

Subject: FW: Support for Tourism Saskatoon approach to City Policy Committee on Finance
Attachments: TCU Letter to COS for Business Event Allocation.pdf

From: Tammy Sweeney [REDACTED]
Sent: Tuesday, June 8, 2021 11:48 AM
To: Hudson, Janice [REDACTED]
Subject: Support for Tourism Saskatoon approach to City Policy Committee on Finance

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To His Worship the Mayor and Members of City Council,

Attached is a letter of support for consideration at the Standing Policy Committee meeting on June 14th. I would also like to request to speak at the meeting to elaborate on the key points in the letter.

Please confirm receipt of letter and that I will be on the agenda to speak.

Tammy Sweeney, CEO

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We'll continue to check our email and messages frequently while working from home.



SASKATOON'S ARTS & CONVENTION CENTRE

Creating *Great* Experiences

June 8, 2021

Mayor Charlie Clark, and
Members of City Council
City of Saskatoon

Subject: Support for Business Event Allocation from Civic Hospitality Fund

To Honorable Mayor and members of City Council,

On behalf of the TCU Place Management and Board of Directors, and in support of both Tourism Saskatoon, and the key community stakeholders served by Tourism Saskatoon, we are pleased to provide this written letter to City Council. The purpose of this letter is to support Tourism Saskatoon in their request for a one-time payment of \$200,000 from the Civic Hospitality Fund, to enable the acquisition of business events over the coming years.

TCU Place is currently working with our clients and with Tourism Saskatoon, to retain or rebook all cancelled business and develop strong new business as early as 2022. Keeping those events in Saskatoon will help the city and businesses within the city to recover stronger and faster post COVID. We are finding that with the heightened competition among Canadian destinations for event spaces, a financial incentive in the form of room or rent rebates or additional experience opportunities to enhance a bid, will encourage these associations and organizations to choose Saskatoon over other possible destinations. With destinations like Edmonton, for example, recently providing a \$250,000 incentive on a bid that our city was competing on, we must shore our recourses up to be successful in our work.

There may be a lag as the live event business comes back online, and during that lag, there will be a rush to book future events. It is imperative that Saskatoon is present and strong at the beginning of this booking rush to secure as many events as possible for our city. At this time, Tourism Saskatoon is also managing to get by with a 90% decrease in revenues through their Destination Marketing Program, so they do not have the funds required to secure future business adequately. The one-time payment from the Civic Hospitality Fund will be the bridge that is needed to keep Saskatoon on the national and international stage.

Our goal with this letter of support is to enable Saskatoon to not only bounce back from COVID, but to thrive in the face of that recovery. We thank you for your consideration.

Sincerely,



Tammy Sweeney,
CEO TCU Place