

# WINTERYXE STRATEGY IMPLEMENTATION PARTNERSHIP PROPOSAL

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TourismSaskatoon





# 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 2<sup>nd</sup> 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](http://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:

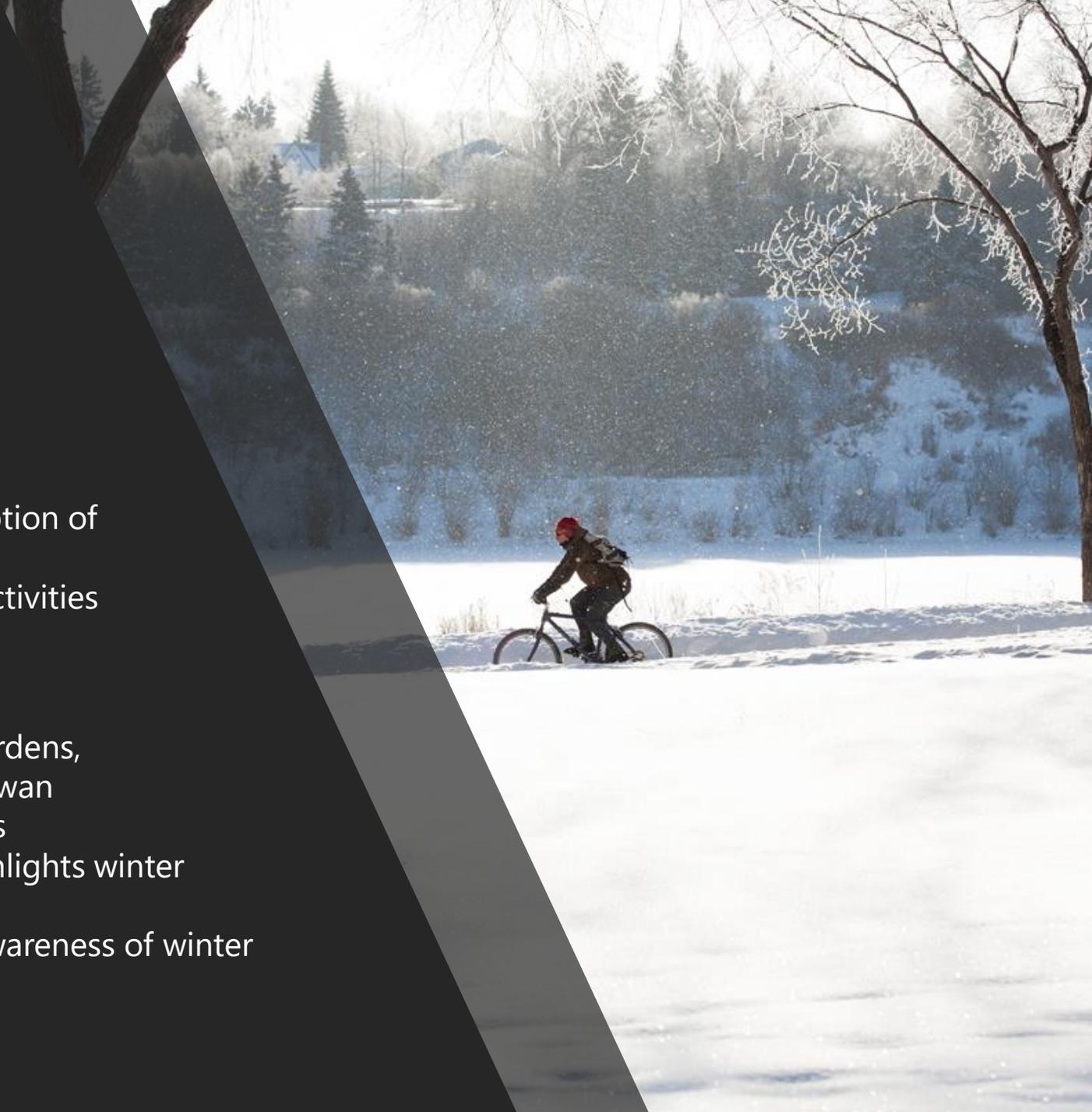
- Increase awareness of Saskatoon as a Winter City
- Provide opportunities to share the stories of Saskatoon

## 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 4<sup>th</sup>-11<sup>th</sup>:

Tourism Saskatoon Winter Campaign  
Launch

## December:

Winter Campaign Launch Events

## December 18<sup>th</sup>-20<sup>th</sup>:

Saskatoon Winter Markets

## January 15<sup>th</sup>-17<sup>th</sup>:

City Night Lights Winter City Marathon

## January 25<sup>th</sup>-February 2<sup>nd</sup>:

Nutrien Wintershines

## February 11<sup>th</sup>-14<sup>th</sup>:

Eclat Lighting Festival

## February 26<sup>th</sup>-28<sup>th</sup>:

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!

