

November 7, 2023

His Worship and City Councillors
222 3rd Ave. N.
Saskatoon, SK S7K 0J5

Dear His Worship and City Councillors,

Re: Support for Discover Saskatoon Funding

Having been informed of the proposed funding cutback for Discover Saskatoon, I am writing on behalf of the NSBA to express our deep concern. While we understand the current challenges caused by inflationary pressures, we believe that the decision taken threatens the remarkable momentum of Discover Saskatoon's mission to advance our city's economic and social landscape.

Discover Saskatoon has played and continues to play an important role in being an ambassadors for our city by marketing us as a destination of choice for leisure and business travel. Their services are instrumental in bringing visitors and events to Saskatoon, which has a significant impact on our economy.

It is important to note that the proposed funding cut will limit Discover Saskatoon's ability to bid for events, most especially their ongoing bid on events like the Federation of Canadian Municipalities (4,000 delegates) and National Gathering of Elders (5,000 delegates).

Moreover, the recent International Conference on Isotopes, secured by Discover Saskatoon in partnership with the Sylvia Fedoruk Centre, not only showcased our city's robust human capital and innovative spirit but also significantly contributed to our investment attraction strategy, cementing Saskatoon's reputation as a premier host for international knowledge exchange and professional gatherings.

The NSBA does not view this as just another expenditure but as an investment that has proven to bring significant returns to our city, benefitting not only the economy but also our reputation, marketing us as a hub for entertainment and culture.

We believe that with the proper financial support, Discover Saskatoon can continue to enhance the economic and social aspect, making our city a destination for both residents and visitors. We encourage you to reconsider and recognize that investing in Discover Saskatoon is an investment to ensure that Saskatoon remains relevant, vibrant and ready for the future.

Sincerely,



Keith Moen
Executive Director