return, they received free publicity for the town, a commitment for two movies to be made in Kipling, and a commercial made by a company in Spain.

### THE NEED

The Town needed to improve the economic climate of Kipling and wanted to showcase the community. This specific project was used by the Community Development Officer as a means to attract attention to Kipling.

### CREATING THE PRACTICE

The Town found started the project by reading about Kyle MacDonald, who had started trading with a red paper clip with the ultimate goal of finally trading for a house.

### APPROVAL

To create and implement the practice, the Town needed the Council's approval to begin.

## CONSULTATION

Community groups were very involved in this project. The Arts Council ran movie auditions, the Rink Management ran the dance, the Kipling and District Lions Club looked after the information center, and citizens served as ambassadors.

## IMPLEMENTATION

To implement the practice, the decision was made to do this to showcase the community. They approached Moose Mountain Rural Development Cooperative to take part and arranged for the housewarming party in September 2006. The Community Development Officer was responsible for organizing and implementing the required work.

## RESOURCES REQUIRED

### Budget

After an initial project budget of \$20,000, it is estimated that the Town of Kipling has received \$1 million in publicity through the newspaper, radio, and internet.

### Staff

There were ten staff members and fifteen committee members involved in this project. Much help was also provided by many community organizations and other volunteers.

### Infrastructure

Capital costs for this project included the cost to hire the Community Development Officer, and the initial budget of \$20,000.

## EVALUATION

There were many benefits of initiating this practice for the Town of Kipling, namely the \$1 million in advertising. The project has also brought many tourists to the area and there is now a new film company in Town. The challenge of the project was time constraints to plan the event, but everything seemed to come together in the end.

## LESSONS LEARNED

Through this process, the municipality learned to believe in what you have to offer and do not be afraid to try new things. You should also trust in the advice of those hired to provide a service. The excitement and interest in the Town of Kipling has continued well beyond the actual event.