

## Janzen, Heather

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**Subject:** FW: Email - Request to Speak - Alisha Esmail - Downtown Event and Entertainment District - Land Acquisition - Midtown Plaza North Lot - CK 4130-14

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**From:** Web NoReply <web-noreply@Saskatoon.ca>

**Sent:** Tuesday, November 15, 2022 11:48 AM

**To:** City Council <City.Council@Saskatoon.ca>

**Subject:** Email - Request to Speak - Alisha Esmail - Downtown Event and Entertainment District - Land Acquisition - Midtown Plaza North Lot - CK 4130-14

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

Submitted on Tuesday, November 15, 2022 - 11:48

Submitted by user: [REDACTED]

Submitted values are:

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

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

**First Name:** Alisha

**Last Name:** Esmail

**Phone Number :** [REDACTED]

**Email:** [alisha@roadcoffeeco.com](mailto:alisha@roadcoffeeco.com)

**Address:** [REDACTED] Nesslin Cres

**City:** Saskatoon

**Province:** Saskatchewan

**Postal Code:** [REDACTED]

**Name of the organization or agency you are representing (if applicable):** DEEDS Advisory Committee

**Subject:** Request to Speak

**Meeting (if known):** Special Council Meeting Nov. 16th

**Comments:**

Request to speak at the special council meeting on Nov. 16th

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

## Janzen, Heather

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**Subject:** FW: Email - Request to Speak - Alisha Esmail - Additional Letter - Tourism Saskatoon - Downtown Event and Entertainment District Site Selection - CK 4130-14  
**Attachments:** Advisory Committee Letter of Support.docx

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**From:** Web NoReply <web-noreply@Saskatoon.ca>  
**Sent:** Tuesday, November 15, 2022 12:00 PM  
**To:** City Council <City.Council@Saskatoon.ca>  
**Subject:** Email - Request to Speak - Alisha Esmail - Additional Letter - Tourism Saskatoon - Downtown Event and Entertainment District Site Selection - CK 4130-14

--- Replies to this email will go to [alisha@roadcoffeeco.ca](mailto:alisha@roadcoffeeco.ca) ---

Submitted on Tuesday, November 15, 2022 - 11:59

Submitted by user: [REDACTED]

Submitted values are:

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

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

**First Name:** Alisha

**Last Name:** Esmail

**Phone Number :** [REDACTED]

**Email:** [alisha@roadcoffeeco.ca](mailto:alisha@roadcoffeeco.ca)

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

**City:** Saskatoon

**Province:** Saskatchewan

**Postal Code:** S7K 0K1

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

**Subject:** DEED Site

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

**Comments:**  
Submitting Letter in addition to my request to speak

**Attachments:**

- [Advisory Committee Letter of Support.docx](#)13.81 KB

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

November 15, 2022

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

**Re: Downtown Event & Entertainment District Site Selection**

On behalf of the Downtown Entertainment and Event District Advisory Committee, I am writing in support of the Administration's recommendation to approve Site A – Midtown Shopping Centre North Parking lot be the location for the future Downtown Entertainment and Event District.

The DEED Advisory Committee is comprised of community members that represent the diversity in Saskatoon. As appointed members representing the community and member-based organizations, we are responsible for representing the voices of the community members we serve. Our perspective, leadership, experience, and consideration of Saskatoon's ability to be a thriving community for all is guiding City Council and Administration to make calculated and informed decisions.

It is clear to the DEED Advisory Committee that this location presents the most favourable opportunity to become a "destination" in Saskatoon's downtown core. This destination will be where existing and new businesses can flourish, where jobs will be created and where the entrepreneurial spirit of Saskatoon can come to life. Visitors and locals alike will have the opportunity to gather and experience an enhanced quality of life and vitality in the heart of our community where the diversity of Saskatoon can be felt, seen, heard, and understood.

The Committee was pleased to see the Midtown Shopping Centre North Parking Lot as the most favoured site in the results received through the City's outreach and consultation.

This location will ensure a necessary flow and ease of rubber tire and foot traffic while providing the appropriate load in and out requirements for tour busses, teams, and equipment. Its proximity and connectivity to TCU Place, Midtown Mall and the soon to come Bus Rapid Transit system will create multiple transportation options to and from the district while also connecting the district to planned municipal developments and underground walkways.

Without a doubt, this location will provide a more favourable private investment opportunity to meet the capital requirements of the project. The Committee is appreciative and supports the City's constant pursuit of all financial opportunities with the intent to construct the project with no property tax impact, as has been achieved in other North American cities who do not have professional sports teams.

The City's plan to leverage the Property Realized Reserve demonstrates fiscal responsibility and accountability to the community members of Saskatoon.

As the Downtown Entertainment and Event District Advisory Committee, we are proud to represent Saskatoon community members as we embark on this legacy project that will create opportunity, vibrancy and a quality of life for Saskatoonians while ensuring that Saskatoon remains relevant, competitive and sustainable on the global stage.

Sincerely,

Alisha Esmail

DEED Advisory Committee Lead Representative