

Fehr, Britney

Subject: Email - Communication - Jason Aebig - Support for Tourism Saskatoons Request for a Funding Allocation - CK 1704-1

From: Web NoReply <web-noreply@Saskatoon.ca>

Sent: June 13, 2021 8:54 PM

To: City Council <City.Council@Saskatoon.ca>

Subject: Email - Communication - Jason Aebig - Support for Tourism Saskatoons Request for a Funding Allocation - CK 1704-1

--- Replies to this email will go to [REDACTED] ---

Submitted on Sunday, June 13, 2021 - 20:54

Submitted by user: Anonymous

Submitted values are:

Date Sunday, June 13, 2021

To His Worship the Mayor and Members of City Council

First Name Jason

Last Name Aebig

Phone Number [REDACTED]

Email [REDACTED]

Address [REDACTED] 4th Ave S

City Saskatoon

Province Saskatchewan

Postal Code S7K [REDACTED]

Name of the organization or agency you are representing (if applicable) Greater Saskatoon Chamber of Commerce

Subject Support for Tourism Saskatoon's Request for a Funding Allocation

Meeting (if known) SPC on Finance - June 14

Comments

Good evening,

Please find the attached correspondence sent on behalf of the Greater Saskatoon Chamber of Commerce CEO, Jason Aebig in support of Tourism Saskatoon's request for a one time funding allocation to be included in the SPC on Finance meeting on June 14th.

Thank you.

[REDACTED]

[REDACTED]

[REDACTED]

June 10, 2021

Standing Policy Committee on Finance
Saskatoon City Council

RE: Support for Tourism Saskatoon's Request for a Funding Allocation

Dear City Council,

Saskatoon's tourism and hospitality providers have been severely affected through the pandemic, curtailed by public health restrictions on travel and gatherings. In particular, the inability to host events has created significant hardship for these businesses since large-scale business events, meetings and conferences drive a high percentage of their bookings and overall sales.

By extension, we understand that Tourism Saskatoon has experienced a 90% decrease in revenues through its Destination Marketing Program, which is not expected to recover and stabilize to pre-pandemic levels until 2025.

As public health restrictions are lifted, and major cities and their tourism sectors focus on economic recovery, Saskatoon will face stiff competition. Every major market will be looking to secure new business events to recover lost ground and get growing again. Without the capacity and resources to compete, Saskatoon could be left to languish as other western Canadian destinations capitalize on pent-up demand for travel and special events.

For this reason, we urge you to support Tourism Saskatoon's request for a one-time injection of \$200,000 from the Civic Hospitality Fund to drive visitors back to Saskatoon and help our city compete and win. Without this investment, our competitiveness and relevance as a major western Canadian destination will hang in the balance – as will the millions in economic benefits visitors bring to our city each year.

The Fund has the capacity to make this investment, leaving a significant balance to rebuild the reserve and provide sizeable grants to support ongoing tourism marketing initiatives. Its dedicated purpose is to support the efforts of special event organizers and marketers to bring these opportunities to Saskatoon.

For these reasons, we hope that you will look favourably on Tourism Saskatoon's request and help kick-start the recovery of our city's visitor economy.

Thank you for your strong leadership over these past months. As Saskatoon's voice for business, we stand ready to work with you to ignite a new era of economic renewal and prosperity for our community. We are a powerful network of businesses, organizations and community-minded leaders who want the best for their city.

Sincerely,



Jason Aebig
CEO