

Lasby, Mary

Subject: FW: Email - Communication - Adam Peterson - Request for Funding – IIHF 2025 World Junior Championships - CK 1870-15
Attachments: SDMH Inc. Letter of Support - IIHF 2025 World Junior Championships.pdf

From: Web NoReply <web-noreply@Saskatoon.ca>
Sent: Saturday, April 1, 2023 4:05 PM
To: City Council <City.Council@Saskatoon.ca>
Subject: Email - Communication - Adam Peterson - Request for Funding – IIHF 2025 World Junior Championships - CK 1870-15

--- Replies to this email will go to adamp@prhotels.ca ---

Submitted on Saturday, April 1, 2023 - 16:04

Submitted by user: Anonymous

Submitted values are:

I have read and understand the above statements.: Yes

Date: Saturday, April 01, 2023

To: His Worship the Mayor and Members of City Council

Pronouns: He/him/his

First Name: Adam

Last Name: Peterson

Phonetic spelling of first and/or last name: Ah-dum Pee-ter-son

Phone Number : [REDACTED]

Email: adamp@prhotels.ca

Address: 101 Pacific Avenue

City: Saskatoon

Province: Saskatchewan

Postal Code: S7K1N8

Name of the organization or agency you are representing (if applicable): Saskatoon Destination Marketing Hotels Inc.

What do you wish to do ?: Submit Comments

What meeting do you wish to speak/submit comments ? (if known):: SPC April 5th morning

What agenda item do you wish to comment on ?: Request for Funding – IIHF 2025 World Junior Championships

Comments:

Letter of support from the Saskatoon Destination Marketing Hotels Inc. for the funding request to strengthen the bid for the IIHF 2025 World Junior Championships paid from the Reserve for Major Special Events.

Attachments:

- [SDMH Inc. Letter of Support - IIHF 2025 World Junior Championships.pdf](#) 151.65 KB

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



March 31, 2023

Jeff Jorgenson
City Manager, City of Saskatoon
222 - 3rd Avenue North
Saskatoon SK S7K 0J5

Re: Urgent Event Hosting Opportunity – IIHF 2025 World Junior Championships

Dear Mr. Jorgenson,

I am writing to you on behalf of the Saskatoon Destination Marketing Hotels Inc., a not-for-profit organization representing 24 hotels and over 5,000 hotel rooms in Saskatoon. We are the unified voice of hotel and hospitality leaders; our collective success is central to the economic prosperity of tourism in Saskatoon.

The purpose of this letter is to fully support an exciting request from our partners at Discover Saskatoon for support to host the 2025 IIHF World Junior Championships. Hockey Canada has been requested by the IIHF to build a hosting plan for the 2025 IIHF World Junior Championships. Discover Saskatoon and the Saskatoon Entertainment Group are requesting a one-time investment of \$500,000 from The City of Saskatoon to contribute to the revenue targets required to successfully acquire this event for Saskatoon. Maintaining consistency with the partnership with Discover Saskatoon, the SDMH is committed to financially supporting this bid in addition to the requests being made to the provincial and federal governments and to the City of Regina.

In partnership with Regina, Saskatoon will be required to submit a business plan to Hockey Canada by Monday, April 24th, 2023. Our two municipalities have a proven track record in hosting this event with the 2010 World Juniors being one of the strongest producing events in Hockey Canada's history. The bid will be on behalf of Saskatchewan with an additional 5 communities receiving pretournament content should the bid be a success.

This event will generate an anticipated \$50 million dollars in economic impact, drive 300,000 plus fans to the games over the course of the 31-game event, enable 15,000 room nights and over 20,000 out of town travellers in Saskatoon. All 31 games will be broadcast worldwide on TSN/RDS driving over 120 million viewers worldwide, providing international exposure to Saskatoon's hosting excellence, prioritization of Indigenous inclusion and the legacy commitment that we make through major event hosting. SaskTel Centre has hosted 30,000 people during the past two Blades Games as an indication that this sport and our local Saskatchewan players create excitement, drive economic opportunity and a pride of place that creates a quality of life for our residents.

Thank you for your consideration and your understanding of the impact major sporting events bring to Saskatoon.

Sincerely,



Adam Peterson

Board Chair, Saskatoon Destination Marketing Hotels Inc.

CC: Mayor Charlie Clark

John Howden, CEO SaskTel Centre

CJ Dushinski, Chair, Discover Saskatoon

Steph Clovechok, CEO, Discover Saskatoon

SDMH Members:

- **Alt Hotel**
- **Best Western Plus Blairmore**
- **Best Western Plus East Side**
- **Best Western Plus Airport Inn & Suites**
- **Comfort Inn Saskatoon**
- **Comfort Suites Saskatoon**
- **Courtyard Marriott Saskatoon Airport**
- **Dakota Dunes**
- **Days Inn – Saskatoon by Wyndham**
- **Delta Hotels by Marriott Bessborough**
- **Delta Hotels by Marriott Saskatoon Downtown**
- **Hilton Garden Inn Saskatoon Downtown**
- **Holiday Inn Express & Suites Saskatoon Centre**
- **Holiday Inn Saskatoon Downtown**
- **Home Inn and Suites – Saskatoon South**
- **Park Town Hotel**
- **Sandman Hotel Saskatoon**
- **Sandman Signature Saskatoon South Hotel**
- **Saskatoon Inn & Conference Centre**
- **Sheraton Cavalier**
- **Super 8 East – Saskatoon by Wyndham**
- **The James Hotel**
- **TownePlace Suites Saskatoon by Marriott**
- **Travelodge Hotel by Wyndham Saskatoon**