

August 23, 2021

Saskatoon City Hall
222 3rd Avenue North
Saskatoon, SK
S7K 0J5

Re: Downtown Event and Entertainment District

Dear City Council,

Thank you and City Administration for continuing the work of planning a Downtown Event and Entertainment District. The economic benefits of such a facility and district for our city and region would be significant, including new jobs, private and public investment, support for our visitor economy, and opportunities for local restaurants, hoteliers and suppliers to grow.

To support the success of the future district, we understand the need for a forward-looking plan that lays out the right development sequence of anchor facilities and amenities and a strong organizational structure to guide its functional planning, design and development. We see a strong, formal role for Saskatoon's business community to support and guide the project on the city's proposed *Advisory Group* which we hope will include the Chamber and other critical stakeholders such as the North Saskatoon Business Association, SREDA, the Downtown and Riversdale Business Improvement Districts, among others.

The scale, potential and importance of this project to the future of Saskatoon is enormous. Know that we stand ready to work with you, and other stakeholders, to help drive the planning process and bring a new Downtown Event and Entertainment District to fruition. As Saskatoon's voice for business, we are a powerful network of businesses, organizations and community-minded leaders who want the best for their city.

Sincerely,



Jason Aebig
CEO