

WINTERYXE STRATEGY IMPLEMENTATION PARTNERSHIP PROPOSAL



TourismSaskatoon



An aerial photograph of a city in winter. A wide river flows from the left towards the center. The right bank is covered in a thick layer of snow, with many trees heavily laden with white snow. In the background, several tall buildings are visible against a cloudy sky with a hint of sunset or sunrise. A bridge spans the river in the distance.

THE VISION

Saskatoon is a vibrant, prosperous and dynamic community that thrives during winter months and works together to support an active winter lifestyle that is inclusive and accessible for all.

OBJECTIVE: Develop Winter Activities and Events

GOALS:

- Drive increased revenue to Saskatoon businesses
- Drive overnight hotel visits
- Create annual/legacy events for Saskatoon

Strategies:

- Partner to incubate and host iconic winter events
- Partner to incubate small, medium & large community driven events
- Create packages to encourage overnight hotel visits

Highlighted Tactics:

- Incubate and launch iconic/legacy events
 - Winter City Marathon
 - Saskatoon X Country Loppet
 - Skijoring and Extreme Winter Event Weekend
- Incubate and develop community association events & new guided and interpretive winter experiences
 - Riverheights city wide outdoor rink event
 - Snowshoeing
 - X-Country Skiing
 - Guided culinary experience
 - Sleighrides through BID's
- Partner with local travel agent to package winter activities with hotel stays and culinary experiences



OBJECTIVE: Develop A Strong Winter Economy

GOALS:

- Increase economic activity for local businesses

Strategies:

- Activate public spaces and draw people outdoors for experiences and events

Highlighted Tactics:

- Launch “Winter Market” on 2nd Ave, at Farmers Market and Broadway.
- Integrate businesses into iconic events as pop-up stations
- Create experience maps for transit users that highlight culinary opportunities and experiences along current transit routes
- Partner with local, traditional media sources to drive awareness and conversion for local businesses
- Promote all experiences and events through Tourism Saskatoon digital marketing campaigns aimed at Saskatchewan travellers



OBJECTIVE: Improve Promotion of Events & Festivals

GOALS:

- Increase visitation to local events
- Create opportunities for staycations & packages

Strategies:

- Promote all small, medium and large winter events, festivals and experiences through Tourism Saskatoon's digital and traditional channels

Highlighted Tactics:

- Create strategic partnerships with local media partners
- Create digital and traditional marketing campaigns that lead back to tourismsaskatoon.com to find information, booking opportunities & inspiration
- Facilitate strategic partnerships with local businesses
- Launch digital platform that provides 'passport like' opportunity for residents to learn about what to do and provide incentives for supporting local businesses and events



OBJECTIVE: Use Snow as a Resource

GOALS:

- Minimize the need to store snow in a storage facility
- Encourage visitation to Saskatoon hotels
- Reduce requirement to store snow

Strategies:

- Animate hotel parking lots with play structures created out of snow
- Animate outdoor spaces that create safe gathering places and encourage outdoor experiences

Highlighted Tactics:

- Work with City of Saskatoon to move snow that can be modeled into interactive snow structures.
- Animate the parking lot of SaskTel Centre to create a purchasable outdoor, winter experience
- Launch TS Winter Campaign in Bess Gardens, Shakespeare Site, Optimist Hill, UofS with snow structures animated



OBJECTIVE: Tell the Story of our Winter City

GOALS:

- Increase awareness of Saskatoon as a Winter City
- Provide opportunities to share the stories of Saskatoon

Strategies:

- Create and curate digital assets that support the promotion of Saskatoon as a winter city
- Create campaign messaging around local stories and activities

Highlighted Tactics:

- Launch Tourism Saskatoon winter campaign in Bess Gardens, Shakespeare Site, Optimist Hill, University of Saskatchewan
- Create a content plan inclusive of blog, and social posts
- Facilitate a local/regional influencer campaign that highlights winter activity
- Partner with local, traditional media sources to drive awareness of winter activities



OBJECTIVE: Support Vulnerable Populations During Winter Months

GOALS:

- Direct additional monetary support to Saskatoon's Interagency Response

Strategies:

- Generate revenue at events incubated by TS that are allocated to vulnerable population initiatives.

Highlighted Tactics:

- Incubate events that provide revenue opportunities
- Provide access to "One Small Step" website through all campaigns and communications
- Provide donation locations through Visitor Centre and event spaces for cold weather clothing



Proposed Implementation Plan

*Subject to public health
guidelines and COVID presence
in community*

December 4th-11th:

Tourism Saskatoon Winter Campaign
Launch

December:

Winter Campaign Launch Events

December 18th-20th:

Saskatoon Winter Markets

January 15th-17th:

City Night Lights Winter City Marathon

January 25th-February 2nd:

Nutrien Wintershines

February 11th-14th:

Eclat Lighting Festival

February 26th-28th:

Saskatoon Loppet X Country Ski Race

March

Skijoring and Extreme Winter Event



Partnership Structure

Partners:

City of Saskatoon
Combined Business Group
Saskatoon Tribal Council

Support:

Meewasin
University of Saskatchewan
Wanuskewin
Saskatoon Nordic Club
Escape Sports
Wildernook
Saskatoon Open Door Society
Shakespeare on the Saskatchewan
University of Saskatchewan
Nordic Ski Club
Optimist Hill
SaskTel Centre
Private Investors and Community Members





“Take it Outside Fund” Event Adjudication Partnership

- Ensure full alignment to winter campaign
- In Partnership with Planning & Development, Recreation & Community Development (ie: Kathy Allen, Lynne Lacroix, Christine Gutmann)

Thank you!

