

## Walter, Penny

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**Subject:** FW: Email - Request to Speak - Brent Penner - Downtown Business Improvement District Amendment Bylaw - File CK 1680-2  
**Attachments:** for\_city\_councillors\_-\_material\_sent\_by\_downtown\_saskatoon\_bid\_to\_property\_owners\_july\_2021.pdf

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**From:** Web NoReply <[web-noreply@Saskatoon.ca](mailto:web-noreply@Saskatoon.ca)>

**Sent:** December 17, 2021 10:48 AM

**To:** City Council <[City.Council@Saskatoon.ca](mailto:City.Council@Saskatoon.ca)>

**Subject:** Email - Request to Speak - Brent Penner - Downtown Business Improvement District Amendment Bylaw - File CK 1680-2

--- Replies to this email will go to [brent.penner@dtnyxe.ca](mailto:brent.penner@dtnyxe.ca) ---

Submitted on Friday, December 17, 2021 - 10:48

Submitted by user: [REDACTED]

Submitted values are:

Date Friday, December 17, 2021

To His Worship the Mayor and Members of City Council

First Name Brent

Last Name Penner

Phone Number [REDACTED]

Email [brent.penner@dtnyxe.ca](mailto:brent.penner@dtnyxe.ca)

Address 242 3rd Avenue South

City Saskatoon

Province Saskatchewan

Postal Code S7K 1L9

Name of the organization or agency you are representing (if applicable) Downtown Saskatoon BID

Subject Item 6.2.2 The Downtown BID Amendment Bylaw, 2021

Meeting (if known) Public Hearing Meeting of City Council - Dec. 20, 2021

Comments

Good morning,

I would like to speak on Monday evening and be available in the event there are questions. For the information of City Councillors, I have attached correspondence sent to property owners in July, 2021 on behalf of the Downtown Saskatoon BID.

Thank you,

Brent Penner

Executive Director

Downtown Saskatoon

Attachments

[for\\_city\\_councillors\\_-\\_material\\_sent\\_by\\_downtown\\_saskatoon\\_bid\\_to\\_property\\_owners\\_july\\_2021.pdf](#)

Will you be submitting a video to be vetted prior to council meeting? No

# DOWNTOWN SASKATOON BUSINESS IMPROVEMENT DISTRICT

SERVING THE DISTRICT SINCE 1986

## SOME OF WHAT WE DO

The **Downtown Saskatoon** Business Improvement District (BID) operates as a not-for-profit organization. Downtown Saskatoon strives to promote, shape, and enhance Saskatoon's downtown as a destination for residential, retail, cultural, and business development. The BID serves as the voice and advocate for the district, giving life to innovative ideas and creative solutions for an even better Downtown. We continuously strive to build connections and partnerships that enrich Downtown Saskatoon through animation and events, and work to ensure the district is clean and safe. Our services aim to enhance the services already provided by the City of Saskatoon, not replace them.

Downtown Saskatoon BID was originally established in 1986. Authorized under Section 25 & 26 of *The Cities Act* and City of Saskatoon Bylaw No 6710, BID activities are financed by a special levy collected from commercial property owners located in the defined boundaries of the Downtown district - between Idylwyld Drive, 25th Street, Spadina Crescent and 19th Street, and the east side of the 400 block of 3rd Avenue South. River Landing could be included in the Downtown Saskatoon district to receive all these same benefits. An eleven-member volunteer board of directors, who either own property or represent a business operating within the boundaries (and are appointed by Saskatoon City Council) governs BID activities. An Executive Director who reports to the board manages the organization.

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- **Advocacy** on a variety of Downtown issues ranging from safety and transit, to Entertainment District and overall development.
- **Planning + development services** geared towards attracting, retaining, and expanding investment in business, residential development, and public amenities.
- **Marketing + communications** for the overall district, including highlights and promotion of Downtown business members.
- Our **Clean + Safe Team** contributes to the beautification of the district through a sidewalk, alley and street-level cleaning program. Seasonal work includes flowerpot maintenance, sidewalk pressure washing, graffiti removal, and snow removal from public sidewalks and pedestrian walkways. As our eyes + ears on the streets, this team regularly interacts with public as ambassadors of the area, reports infrastructure issues directly to the City of Saskatoon, and safety concerns to the Community Support Program and Saskatoon Police Service.
- Manage the **Community Support Program** for the city-centre BIDs, including Downtown. This organization's mission is to provide a safe and enjoyable street experience for everyone in our community.
- Animation of the district attracting people to **BE DOWNTOWN**. Involves in-house programming, as well as sponsorship and facilitation for the space to work with festival and event organizers using Downtown as their venue. There are over 50 Downtown events from SaskTel Saskatchewan Jazz Festival, Nuit Blanche, to our very own annual 2ND AVE Sidewalk Sale and **LEGENDS DOWNTOWN**, to name a few.



**DTN  
YXE  
DOWNTOWN  
SASKATOON**



July 9, 2021

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Dear [REDACTED],

Saskatoon is growing and the Downtown Saskatoon Business Improvement District is looking to grow with it. We want to help make your business property as profitable and prosperous as possible by expanding the services and coverage of the Downtown Saskatoon Business Improvement District.

More investment and more people are flowing into our city daily. This could provide us all with significant opportunities so long as we can compete.

Saskatoon has added new suburban business developments on the fringes of the city that add to our challenges. No matter whether you are a property owner or a business owner; no matter whether you own a retail store or a professional service, you face more competition than ever to attract clients to your area of the city.

### **There is Strength in Numbers**

Since 1986, the Downtown Saskatoon Business Improvement District (Downtown Saskatoon) has been proud to provide downtown businesses with services that improve their appeal.

But do not take my word for it. Carol Dyck, owner of Manhattan Casuals says:

*“The potential for great things happening in the River Landing area is great and having the Downtown BID looking after that area the way they do for the rest of downtown would be beneficial for all involved. Downtown’s Clean Team does a great job in doing regular rounds of the area and helps promote a positive image, and the BID has always been an advocate when dealing with City Hall on issues requiring attention. We hope to see the BIDs scope enlarged to include River Landing.”*

And here is a note from Reddee Properties, owners of several properties in the district:

*“After entering the Downtown market in 2017, we have had open and transparent communication with Downtown Saskatoon. We have worked together on a number of projects that improved our properties and the area as a whole. We have always been confident the BID has the best interests of its downtown businesses at the forefront of its policies. In addition, we have found the projects raised by the BID have been innovative and creative in ways that would rival larger cities. As business owners, we look forward to extending our relationships in the district.”*



A few of our major services include:

- A Clean + Safe Team that sweeps sidewalks (in all seasons), picks up litter and helps control graffiti. These services are above and beyond anything the City of Saskatoon might do.
- Initiatives to reduce loitering, nuisance, and criminal activity, and the operation of the Community Support Program that only provides service within BID boundaries.
- Marketing, Events, Advocacy, and much more!

This is just a taste of the services we provide. For more, visit [www.dtnyxe.ca/the-clean-and-safe-team](http://www.dtnyxe.ca/the-clean-and-safe-team), and please review the enclosed highlight sheet that provides more information.

### **So, what are we getting at?**

To meet the challenges of the future, we need new team members to help us increase our clout, expand our services, and make Saskatoon's downtown an even better place to live, work, and do business. Let me tell you how...

Our Board of Directors resolved to apply to the City to expand our Business Improvement District (BID) to include your property area. This will allow us to build an even greater critical mass of synergies – new pubs and restaurants, new park spaces and new service businesses and offices to add to the collective appeal. It makes sense that Downtown includes this one block that is home to so much.

Of course, nothing comes free. These expanded services and benefits will require contributions by way of an annual levy that is paid by all commercial property owners within the BID boundary. Right now, our southern boundary is 19<sup>th</sup> Street so none of the services we provide or that are listed on the accompanying highlight sheet are performed in your area.

However, this is not a one-way street. We would first like to ask for your support for our application to expand our BID. Second and more important, we would like to hear feedback about the services you want and need to help make your area more appealing and profitable for you and your neighbours.

I am sure you may have questions about this process. You can call me any time at 306-664-0709 if you would like to discuss our proposal further or set up a one-on-one meeting. Alternatively, you may reach me at [brent.penner@dtnyxe.ca](mailto:brent.penner@dtnyxe.ca). I expect to earn the privilege to be your advocate. I look forward to hearing from you as we work to build a bigger and better Downtown Saskatoon.

Regards,

A handwritten signature in blue ink, appearing to read 'Brent Penner'.

Brent Penner  
Executive Director