

November 13, 2019

CITY OF SASKATOON
222 THIRD AVE N
SASKATOON SK

RE: PROPOSED DOWNTOWN STIMULUS STRATEGY

On behalf of the Saskatoon Regional Economic Development Authority (SREDA), please accept this letter of support to the City of Saskatoon regarding the proposed downtown stimulus strategy.

SREDA's role is to strengthen and grow the local economy by providing programs and services in the areas of business attraction and expansion; entrepreneurship; regional economic development and planning; Indigenous economic development, economic intelligence, marketing the Saskatoon Region and talent attraction.

As an organization that focuses exclusively on economic development in a variety of industries, we recognize the importance of a strong downtown to a healthy and growing economy. The proposed downtown stimulus strategy is a key next step to ensuring downtown revitalization is done in a balanced and responsible manner, aligning with the City's Growth Plan, and ultimately securing Saskatoon's competitive position in the Canadian marketplace.

If you require more information SREDA's support for this initiative, please contact me via email at afallon@sreda.com.

Sincerely,



Alex Fallon
President & Chief Executive Officer
Saskatoon Regional Economic Development Authority (SREDA)

