
Subject: Email - Communication - Stephanie Clovechok - Tourism Saskatoon - Recommendations for Permanent Festival Site - CK 620-1
Attachments: tourism_saskatoon_permanent_festival_site_recommendations_.docx

From: Web NoReply <web-noreply@saskatoon.ca>
Sent: Monday, February 22, 2021 10:00 AM
To: City Council <City.Council@saskatoon.ca>
Subject: Email - Communication - Stephanie Clovechok - Tourism Saskatoon - Recommendations for Permanent Festival Site - CK 620-1

--- Replies to this email will go to sclovechok@tourismsaskatoon.com ---

Submitted on Monday, February 22, 2021 - 10:00

Submitted by user: Anonymous

Submitted values are:

Date Monday, February 22, 2021
To His Worship the Mayor and Members of City Council
First Name Stephanie
Last Name Clovechok
Phone Number (306) [REDACTED]
Email sclovechok@tourismsaskatoon.com
Address [REDACTED] Munroe Ave
City Saskatoon
Province Saskatchewan
Postal Code [REDACTED]
Name of the organization or agency you are representing (if applicable) Tourism Saskatoon
Subject Tourism Saskatoon Recommendations for Permanent Festival Site
Meeting (if known) Council Meeting
Comments
I am submitting this Backgrounder as information for Council's consideration while discussing the agenda item of Permanent Outdoor Festival Site.

[REDACTED]

[REDACTED]

[REDACTED]

Introduction

The global pandemic has put incredible pressure on the tourism sector, forcing destination management organizations like Tourism Saskatoon to reimagine our operations and our purpose. The community of Saskatoon has always been at the heart of everything we do, and this focus remains a top priority now more than ever. The future orients us towards sustainable and regenerative tourism for Saskatoon that empowers the local economy, makes Saskatoon a better place to live and shares the best of what we have to offer as an authentic and vibrant community. All necessary growth and development opportunities must be seen through the lens of our desire for growth, access to economic benefit for all within the means of our environment.

Background & Analysis

“Eco-tourism”, “green” initiatives and sustainability have long been upheld as “nice to have” within a destination. The tides have now turned and with the help of COVID-19, the tourism sector is under a microscope as travellers become savvier to the invisible impact travel has on ecosystems, cultural wonders, and community life.

Travel may forever be changed, and we need to create a sustainable visitor economy that enables residents, local businesses, and communities to thrive, flourish and be healthy in every way.

Saskatoon relies on events and festivals as an integral piece of our city’s DNA. The need for a permanent outdoor festival site is extremely high alongside a rapid transit system and downtown entertainment district. The success of these projects relies on our collective efforts around aligning the public and private sectors around a shared vision for the future that prioritizes opportunities for locals, our stakeholders, and our environment first. This foundation will create a collaborative and competitive advantage for Saskatoon long into the future.

This year, Tourism Saskatoon has heard from our partners around the world that travellers will not choose a destination if sustainability is not top of mind and in plain sight, along with safety and security.

Communities across Canada have already embraced sustainability practices in events and festivals and have produced Green Event Guides to support them. [Victoria](#) and [Vancouver](#) are leading the way in supporting event and festival producers in hosting sustainable events in their cities.

Saskatoon has the once in a lifetime opportunity to cultivate pride of place and create inspiring invitations to visit our city through sustainable and regenerative principles that guide the delivery of our experiences. This moment will never present itself and while the world of travel is on pause, now is our chance to create a foundation for a flourishing community.

Recommendations & Questions to Guide the Development of a Permanent Festival Site in Saskatoon

1. How does the development of this festival site meet local carrying capacity limits of water, energy, community, ecology, river, wildlife, and soil? Can needs be identified to ensure that local capacity is driving site design? Are there planned capacity studies so we ensure that capacity is known and over tourism or compression is not a risk and that the space size supports the desired growth of our population?

2. In what ways will the festival site demonstrate a commitment to 90% zero waste in supply chains and 100% renewable energy to offer urban leadership in lowering energy footprint? By addressing these two site operational functions at the new site, we can offer inspiration to our residents and be a model for urban infrastructure development on the prairies. This will provide further opportunity to increase Saskatoon's collaborative and competitive advantage in attracting visitors.
3. How do we ensure the new festival site and its programming demonstrate that it is making Saskatoon culturally, economically, socially and ecologically a better place?
4. Have we engaged our Indigenous and Metis community members to ensure they have provided consent for this project and to ensure they will be actively involved in all next steps?
5. Is there an opportunity to hire a team to support the implementation of sustainability practices and guide the development of a sustainable, no-waste event guide?

Submitted on Behalf of Stephanie Clovechok – CEO, Tourism Saskatoon