



Downtown Entertainment District Advisory Group Letter of Support

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August 20, 2021

Governance and Priorities Committee
222 3rd Ave North
Saskatoon, SK
S7K 0J5

To His Worship the Mayor and Members of City Council;

On behalf of the NSBA and its members, we would like to commend City Council and Administration for being bold and taking the opportunity to explore the development of a Downtown Entertainment District. As we have expressed in past communication, we sincerely believe this project is a welcome and significant development for our downtown. We see it as a staple to grow our economy, by boosting tourism and creating ancillary business opportunities. We believe it will serve as an investment attraction for many other new and exciting developments.

Regarding City Administration's recommendation for the development of an Advisory Group for the Downtown Entertainment District, we see the merit in such an entity. As such we would gladly participate as a stakeholder in this Advisory Committee, should the opportunity be presented. As a member-driven organization, we believe our organization's contribution to the Downtown Entertainment District's Advisory Committee will be beneficial in navigating the success of the project, for the benefit of the community overall.

If you have any questions regarding this matter, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Keith Moen', written over a light blue horizontal line.

Keith Moen
Executive Director



SASKATOON'S BUSINESS ASSOCIATION