

August 23rd, 2021

Mayor Clark and Members of City Council
Governance and Priorities Committee
City Hall
222 Third Avenue North
Saskatoon, SK S7K 0J5

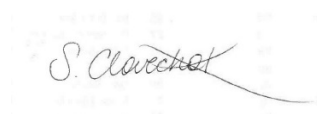
Re: Proposed Advisory Group for Downtown Entertainment District

On behalf of Tourism Saskatoon, I write to express our enthusiasm around the continued discussion concerning the development of Saskatoon's proposed Downtown Entertainment District and, in response to the report put before the Governance and Priorities Committee of City Council on August 23, 2021.

The competitive nature of the tourism industry's business event sector has eternally been high, and now the pandemic has called all bets off and leveled the playing field. Natural landscapes such as oceans and mountains obviously draw high numbers of travellers due to the amount of activity and natural beauty they provide. Saskatchewan's assets may be lesser known but are equally precious and propitious in offering a transformative experience to business, sport or leisure travellers who know very little of our province and city prior to arriving. Saskatoon must present an even more compelling invitation to our destination. Being granted host city status relies on building an entertainment district that supports the City of Saskatoon's vision for a thriving downtown centre.

Tourism Saskatoon supports the creation and establishment of an Advisory Group for the Downtown Entertainment District and as we have voiced in previous communications, look forward to being a contributing member of this group.

Sincerely,



Steph Clovechok
CEO
Tourism Saskatoon

Cc: Patty Schweighardt, Chair Tourism Saskatoon