

December 13, 2021

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

Re: Downtown Event and Entertainment District Advisory Group Composition and Terms of Reference

This letter is in response to the report before the Governance and Priorities Committee of City Council on December 13, 2021. This is a positive step forward that we hope will catalyze significant momentum that will work to expedite the current project timelines.

Today's recommendation to approve the composition outlined in Option 2 is ideal. We hope that the Terms of Reference for the advisory group are approved today, that the City Council members be approved for their term with the advisory group, that The Chair is selected from the City Council representatives and that the open and agency calls are distributed in January of 2022.

Can we agree that timelines are needed as an outcome of the presented recommendations today? We are poised and ready to collectively build a collaborative and driven culture of commitment as advisors to this project so that the group can be urgently established, meet early in 2022 to support the preferred site selection, the selection of facility governance model, establish project partnerships, advise on the creation of the project development plan and funding strategy and, create a funding plan that is approved by council as soon as possible.

The agencies named in this report will represent the collective vision and values of the community members we serve in the name of a vibrant downtown core. As the pandemic continues to hit the hospitality and tourism sectors harder than any other industry, urgent action amongst this group is needed to transform our aspirations into action as we recover and grow through such challenging times.

Our reputation as a city that is known for its hosting excellence world-wide and, our ability to confirm high profile tourism events that drive economic prosperity and social well-being depend on your quick action today and the work that the advisory group will do to achieve excellence within an aggressive timeline.

Sincerely,



CEO, Tourism Saskatoon

Cc: Patty Schweighardt, Chair, Tourism Saskatoon