

Additional Input and Options of the vision statement and guiding principles

History

The Governance and Priorities Committee, at its meeting held on March 15, 2023, considered a report from the Administration regarding the Downtown Event and Entertainment District Plan – Vision Statement and Guiding Principles.

The Governance and Priorities Committee resolved that Administration report back on:

1. an option(s) to include language around Saskatoon as a winter city; and
2. an option to include language about shared prosperity and success, seeking input from the Saskatoon Poverty Reduction Partnership.

1. Option for language around Saskatoon as a winter city:

Input and feedback received regarding the design of the Downtown Event and Entertainment District has included an emphasis on embracing Saskatoon as a winter city. Administration has included the following option around Saskatoon as a winter city within the guiding principle:

A distinctive identity through placemaking/placekeeping:

*Recognize and enhance a District that celebrates the land's heritage, city's history, community's culture and **embraces our winter city** to foster a year-round hub for culture and entertainment.*

This option has been incorporated in Appendix 2 for City Council's consideration.

2. Option for language about shared prosperity and success, seeking input from the Saskatoon Poverty Reduction Partnership:

Administration met with the coordinator of the Saskatoon Poverty Reduction Partnership (SPRP) regarding input and feedback for the vision statement and guiding principles for the District Plan. The following is summarized input, received from the coordinator of the SPRP, related to the vision statement and guiding principles:

- Economic growth is defined more broadly when the term ‘employers’ is used rather than ‘business’. ‘Employers’ refers to businesses, service providers, non-profit and charitable sector, all of which employ people and contribute to the economy.
- Including the word ‘learn’ into the vision statement would reflect the educational opportunities and providers in the city. ‘Live, work, play and **learn...**’
- Could the guiding principles include living wages? How can economic growth be created without considering the types of jobs being created?
- The guiding principles that reference transportation and housing could be broader to encompass all things in the market basket of goods that are used to measure poverty levels – transportation, wifi, childcare, food, clothing, etc.
- Guiding principles will be important to resolve future conflict regarding the project and should be strategically tied to the Official Community Plan in a way that sustainable development principles are the foundation.

Based on this input and feedback, Administration recommends the following options to the vision statement and guiding principles for City Council's consideration:

VISION STATEMENT:

A safe and vibrant Downtown is a welcoming and inclusive place for all people to come together in cooperative spirit. The District supports a strong economy, strengthens our diverse community, and attracts people to live, work, play and **learn** in the Downtown.

A robust and diverse economy:

*Preserve the Downtown as the cultural, social and employment center of the community, while encouraging a thriving, diverse economy that attracts local, regional, and global **employers** to the Downtown and city.*

A healthy and safe community:

*Support an authentic and welcoming community **that promotes equitable opportunities for all to participate, fosters a safe and inclusive environment and cultivates a strong sense of belonging.***

These options have not been incorporated in Appendix 2, however, Administration wanted to highlight these options for City Council's consideration.

The following is additional summarized input and feedback received from the coordinator of the SPRP regarding the overall project:

- How can the use of tools within municipal jurisdiction advance the SPRP commitment that no one working full-time in Saskatoon is living below the poverty line?
 - A collaboration between for profit goods and services, charitable sector and government that creates vibrant neighbourhoods/communities.
 - Individuals and families in Saskatchewan can be below the poverty line working full-time at minimum wage.
 - Minimum wage policy can exclude people from the economy and requires injections of support from agencies, service providers and governments.
 - Acknowledges that minimum wage increases can be difficult for small and medium enterprises – but how does the municipal, provincial and federal governments offset gaps and how could governments use their influence so that changes may benefit small and medium enterprises (e.g. zoning provisions, licensing incentives).
- Animation and activation of the area for non-event times will be important to consider.
 - Consider collaboration between other spaces – library, outdoor festival site, etc.
- Access to public washrooms is critical. How will people access washroom facilities in the area when facilities may not be open.
- ‘Shared prosperity’ and ‘success’ relates to not separating social inclusion and economic growth in sustainable development.
- Consider a large subsection of the population who feels excluded from the conversation because they cannot afford to attend an event.
- This space is meant to be welcoming to all, how will the basic human rights of people be addressed? (access to public washrooms, placemaking, art and culture, transportation, culture, transportation, child care, access to food and water, access to shelter).
- How can public space be used in the Downtown to create equity?
- There is a high degree of vulnerability. Make sure that folks are not criminalized for visiting the public space and are made welcome to use the space.
 - If people show up that need assistance – what are the purposeful and immediate solutions for supports, rather than creating a space that is unwelcoming.
- Consider the event centre facility in case of emergency need. How is this civic infrastructure animated for both direct and indirect uses?
- Consideration for childcare in facility sites – an option while parents are attending events and allows for a different type of animation during non-event times.
- Public wifi should be considered as part of this project.
- Consideration for spaces for families.
- Need for community spaces to gather – free or inexpensive (small, medium and larger meeting spaces)