

June 21, 2021

To: Governance and Priorities Committee – June 21, 2021
From: Stephanie Clovechok
Re: Renaming of John A. MacDonald Road


On behalf of Tourism Saskatoon management and Board of Directors, I am submitting this letter of support for the renaming of John A. MacDonald Road in Saskatoon.

Tourism Saskatoon has the privilege of sharing stories from our community that create compelling invitations to drive visitation to Saskatoon. Our city has become well known throughout Canada as a leader in Reconciliation and at a time when the horrors of the Indian Residential School System are coming to light, Saskatoon can continue to act in leadership. The act of renaming John A. MacDonald Road is a small step that, when coupled with acts of consultation, direct communication with residents of the road and public education campaigns, can be a catalyst for residents of Saskatoon to become fully aware of the true history of our community and country. Without this truth, reconciliation and authenticity is not possible.

Saskatoon's visitor economy is reliant on "place authenticity"; a genuine destination for travellers to experience recognizable cultural characteristics. The pandemic has transformed travel, giving rise to a more purposeful and intentional traveller that is driven by an insatiable desire to experience the authentic. Travellers from around the world have become aware of Canada's rich and vibrant Indigenous culture and want to experience it with urgency. With experience like Wanuskewin Heritage Park and The Dakota Dunes Resort in our backyard, Saskatoon will be at the forefront of visitor's minds when they are seeking Indigenous tourism experiences. The impact of a visitor experience will be heightened when the experience of our city is authentic and truthful.

Thank you for your consideration.

Sincerely,



Stephanie Clovechok
CEO