

Janzen, Heather

Subject: FW: Email - Communication - Daniel Afe - North Saskatoon Business Association - Letter Supporting Downtown Arena - CK 4130-14
Attachments: NSBA Preferred Site for Downtown Event and Entertainment Arena.pdf

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

Sent: Tuesday, November 15, 2022 10:22 AM

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

Subject: Email - Communication - Daniel Afe - North Saskatoon Business Association - Letter Supporting Downtown Arena - CK 4130-14

--- Replies to this email will go to daniel.afe@nsbasask.com ---

Submitted on Tuesday, November 15, 2022 - 10:19

Submitted by user: Anonymous

Submitted values are:

Date: Tuesday, November 15, 2022

To: His Worship the Mayor and Members of City Council

First Name: Daniel

Last Name: Afe

Phone Number : [3062423060](tel:3062423060)

Email: daniel.afe@nsbasask.com

Address: Unit 3-701 45th Street East

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K 0W4

Name of the organization or agency you are representing (if applicable): North Saskatoon Business Association (NSBA)

Subject: NSBA Preferred Site for Downtown Event and Entertainment Arena

Comments:

Good morning,

Please find attached NSBA's letter supporting the preferred site for the Downtown Arena.

Thanks,

Daniel

Attachments:

- [NSBA Preferred Site for Downtown Event and Entertainment Arena.pdf](#)196.5 KB

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

November 15, 2022

Mayor Charlie Clark, and
Members of the City Council
City of Saskatoon
222 – 3rd Avenue North,
Saskatoon, SK, S7K 0J5

NSBA Preferred Site for Downtown Event and Entertainment Arena

To Your Worship and Members of City Council,

As mentioned in previous letters, messages and news releases, the NSBA has long supported the development of a Downtown Event and Entertainment District. We believe there are significant economic benefits, tourism opportunities and investment attractions the project will ignite in our City's downtown.

The last time an entertainment arena was being debated in the City, the debate then was whether to build it in the north end or don't build. Today, we have two site options located in our downtown, and the NSBA reiterates that **SITE A – Midtown Shopping Centre North Parking Lot** is the perfect option. The Site fits remarkably well with the City's overall growth strategy, and with the City's recent survey result, the Site has proven to be the best option in every criterion.

Having this facility, located in the north parking lot of Midtown, would have a profound positive impact on our community in ways such as:

- Expansion and connection opportunity for TCU Place
- Proximity to other relevant current infrastructures, such as Midtown Plaza and nearby hotels
- Development of a Stronger Transportation Network
- Opportunity for small and medium size businesses nearby
- Development opportunities for the major streets adjacent to the Site

In closing, this is an opportunity for us to create a more vibrant downtown with an anchor that will attract other investments, presuming it's in the right location. It's critical that we get this decision right, as it will have a long-lasting effect into our future.

Sincerely,



Keith Moen
Executive Director