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April 16<sup>th</sup>, 2021

Mayor Charlie Clark, and  
Members of City Council  
City of Saskatoon  
222 – 3<sup>rd</sup> Avenue North  
Saskatoon, SK, S7K 0J5

Re: NSBA Support of Downtown Entertainment District

To Your Worship and members of City Council,

On behalf of the NSBA and its members, I am writing this to express our organization's support for the development of the Downtown Entertainment District. The NSBA believes this project will be an important step forward for our downtown, the tourism and entertainment sectors, but critically, for Saskatoon's overall economy. Such developments have been magnets for private investors and development in other cities, and there is every reason to believe that Saskatoon could follow suit in similar fashion, given the proper vision, plan and execution are realized.

Therefore, we are pleased to see City Administration's recommendations for funding options that could be implemented, albeit, some requiring legislative changes. As this process will undoubtedly take some time to come to fruition, it is critically important that this project be treated as a priority and moved forward with a positive and open mind at all levels of government.

The city could view this as a stimulus project at a time when our businesses and the economy are in desperate need for anything positive. COVID has affected every business in Saskatoon, but perhaps nowhere more so than Saskatoon's downtown. Aside from being the economic stimulus during its construction, much more importantly it very well could develop a legacy of investment attraction and business development.

Ideally this would also create long-term employment opportunities and a downtown residential district, complete with all of the necessary amenities. Just as importantly, it gives the proposed Bus Rapid Transit a much more distinct need, as we believe that BRT needs a successful downtown entertainment district just as much as a downtown entertainment district needs a successful BRT.

It's a bold vision, but one our city deserves. As we know, it will take considerable time for it to be realized, therefore it's critical that the right steps forward are being taken now. We encourage you to be bold and take those necessary first steps in the right direction; a positive direction for our City.

Sincerely,

Keith Moen  
Executive Director

