



April 10, 2023

Mayor Clark & City Councillors
City of Saskatoon
City Hall
222 Third Avenue North
Saskatoon, SK

Dear Mayor Clark and City Councillors,

Re: Downtown Event + Entertainment District Vision Statement

Congratulations on your approval of the Vision Statement for the Downtown Event and Entertainment District. This entire project is about a vision for our city, region, and province. It is about ensuring that our city has the necessary amenities and facilities that will help drive economic development for decades to come.

The Downtown Event and Entertainment District is about more than the events centre and convention centre, although they are integral and key parts to be certain. But there is more. It is about creating a city that people want to call home, a city that has a strong center, about creating a district that will catalyze private investment. These elements are critical to make Saskatoon a more competitive city. When done properly, adding density and growth in the City Centre creates a more efficient city, as so much of the basic infrastructure and services already exist.

Recently, we had several historical images of Downtown Saskatoon go out on our social media channels. One of them was the photo shown on page 2 of this letter – showing what Downtown Saskatoon used to look like when the CN rail yards separated Downtown from Riversdale. I am thankful that elected leaders in the 1960s had the foresight to consider the future, and steps were taken that led to the removal of the railyard, the building of Centennial Auditorium, and the establishment of Midtown in 1970.



This is our time to have vision and foresight – to plan for the city we want to live in for the next 50 years. Let us capitalize on the opportunity in front of us. I am thankful for the resolve of those who made critical decisions then, and confident that you, as our elected leaders today will show the same level of determination and vision.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brent Penner". The signature is stylized and cursive.

Brent Penner
Executive Director

cc: Chris Beavis, Chair, Downtown Saskatoon Board of Directors
Jeff Jorgenson, City Manager, City of Saskatoon