



**DOWNTOWN EVENT & ENTERTAINMENT DISTRICT  
PHASE 1: ENGAGING ON IDEAS ENGAGEMENT AND  
COMMUNICATIONS (2023)**

## PHASE 1: ENGAGING ON IDEAS

This is the first phase of a five-part engagement for both the event centre/arena and convention centre conceptual designs and the District Plan. This phase of engagement is about understanding what community members would like to see in the Downtown Event and Entertainment District. Questions are intended to promote brainstorming and creativity.

### Timelines:

- Targeted engagement with partners and stakeholders: Began as early as April 17, 2023.
- Broad Public Engagement began on Thursday April 27, 2023, and closed on May 18, 2023.

### Engagement Questions:

1. What do you like about our current Downtown?
2. What would make our Downtown more welcoming and accessible at all times of the year?
3. Which of the following features do you think would be most important in the District?  
Select all that apply:
 

<input type="radio"/> Places to eat	<input type="radio"/> Concessions/vendors
<input type="radio"/> Places to party	<input type="radio"/> Essential services (medical, social)
<input type="radio"/> Green spaces	<input type="radio"/> Public washrooms
<input type="radio"/> Heritage and history	<input type="radio"/> Wellness spaces
<input type="radio"/> Places to walk bike or roll	<input type="radio"/> Well-lit spaces
<input type="radio"/> Public art	<input type="radio"/> Outdoor winter spaces
<input type="radio"/> Places to live	<input type="radio"/> Hotels
<input type="radio"/> Places to shop	<input type="radio"/> Quiet places to relax
<input type="radio"/> Places to work	<input type="radio"/> Free places for gatherings
<input type="radio"/> Places to buy groceries	<input type="radio"/> Places/features for pets
<input type="radio"/> Vehicle parking	<input type="radio"/> Places/features for families
<input type="radio"/> Bike/scooter parking	<input type="radio"/> Other (please describe)
<input type="radio"/> Places for recreation	
4. What should we consider when designing the new event centre/arena and a new or expanded convention centre (TCU Place)?
5. What should we consider when designing how people will get to and from, and moving within, the District?
6. What is uniquely “Saskatoon” that you would like to see included in the Downtown Event and Entertainment District?
7. What’s your big idea for the Downtown Event and Entertainment District?

## Engagement Methods:

Three main engagements methods were used to make it as easy as possible for community members to participate: targeted meetings and workshops, a storefront / pop-up and an online survey.

**Table 1: Schedule of Targeted Meetings/Workshops**

Targeted engagement with those with living experiences, Indigenous peoples and stakeholders and partners. Some meetings were facilitated by City Staff, others involved hiring an external consultant or working with a partnering organization.

### **TARGETED MEETING & WORKSHOPS (April 24 to June 8, 2023)**

1. DEED Community Group	Monday April 24, 2023	10:30 a.m. – 12:30 p.m.	TCU Place
2. Downtown Residents & Property Owners	Monday May 1, 2023	10:30 a.m. – 12:00 p.m.	The Avenue Room
3. Downtown Residents & Property Owners	Tuesday May 2, 2023	6:30 p.m. – 8:00 p.m.	The Avenue Room
4. Arts/Culture/Heritage	Tuesday May 9, 2023	11:00 a.m. – 1:00 p.m.	Midtown Storefront
5. Arts/Culture/Heritage	Wednesday May 10, 2023	5:00 p.m. – 7:00 p.m.	Midtown Storefront
6. Ethnocultural Leaders	Thursday May 11, 2023	6:00 p.m. – 8:30 p.m.	Station 20 West
7. Ethnocultural Leaders	Saturday May 13, 2023	11:30 a.m. – 2:00 p.m.	Station 20 West
8. LGBTQ2S+ Community	Tuesday May 16, 2023	6:00 p.m. – 8:00 p.m.	Station 20 West
9. Living Experience with Disability	Wednesday June 7, 2023	5:00 p.m. – 8:00 p.m.	Online
10. Living Experience with Disability	Thursday June 8, 2023	5:00 p.m. – 8:00 p.m.	Online

**Table 2: Schedule of Storefront / Pop ups**

A storefront is a location where community members can stop by at their own convenience, see information, talk to City staff, and provide feedback through graphically designed worksheets or a link to an online survey.

### **COMPLETED STOREFRONT / POP UPS (April 29 – May 6, 2023)**

1. Midtown Shopping Centre	Saturday, April 29	10:00 a.m. – 7:00 p.m.
2. Midtown Shopping Centre	Monday, May 1	10:00 a.m. – 7:00 p.m.
3. Alice Turner Library	Wednesday May 3	6:30 p.m. - 8:00 p.m.
4. SaskTel Centre (Saskatoon Blades)	Wednesday May 3	6:30 p.m.

### Continuation of Table 2: Schedule of Storefront / Pop ups

A storefront is a location where community members can stop by at their own convenience, see information, talk to City staff, and provide feedback through graphically designed worksheets or a link to an online survey.

5. Midtown Shopping Centre	Thursday May 4	10:00 a.m. - 6:00 p.m.
6. TCU Place (The Bellamy Brothers)	Thursday May 5	7:00 p.m.
7. Midtown Shopping Centre	Saturday May 6	10:00 a.m. - 6:00 p.m.
8. TCU Place (Saskatoon Symphony Orchestra)	Saturday May 6	7:00 p.m.
9. Midtown Shopping Centre	Monday, May 8	10:00 a.m. – 6:00 p.m.
10. Cliff Wright Library	Monday, May 8	3:00 p.m. – 5:00 p.m.
11. Midtown Shopping Centre	Thursday, May 11	10:00 a.m. - 2:00 p.m.
12. Confederation Mall	Friday, May 12	11:00 a.m. – 2:00 p.m.
13. TCU Place (Blippi)	Friday, May 12	6:00 p.m.
14. Midtown Shopping Centre	Saturday, May 13	10:00 a.m. – 2:00 p.m.
15. Midtown Shopping Centre	Monday, May 15	10:00 a.m. – 2:00 p.m.
16. Midtown Shopping Centre	Thursday, May 18	10:00 a.m. – 2:00 p.m.

**Engagement Kits** - Like the approach used during Saskatoon Speaks, Community Visioning Initiative, Administration developed Engagement Kits. This approach allowed for a variety of engagement activities and provided consistency in data collection. This also allowed for engagement activities to be community led and reach more community members. The Engagement Kits were available on our Engage Page from April 27 – May 18, 2023, and included all the materials needed for hosting an engagement session.

Kits included:

- Instructions
- Background materials
- Engaging on Ideas Workbook
- Survey link
- Discussion guides
- Event information sheets to document information about the engagement participants

### Table 3: Online Survey

Made available to the public to participate on [saskatoon.ca/engage](https://saskatoon.ca/engage) from April 27 to May 18, 2023

Online Surveys Completed	2,921	<b>3,134 Respondents</b>
Paper Surveys Completed	213	

Each opportunity for public engagement includes the same questions – so community members could pick the engagement method that works the best for them.

### **Communications Activities:**

To generate community-wide awareness of the engagement opportunities, a multi-faceted communications and marketing campaign was implemented from late April to mid-May 2023. The mix of tactics was designed to reach as many residents and stakeholders as possible to inform them of the many ways they could participate in the engagement process, as well as sharing updated messages about the project.

1. Out-of-house advertising
  - Traditional billboards
  - Digital billboards
  - Radio ads
  - Posters
2. Digital and social advertising
  - Website
  - Engage page
  - Social media including Facebook, Instagram, Twitter, YouTube and NextDoor
  - Mobile
  - E-newsletters
3. Traditional advertising
  - Print ads
  - Community Association and school newsletters
  - Postcards
  - Flyers (distributed to the downtown and surrounding area to make sure that property owners, tenants and renters are aware of engagement opportunities including targeted information sessions for those groups)
4. News Media
  - News Releases and PSAs