

Janzen, Heather

Subject: FW: Email - Communication - Jason Aebig - Preferred Site for Entertainment District and Facilities - CK 4130-14
Attachments: Letter_DEED Site Selection_Nov12.pdf

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Saturday, November 12, 2022 3:14 PM
To: City Council <City.Council@Saskatoon.ca>
Subject: Email - Communication - Jason Aebig - Preferred Site for Entertainment District and Facilities - CK 4130-14

--- Replies to this email will go to ceo@saskatoonchamber.com ---

Submitted on Saturday, November 12, 2022 - 15:13

Submitted by user: Anonymous

Submitted values are:

Date: Saturday, November 12, 2022

To: His Worship the Mayor and Members of City Council

First Name: Jason

Last Name: Aebig

Email: ceo@saskatoonchamber.com

Address: 260-536 2nd Avenue North

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K 2C5

Name of the organization or agency you are representing (if applicable): Greater Saskatoon Chamber of Commerce

Subject: Preferred Site for Entertainment District and Facilities

Comments:

Kindly confirm receipt of this submission to Council's Special Meeting on November 16, 2022.

Attachments:

- [Letter DEED Site Selection Nov12.pdf](#) 216.25 KB

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

November 10, 2022

Saskatoon City Council
222 - 3rd Avenue North
Saskatoon, SK S7K 0J5

Preferred Site for Entertainment District and Facilities

Mayor Clark and City Council,

Thank you for making a future entertainment district in Saskatoon's downtown a priority and kick-starting a community-wide conversation on a path forward.

The location known as "Site A" or "Midtown" is preferred for a potential arena and entertainment district based on a review by our 20-member Task Force and 72% of Chamber members who responded to our surveys.

Both site options have their advantages and disadvantages. However, with the right facilities and supporting amenities, the Midtown site offers the greatest potential to reinvigorate our downtown, optimize the redevelopment and utilization of TCU Place, boost our hospitality sector, and grow our economy.

It offers:

- Co-location or connection to TCU Place (cost efficiencies through shared services and personnel, joint programming, co-promotion)
- Proximity to existing restaurants, hotels, bars and retailers
- Commercial and/or residential development potential on 3 sides
- Proximity and access to downtown parking inventory
- Lower net costs for site servicing and development

Chamber members have many outstanding questions surrounding the project. At this stage of the process, the total cost of a new arena, land acquisition, upgrades to TCU Place, and the re-routing adjacent streets and roadways is unknown and will need to be clarified.

What is clear:

- Saskatoon is centrally located and uniquely positioned to participate in the growing large event and convention business in western Canada.
- The adaptive re-use or sale of SaskTel Centre will off-set a portion of capital or land acquisition costs for the new location.
- Updated facilities and a downtown entertainment district will have a positive economic impact on our city and province, creating new jobs, attracting private and public

- Locally owned and operated restaurants, hotels, bars, retailers, and event suppliers will see new opportunities to hire and expand.
- A vibrant entertainment district will enhance downtown safety and vitality into the future.

While the costs of updated facilities and downtown district will be significant, there are significant costs to maintaining deteriorating buildings that are providing less and less benefit to the taxpayers of Saskatoon.

We urge you to adopt Administration's recommendation, and act on community feedback, by securing Site A as the location for a future arena and entertainment district. We believe there is an urgent need to move aggressively on this opportunity, working with all levels of government and private investors to bring the project to fruition.

As Saskatoon's voice for business, and biggest business network, we stand ready to work with you to move the project forward and ensure that it ultimately delivers the highest possible benefit for Saskatoon's businesses and residents.

Sincerely,



Jason Aebig, CEO
Greater Saskatoon Chamber of Commerce