

# Proposed Downtown Stimulus Strategy – Additional Information

## ISSUE

This report provides a breakdown of projected deliverables related to a potential investment in the development of a Downtown Stimulus Strategy.

## BACKGROUND

On November 5, 2019, the Planning, Development and Community Services Committee considered the Proposed Downtown Stimulus Strategy report from the General Manager of the Community Services Department, and resolved:

“That the matter be referred to the Preliminary Business Plan and Budget deliberations including a report from the Administration that provides a breakdown on what deliverables could come from an investment of \$150,000.”

## DISCUSSION/ANALYSIS

The 2020-21 Preliminary Business Plan and Budget includes the option for the investment of \$150,000 of reserve for capital expenditures (RCE) funding over 2020 and 2021 to apply additional human resources toward development of the Downtown Stimulus Strategy (Strategy).

This Strategy would incorporate ideas generated through a stakeholder engagement workshop conducted in March 2019, which are not already within currently planned or ongoing activities by the Administration.

Specific deliverables that are expected to be achieved with this investment in the proposed Downtown Stimulus Strategy over 2020 and 2021 include:

- Establishing a “Downtown Re-Imagine Agency” (Agency) which would include representation from City Administration and key community stakeholders such as the Downtown Saskatoon Business Improvement District, Tourism Saskatoon, and private land developers.
- Analysis of the key actions identified through the 2019 stakeholder engagement workshop.
- Identification of the appropriate lead representative party and key partners for each key action.
- Assessment of the preliminary scope and budget required for each key action.
- Ongoing consultation with the Agency throughout development of the strategy.
- Assembly of the strategy for Council approval, including associated budget requests.
- Coordination of any external parties that are leading key actions related to the Strategy over 2020-21 (e.g. building of the Downtown narrative).

## **FINANCIAL IMPLICATIONS**

The financial implications of this report include the option for \$150,000 of reserve for capital expenditures (RCE) funding over 2020 and 2021 to apply additional human resources toward development of the Downtown Stimulus Strategy. This is presented as an option for RCE capital funding within the 2020-21 Multi-Year Business Plan and Budget. No additional permanent full-time employee equivalents are associated with this capital funding option.

Should this funding option not be approved by City Council, work on ongoing initiatives such as the City Centre Plan, selection of sites for future major facilities, and development management reviews would continue under existing funding allocations. No resources would be available to implement the outcomes of the workshop that aren't already ongoing as noted above.

## **IMPLICATIONS**

There are no legal, social, or environmental implications identified.

## **NEXT STEPS**

The next step in this project is for the funding request to be considered during the 2020/21 Capital Budget deliberations.

## **Report Approval**

Written by: Dan Willems, Interim Chief Strategy & Transformation Officer  
Reviewed by: Brent McAdam, City Centre Planner  
Frank Long, Director of Saskatoon Land  
Lesley Anderson, Director of Planning & Development  
Approved by: Lynne Lacroix, General Manager, Community Services Department

Admin Report - Proposed Downtown Stimulus Strategy – Additional Information.docx