

## Janzen, Heather

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**Subject:** FW: Email - Request to Speak - Steph Clovechok - Discover Saskatoon - Event Centre Site Selection - CK 4130-14  
**Attachments:** Discover Saskatoon - DEED Location Letter.pdf

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**From:** Web NoReply <[web-noreply@saskatoon.ca](mailto:web-noreply@saskatoon.ca)>  
**Sent:** Tuesday, November 15, 2022 12:13 PM  
**To:** City Council <[City.Council@saskatoon.ca](mailto:City.Council@saskatoon.ca)>  
**Subject:** Email - Request to Speak - Steph Clovechok - Discover Saskatoon - Event Centre Site Selection - CK 4130-14

--- Replies to this email will go to [sclovechok@tourismsaskatoon.com](mailto:sclovechok@tourismsaskatoon.com) ---

Submitted on Tuesday, November 15, 2022 - 12:12

Submitted by user: Anonymous

Submitted values are:

**Date:** Tuesday, November 15, 2022

**To:** His Worship the Mayor and Members of City Council

**First Name:** Steph

**Last Name:** Clovechok

**Phone Number :** [REDACTED]

**Email:** [sclovechok@tourismsaskatoon.com](mailto:sclovechok@tourismsaskatoon.com)

**Address:** 101-202 4th Ave North

**City:** Saskatoon

**Province:** Saskatchewan

**Postal Code:** S7J 1T2

**Name of the organization or agency you are representing (if applicable):** Discover Saskatoon

**Subject:** Arena/Event Centre Site Selection

**Meeting (if known):** Special Meeting of City Council

**Comments:**

I am submitting the attached letter for the package of information and am requesting to speak on behalf of Discover Saskatoon at the meeting.

**Attachments:**

- [Discover Saskatoon - DEED Location Letter.pdf](#)144.01 KB

**Will you be submitting a video to be vetted prior to council meeting?:** Yes

**Publicly viewable / shareable link from YouTube:** <https://www.youtube.com/watch?v=A4zR5XZImSg>

November 15, 2022

His Worship, Mayor Charlie Clark  
222, 3<sup>rd</sup> Ave N  
Saskatoon, SK  
S7K 0J5

**Re: Arena/Event Centre Site Selection**

Your Worship and City Councillors,

On behalf of Discover Saskatoon and our Board of Directors, I am writing in support of Administration's recommendation to approve Site A – Midtown Shopping Centre North Parking Lot, as the location for the future downtown entertainment and event district.

As a member of the Downtown Entertainment and Event District Advisory Committee, I have been very proud of the process City Council and Administration have taken to involve membership-based organizations, and members of the public, to ensure the diverse perspectives of the city are reflected.

The visitor economy in Saskatoon is responsible for \$716 million in annual visitor spending from over 3 million visitors per year. Saskatoon's representation on the global stage is strengthened by our local centres of excellence, sectors of strength, hosting infrastructure and quality of authentic experiences. As the province's fourth largest exporter, we are accountable for close to 70,000 jobs province wide. That is twice as many jobs as the oil and gas & mining industries combined and, the manufacturing industry alone. The direct impacts of our sector are obvious, and it is the less visible, indirect, and induced impacts that are critical to our community. Simply put, when tourism works, we all work.

For Saskatoon's tourism sector to remain relevant, competitive, and sustainable, our hosting capacity must grow to meet the needs of travellers from around the world, while increasing the vitality and quality of life for our residents and business owners. Saskatoon is being celebrated as Canada's strongest economy with a youthful growing population. For us to authentically represent who we are in the world, our infrastructure and hosting capacity must match what we communicate to the world.

Our ability to host international and national sporting, business and cultural events relies on us locating the Downtown Event and Entertainment District in this central location to ensure the walkability and connectivity of our downtown core. We are consistently outpaced by destinations in Canada and around the world that can offer this experience and will be more frequently overlooked by events that not only drive economic prosperity but increase Saskatoon's social well-being if we do not move forward with this project.

Commented [AW1]: Start here

When SaskTel Centre recently hosted the Eagles in concert, there were 600 employees at work on that one evening. Attending with my family, I was greeted by one of these staff members on our way out of



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the building who went out of her way to extend her gratitude to us for coming as she wished us a wonderful evening and week ahead. These jobs are not just numbers. Peel back the layers of the visitor economy and it is there that you will find our friends, family and neighbours who strive to offer outstanding service and who make our quality of life exceptional here in Saskatoon. These jobs and these individuals matter, and their existence relies on this infrastructure to be completed in this location.

The impacts of COVID-19 on our sector are no where near over. We are still projecting full recovery into 2026. When we successfully host events like the Backstreet Boys, for example, our hotel occupancy goes from 52% to 98% overnight. If we want to drive recovery and growth in the visitor economy, we need to continue hosting these high-profile events.

Our city requires a Downtown Entertainment district to drive private investment, inspire human capital and to create a pride of place for our local community. I am confident that the leaders around the Advisory and Steering Committee tables are working collaboratively to ensure transparency, timely decisions and prioritization of social and economic issues that will determine the overall success of this project and that the needs of our community are met at the same time.

Thank you for your continued support and partnership in growing Saskatoon's economic prosperity, social well-being, and quality of life through the lens of the visitor economy.

Sincerely,



Steph Clovechok  
CEO, Discover Saskatoon  
CC: Patty Schweighardt, Chair, Discover Saskatoon  
Councillors Block & Davies, Co-Chair's DEED Advisory Committee